

Website Standards and Implementation Guidance

Step-by-Step Guidance

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1. **Definitions.** To increase clarity and understanding, we have included definitions for words and phrases, as they pertain to this regulation, near the beginning. This list is not meant to be an exhaustive glossary, but rather an in-line tool to help with commonly misunderstood words and phrases.
 - 1.1. **Internal Communication.** Any communication, information, or dissemination intended primarily for Civil Air Patrol members, as defined in *CAPR 39-2, Civil Air Patrol Membership*, and, when appropriate, their immediate family members or appointed guardians, for the purpose of internal coordination, administration, training, or member support.
 - 1.2. **External Communication.** Any communication, information, or dissemination intended for audiences outside Civil Air Patrol membership, including, but not limited to, the public, partner organizations, government agencies, media, prospective members, donors, or other non-members, regardless of whether Civil Air Patrol members may also

have access to or view the communication.

- 1.3. **Online Information and Electronic Messaging.** Any communication, information, or dissemination created, transmitted, or stored using electronic or digital means, including but not limited to websites, social media platforms, email, messaging applications, collaboration tools, forums, and other internet-based or networked systems, whether intended for internal or external audiences.
- 1.4. **Marketing and Strategic Communication.** Communication activities intended to promote, support, or advance Civil Air Patrol's mission, programs, services, image, or value to internal and external audiences, including but not limited to recruiting, retention, public affairs, internal awareness campaigns, community outreach, donor engagement, and stakeholder relations, in alignment with approved organizational goals, priorities, and messaging.
- 1.5. **Branding.** The consistent representation and presentation of Civil Air Patrol's identity, including its name, symbols, visual elements, messaging, tone, and values, as applied across communications, materials, platforms, and activities, to ensure recognition, credibility, and alignment with the organization's mission.

Phase 1: Project Initiation and Setup

CAPR 190-1 ICL 25-01, March 2025:

11.1. Website. Each Wing shall maintain a single website that is properly branded and hosted on the CAP/PA-approved platform using the appropriate domain convention. The Wing PAO will have authority over the PA content of all web pages within the Wing which are visible to the public and will keep the website accurate and current with assistance from other members as necessary. Information posted, unless timeless in content, will not be older than three months. Information located on the NHQ website will not be replicated on the unit website, this includes regulations, forms, etc. Only links to the NHQ website may be utilized to ensure accurate content.

11.2. If CAP/PA identifies non-compliance with brand standards or with content which is in conflict with guidance, with the concurrence of the National Commander/CEO, the website or content may be removed or edited for compliance.

Step 1: Assign Team and Secure MAC Support

1. **Your MAC SiteViz Team Member:** Wings are assigned a specific MAC SiteViz Team member to guide them through the process. All communications regarding the project will be through this individual.
2. **Establish the Wing SiteViz Admin Team:** The CAP IT Security Manager has approved **no more than three** SiteViz administrators for the new Wing website. The **Wing PAO must be one** of the three admins. Let your MAC SiteViz Team Member know who needs to be added. Do not add more SiteViz administrators to the website yourself.

3. **Additional Users:** The CAP IT Security Manager has directed that no additional users may be added to SiteViz.
4. **Initiate Contact Change (If Needed):** If the Wing PAO changes, or if others on the team change, immediately email macstaff@cap.gov or your MAC SiteViz Team Member to update the assigned MAC team member.
5. **SiteViz Organization Settings.** Do not edit the domain settings in the Organization settings in the “Website” section. Your MAC SiteViz Team Member is responsible for making all changes once the template has been approved to be moved live. This includes changing the name of the template website. Your MAC SiteViz Team Member will change the name once your template has been approved for live transfer.
6. **Custom Coding.** To maintain system integrity, the CAP IT Security Manager does not permit the use of embeds (except for MS and Google calendars), custom CSS, or JavaScript in SiteViz.
7. **Squadron Websites:** The decision on whether to have squadron websites is made after the wing website is completed. Once that work is done, the wing PAO will have a more comprehensive understanding of what it takes to create and maintain the main wing website and will be able to make an informed recommendation to the wing commander, who will then decide whether to maintain websites for all squadrons in the wing. See **Step 9: Wing Commander Decision** for more information.

Step 2: Ensure Regulatory Compliance and PII Standards

1. **Review Core Regulations:** Understand and adhere to **CAPR 190-1 ICL 25-01**.
 - Wings must maintain a single website on the approved platform. Additional websites for encampments, cadet programs, etc., are not approved.
 - All websites not hosted on the approved CAP/IT platform must be removed.
 - Ensure all public content is accurate and meets both CAP and AP Style requirements.
 - All **Diversity, Equity, Inclusion/Accessibility (DEI/A) and other content** as listed in the Department of Defense, Digital Content Refresh memorandum, dated Feb. 26, 2025, will not be posted on any platform, as instructed in the Civil Air Patrol Actions to Address Presidential Executive Orders memorandum, dated Jan. 31, 2025. This applies to past and future content.
 - **Do not replicate** NHQ content (regulations, forms, etc.); use **only links** to the NHQ website.
2. **Implement PII Standards:** Ensure **no Personally Identifiable Information (PII)** is listed on public websites. This includes personal emails, cell phones, home phones, or internal reports.

Please note that failure to comply with these requirements may result in the temporary disabling of the respective page until corrections are made. If you have any questions about these requirements, please contact the CAP IT Security Manager at capsec@capnhq.gov.

- **Wing Contact:** Use an information-gathering form (SiteViz, Google, etc.). If a form is not used, you may use an authorized generic distribution email, such as **info@wing.cap.gov**, for general public inquiries.
 - **Squadron Contact:** Use a contact form (preferably) or a branded distribution email specific to the squadron, such as **squadron-city@wing.cap.gov**, on all squadron landing pages.
 - **Documents and PDFs** are not permitted on the public website, except in cases where exceptions are outlined below.
3. **CAP Style/AP Style:** Ensure all added content is written in CAP Style and AP Style. In situations where CAP Style and AP Style differ, always use CAP Style. Guidelines are available on the [Brand Portal](#).
 4. **Sponsorships:** Posting of sponsorship details, levels, acknowledgments, and other related information is **not permitted** on our .gov websites or social media. This also includes linking to online auctions for conferences or other activities from both social media and .gov websites.
 5. **General SiteViz Guidelines:** The CAP IT Security Manager has directed that the following SiteViz-specific guidelines be followed.
 - No scripts should be coded into the websites.
 - No embeds beyond a calendar embed and the national unit locator should be coded into websites. Calendar embeds should be Google or Microsoft only.
 - Do not create Shared Content Libraries. Websites should only use the libraries provided by the project.
 - Wing websites are limited to three admins, with one being the wing PAO.
 - Squadron websites are limited to three admins, with one being the wing PAO and one being the wing ITO.
 - Do not add additional users to any websites beyond the three admins.
 - Our SiteViz contract does not allow for password-protected areas in SiteViz with user access.

Step 3: Establish the Member Portal Strategy

1. **Consolidate Internal Content:** Move all member-specific, internal information (e.g., full conference details, unit reports, detailed histories, supplements/OIs/forms) to a dedicated, **password-protected platform** (e.g., Google Drive, SharePoint, Teams).

2. **New Google Workspaces:** The CAP IT Security Manager has directed that squadrons, wings, and regions may have their own independent Google Workspaces, separate from each other. The following procedure outlines the process for requesting new independent Google Workspaces for a squadron, wing, or region. Squadrons with existing Google Workspaces are not required to shut them down if their wing stands up a Workspace. Likewise, wings with existing Workspaces are not required to shut them down if their region stands up a Workspace. Existing Workspaces from all echelons are not required to go through reapproval. Please see the [CAP Websites](#) page on goCivilAirPatrol.com for details about the request process.
3. **Create Member Portal Link:** Add a "**Member Portal**" link on the public website. This should be added as the **last link under the About navigation** and/or as one of the six container boxes on the homepage. This link must direct members to the external password-protected platform.
4. **Photo Galleries:** The wing should use its photos.cap.gov folder for sharing photos with members and families. Squadrons can also have a sub-folder on photos.cap.gov for their photos. A link to this folder may be added to the squadron landing page. **See Step 8, bullet 7** below.
5. **Note:** CAP's SiteViz agreement does not provide for creating a password-protected area on CAP websites.

Step 4: Begin Building Site Content

1. The standard setup for the website includes a navigation bar with five sections. This guide will highlight how to setup these five sections:
 - About
 - News
 - Join CAP
 - Programs
 - Locations
2. As the wing completes each of these sections, they should be submitted to the assigned SiteViz reviewer separately. See Step 9 for more information.

Phase 2: SiteViz Development and Content Build

Step 5: The About Section

1. The order of the **About** menu structure should not be altered. **Wings and Squadrons, Core Values, and Cadet Protection should remain in the order they are, at the top of the menu.** Wings are free to add additional sub-pages below these, provided the content is public-facing and not intended for internal use.

2. **Wings and Squadrons:**
 - Edit the **Wing Commander** child page and include a **photo and a short bio** (must be text, not a downloadable file).
 - List other **command team members** with their name, grade, and, if desired, a **CAP-branded distribution email only** (no bio and no photo).
 - **Wing staff listings** should be in the internal members-only area.
 - **Wing Calendar:** Embed a Google or Teams calendar as a child page under the **"Wings and Squadrons"** section. **Do not** include internal activities (e.g., staff meetings, aircraft maintenance) on this public calendar.

2. **Additional Pages:**
 - Wings may add additional pages that are specific to the wing, such as Community Service, Heraldry, Member Portal, etc. These should be placed as sub-pages below **"Wings and Squadrons."** Content on these pages should be public-focused and not directed to members.
 - **Wing History** - The wing may include a summary of its history under the **Wings and Squadrons** section in the About menu. This should be a summary suitable for the public and not PDF downloads and multiple pages of materials. Such detailed historical cataloging should be in the members-only area for wing members to research and read as needed.
 - **Wing/Squadron Heraldry details** - The wing may include the heraldic details related to each squadron's approved emblem. Detailed squadron histories should be kept in their members-only areas. See the [Oklahoma Wing](#) website for an example.

Step 6: The News Section

1. The **News** menu structure order should not be altered. **CAP.news and Volunteer Magazine should remain in their current positions, at the top of the menu.** Wings are free to add additional pages below these, provided the content is public-facing and not intended for internal use.

2. **Newsletters and Magazines:**
 - **EXCEPTION** - Documents and PDFs are not permitted on the public website. The exception to this is the **current copy** of a wing newsletter or magazine. The public website is not a permanent historical archive of these documents. It is recommended that the wing archive these issues in the private members-only area.

Step 7: The Join CAP Section

1. The **Join CAP** pages should not be altered, except under the situations below. The Join details must be consistent across the organization.
 - Wings may add a Call-to-Action button at the bottom of each page for finding a squadron, as shown below.



Step 8: The Programs Section

1. The **Programs** pages cover three of CAP's programs. These pages should not be altered, except under the situations below.
 - Wings may add Call-to-Action buttons at the bottom of each page for finding a squadron, links to other pages, etc., as shown below.



- Wings may add additional child pages below each of the required Programs sections that are specific to the wing, such as Encampments, Flight Academies, etc. Content on these pages should be public-focused and not directed to members.

| |
|-------------------------|
| PROGRAMS |
| Emergency Services |
| Aerospace Education |
| Cadet Program |
| Encampment |
| National Flight Academy |

2. Additional Programs Pages:

- For Wing activities (Encampments, CSAs), create a **new child page** under the **Cadet Program** page. Use a **generic link name** (e.g., "Encampment"), with the specific name, like "OKWG Summer Encampment," as the page headline. Do not use a specialized name for the activity, like "Summer Fighting Eagle."
- **Encampments** - The main encampment page should be structured as an evergreen, public-focused page explaining what an encampment is. Child pages under the encampment page can be added with details, as well as a news module for optional updates. See the [Oklahoma Wing](#) website for an example.

| |
|-------------------------|
| Cadet Program |
| Encampment |
| Encampment Updates |
| Encampment Applications |
| Encampment Policies |
| National Flight Academy |

- **Encampment Contact:** Use an information-gathering form (SiteViz, Google, etc.). If a form is not used, you may use an authorized generic distribution email, such as **encampment@wing.cap.gov**, for inquiries.
- **EXCEPTION** - Documents and PDFs are not permitted on the public website. An exception to this is the encampment forms that are needed. It is recommended that these PDFs be added to the Registration Zone; however, in circumstances where that is not possible, adding them to the Encampment Updates news module is an alternative option.
- **Other Wing-Level Activities** - Utilize a similar setup as encampment for other wing-level activities, such as the annual wing conference.

Step 9: Build Squadron Landing Pages and Locations Section

1. **Region Websites:** The Locations page template on region websites differs from the wing websites. MAC will supply regions with a simple one-page layout for locations; there will be no child pages. This page will include the emblem and a link to each wing's website.
2. The main **Locations** page should include a brief description, a wing header image, and an embed of the **National Squadron Locator**. See the [Oklahoma Wing](#) website for an example.
3. Please note that the CAP IT Security Manager has directed that all squadron contact information must conform to the PII requirements listed in CAPR 1-2(I). Personal phone numbers must be removed. Emails listed must be either name@xxwg.cap.gov, name@cap.gov, or name@capnhq.gov. No other email accounts may be used.

Failure to comply with these requirements will delay website approval and may result in the temporary disabling of the respective page until corrections are made. If you have any questions about these requirements, please contact the CAP IT Security Manager at capsec@capnhq.gov.

Note – All squadron contact information must conform to PII requirements. Inspectors will look for this in **Wing Compliance Inspections** and squadron **Subordinate Unit Inspections** to ensure PII is not listed in the locator.

Instructions for updating this information in eServices are found at [this link](#).

The screenshot shows the 'Unit Contacts' section of an eServices interface. At the top, there are navigation tabs: Organization Addresses, Organization Contacts, Meeting Times, Unit Contacts (selected), Notes, and Members. Below the tabs is a table with columns: CAPID, Full Name, Email, Primary Phone, Secondary Phone, and a 'Delete' button. A red callout box labeled 'Replace or Update this entry' points to the 'Update' button. Below the table is a search section with a dropdown menu for '*Select Unit Contact' and a search button. A red callout box labeled 'Enter the Unit CC's CAPID' points to the search input field. Below the search section are input fields for 'Email', 'Primary Phone', and 'Secondary Phone'. Red callout boxes provide instructions: 'Use non-personal unit email address' points to the email field (containing 'sq123@aaawg.cap.gov'), and 'Use non-personal unit (or wing) phone number' points to the primary phone field (containing '(888) 555-1234'). At the bottom left is an 'Add/Update Web Contacts' button.

4. **Location Navigation:** Build the left navigation links under the **Locations** header alphabetically.
 - Use the **city name** followed by the unit number in parentheses, e.g., "Jenks (OK092)"

| LOCATIONS |
|----------------------|
| Altus (OK035) |
| Broken Arrow (OK155) |
| Edmond (OK002) |

- If Groups are used, label them by **geographic area** (not numbers) like North, South, etc, with Squadrons as child pages underneath.

| LOCATIONS |
|--------------------------|
| Northern Oklahoma |
| Altus (OK035) |
| Broken Arrow (OK155) |
| Jenks (OK92) |
| Tulsa (OK125) |

5. **Google Map Link:** It is recommended to provide a link to Google Map directions to the squadron meeting. Utilize the image hosted on the [Brand Portal's Siteviz](#) section.



6. **Save time** by building one landing page, then use the **source code copy/paste method** to replicate the content across all other squadron pages, customizing what needs to change from page to page.
7. **Squadron Calendars:** Embed a Google/Teams/similar calendar either as a child page under each squadron landing page or at the bottom of each squadron landing page. These calendars may only contain entries pertaining to the **general public, as well as to cadets, in accordance with CAPR 60-1.**
8. **Squadron Photos:** Squadron commanders or PAOs may request folders and galleries on photos.cap.gov. The squadron folder can be linked to from the landing page. There is a set

format for squadron folders/galleries in photos.cap.gov. For additional information about setting up photo folders/galleries, see the “How-To Guide for photos.cap.gov,” and guidance on uploading photos to the site, both available on the [Public Affairs Resources](#) page on GoCivilAirPatrol.com

9. **Squadron Details:** Ensure that all details are written in AP Style, e.g., Grades, times, etc.
10. **Squadron Emblems:** The Wing PAO may include a squadron's unit emblem on its location page **only if** it is a high-resolution digital image and complies with the current **CAPR 110-3**.

If the squadron's heraldry image is not high resolution or does not comply with the current CAPR 110-3, but **is grandfathered in for Civil Air Patrol uniform embroidery/patch purposes**, the wing PAO should **create a squadron subordinate entity logo** for this use, using the generator found on the [Brand Portal](#).

Phase 3: Review, Launch, and Final Structure

Step 10: Request MAC Review and Go-Live

1. **Request Review:** Once changes to each section in the SiteViz template are complete, the **Wing PAO should email the assigned MAC SiteViz team member** to request a formal review. Due to the volume of wings under review, we would like these in sections and not all at once. Send your About, News, Join CAP, Programs, and Locations sections as you complete each one.
2. **Make Corrections:** MAC will provide required and/or recommended changes. Correct the site until the MAC team confirms compliance.
3. **Wing Commander Decision on Squadron Websites:**
 - At the time the wing template website is completed, the last step is for the Wing Commander to decide on squadron websites:
 - **Option A (Consolidated):** Deactivate existing squadron websites, maintaining only the centralized Wing website with Squadron landing pages.
 - **Option B (Standalone Approved):** Approve standalone websites for ALL Squadrons in the Wing. As the new wing template website is moved live, existing squadron websites will be moved to a sandbox. They will have the template applied to them so the wing can begin work completing the templating process. As each squadron website is completed, it will go through the same review process that the wing website went through. Once MAC approves and the site is moved live, it must be linked from the Squadron Landing Pages on the Wing website.

4. **Deployment:** If Option B is chosen, once all of the squadron websites are completed, the MAC team will push the completed template wing website into production.

Step 11: Post-Launch Tasks

1. **Implement Donation Buttons: Do not contact Development directly.** The MAC SiteViz team will work with Development post-launch to create and add donation links to the Squadron landing pages.
2. **Redirects:** If the Wing Commander has elected to consolidate squadron websites as mentioned in Step 9 Item 3, the MAC team will redirect all squadron stand-alone .gov domains so they point to the new landing pages on the wing website. This will ensure all existing marketing materials are correctly pointing to the squadrons.
3. **Set Up Vanity Domains:** Squadrons may use city-based vanity domains (e.g., FortWorthCAP.org) with a **301 redirect** to their landing page on the Wing website. **Do not use charter numbers** in the vanity domain.