



**DEPARTMENT OF THE NAVY**  
COMMANDER  
NAVAL EDUCATION AND TRAINING COMMAND  
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PENSACOLA, FLORIDA 32508-5220

NETCINST 5720.1G  
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NETC INSTRUCTION 5720.1G

From: Commander, Naval Education and Training Command

Subj: NAVAL EDUCATION AND TRAINING COMMAND PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44C  
(b) NAVEDTRA 140B  
(c) NAVSO P-5728.11, Navy Public Affairs Guide: Collateral Duty Public Affairs  
(d) NAVSO P-5728.18, Navy Public Affairs Guide: A Navy Guide to Public Affairs  
(e) NAVSO P-5720.15, Navy Public Affairs Guide: Social Media Handbook (2019)  
(f) NAVSO P-5728.03, Navy Public Affairs Guide: Public Release of Information and Imagery  
(g) NAVSO P-5728.07, Navy Public Affairs Guide: Community Outreach  
(h) U.S. Navy Style Guide  
(i) DoD Visual Information Style Guide  
(j) Associated Press Stylebook  
(k) OPNAVINST 5726.8C  
(l) OPNAVINST 3104.1A  
(m) OPNAVINST 2630.2  
(n) NETC Biography Guidance

1. Purpose. To provide public affairs policy and procedures for Naval Education and Training Command (NETC)/MyNavy HR Force Development activities to guide Public Affairs (PA) initiatives and maintain a reporting requirement for PA issues and accomplishments.

2. Cancellation. NETCINST 5720.1F.

3. Background

a. Reference (a) provides PA policy and regulations for all Department of the Navy (DON) activities, including content management and oversight of Navy public websites, which is a primary responsibility of command Public Affairs Officers

(PAOs). Reference (b) pertains to NETC Learning Centers (LCs) and Training Support Centers (TSCs). References (c) through (g) provide additional Navy PA guidance. References (h) at <https://www.navy.mil/submit/navyStyleGuide.pdf>, (i) at <https://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/>, and (j) are required style guides for the creation of PA content. Reference (k) is the instruction for the Navy's community outreach plan. Reference (l) is the instruction for the Navy visual information program. Reference (m) is the instruction for flag officer biographies, which is used as a guide for all biographies released on the NETC public website. Reference (n) is NETC PA guidance for formatting biographies for the NETC public website.

b. This instruction is a guide for NETC Headquarters and its subordinate commands to conduct a PA Program.

(1) Navy Recruiting Command (NRC) and Naval Service Training Command (NSTC) PA will report activities daily to Chief of Naval Personnel (CNP) PA, keeping NETC PA informed.

(2) PA activities at LCs, TSCs, and equivalent and for their specific domains will be reported bimonthly (approximately every 2 weeks) to the NETC PAO on or about the 1st and 15th, with the exception of news media queries or incidents that may impact command mission or the image of the command or the Navy, as well as flag-level and high-interest international visits. These will be communicated to the NETC PA team immediately. Bimonthly report information is used to identify opportunities and specific actions taken to support the activity's PA communications and to evaluate the effectiveness of the overall NETC PA program.

4. Discussion. The PA program seeks to enhance recognition, understanding, and appreciation for NETC and subordinate command activities, initiatives, and assigned personnel. It is designed to illustrate to both internal and external audiences the contributions made by NETC commands to fleet readiness. An important aspect of fulfilling the Force Development "street-to-fleet" mission and opportunities for continuous learning and development is the ability to communicate effectively with staffs, new accession Sailors and students, the Navy team, the American public, and other audiences.

a. Public Affairs is a function of command, per reference (a). The NETC domain includes a wide variety of commands/units, and unit size will impact capacity to conduct PA activities. Nonetheless, each command/unit is directed to develop appropriate local initiatives that support NETC objectives. The challenge to PA military, civilian, and contract employees and each command's leadership team is to search actively for PA opportunities to tell the recruiting, education, and training story.

b. The NETC PA Office, under the guidance of the NETC PAO, directs the NETC domain PA program and advises subordinate commands in the execution of their programs.

## 5. NETC PA Objectives

a. Demonstrate how the Navy recruits and trains, taking civilians from street-to-fleet by transforming them into highly skilled, operational, and combat-ready warfighters and by providing tools and opportunities for continuous learning and development. Increase understanding about the importance of the recruiting and training missions within the American public and the Navy.

b. Support the MyNavy HR/Manpower, Personnel, Training, and Education and Chief of Information (CHINFO) communication themes by incorporating them in PA products such as articles, speeches, and web-based content. The themes and other communication direction from MyNavy HR leadership and CHINFO will be coordinated through the NETC PAO and disseminated throughout the domain for support and action.

c. Continually plan and deliver PA products that highlight high-visibility, high-impact programs to include: Ready, Relevant Learning; transformation; new technology, modernized delivery, and mobile applications; schoolhouse updates and achievements; recruit training initiatives; officer and citizen development programs; recruiting; advances in voluntary education and the Navy's enlisted advancement program; credentialing opportunities; international education and training; and VIP-level engagements.

d. Create and stimulate positive attitudes about recruiting and training duty among naval personnel, including those already

assigned to NETC and subordinate commands, with special emphasis on professionalism, career benefits, and impact of recruiting and education and training on fleet readiness.

e. Promulgate policy for NETC and component commands for categorization of Information Level 2 (IL2) and Information Level 4 (IL4) training content.

6. Action and Responsibilities. NETC PA aims to provide a framework for each subordinate command's PA program. Per references (a) and (b), the PA organization within the DON is designed to provide maximum flow of information to the public with minimum delay, subject only to operational security, statutory limitations, and the safety of personnel. Subordinate activity PAOs and collateral duty PAOs are an essential component in mission accomplishment, providing strategic counsel, operational planning, and tactical execution of communication.

a. Commanders and Commanding Officers (COs) will:

(1) Either direct a proactive PA program with permanent fulltime military and civil service PAO billets, or, for those with collateral duty PAOs and contracted support, determine the command's level of PA activities in coordination with NETC PAO.

(2) For TSCs and LCs, ensure their PA representative submits a bimonthly (twice a month) PA report that identifies actions taken within their organization/domains in support of NETC mission/initiatives and to detail upcoming events and the command's plan for marketing PA products to cover events.

(3) Determine level of delegation of release authority for their command to the command PAO or collateral duty PAO for release of information to the public or the news media in response to specific situations such as routine inquiry or local media engagements. Typically, fulltime PAOs are the spokesperson for their respective command, and collateral duty PAOs will coordinate with NETC PAO before serving as a spokesperson. Per reference (a), this position cannot be filled by a contractor.

(4) Provide direct access to all policy makers and other relevant leaders in strategic and operational planning when appropriate.

(5) Determine level of delegation of release authority for their command to the Commanding Officer, command PAO or collateral duty PAO for designation of IL2 and IL4 training content. Per reference (a), this position cannot be filled by a contractor.

b. NETC PAO will:

(1) Plan, coordinate, and execute an effective PA program in the areas of public information, internal information, and community outreach.

(2) Report to and liaise with CNP PA and CHINFO for Navy-wide and national level interest items.

(3) Serve as lead spokesperson for the NETC domain.

(4) Advise NETC Headquarters staff.

(5) Advise subordinate commanders and COs and their PA representatives.

(6) Provide assistance, as staff priorities allow, to subordinate activities for content development and publication.

(7) Maintain oversight of and be final approval authority for content published on the public NETC domain website.

(8) Manage NETC Headquarters-level social media engagement and participation in MyNavy HR social media activities and maintain oversight of subordinate command headquarters-level official social media presences for commands with collateral duty PAOs.

c. NRC and NSTC PAOs will:

(1) Conduct and manage all aspects of robust public affairs programs per references (a), (c), (d), (e), (f), (g), (k), and (l) and other applicable PA guidance and directives.

(2) Liaise with CNP PA and CHINFO for Navywide and national level interest items, keeping the NETC PAO informed.

(3) Serve as lead spokesperson for their domains.

(4) Advise their headquarters staffs.

(5) Advise subordinate commanders and COs and their PA representatives.

d. LC, TSC, and Naval Education and Training Professional Development Center (NETPDC) command fulltime and collateral duty PAOs will:

(1) Develop appropriate PA initiatives that support NETC objectives.

(2) Provide bimonthly (approximately every 2 weeks) PA reports that cover the LC domain. The report should include all media contact regarding positive or negative coverage of command personnel, mission, or incidents. The report should also include information on upcoming opportunities, PA accomplishments, and support of command, NETC, and Navy communication themes. The reports should be provided to NETC PAO with a copy to the deputy PAO via email.

(3) Maintain oversight of their own subordinate command PA efforts.

(4) Create PA products that explain the command's mission and efforts and recognize employees, adhering to references (a) through (n).

(a) All imagery must follow imagery specifications at <https://imagery.navy.mil/training/Business%20Rules.pdf> for image resolution quality, Visual Information Record Identification Number, and captioning. For photographs by photographers without a Visual Information Identifier and released by NETC, NETC will use the headquarters Defense Visual Information Activity Number (DVIAN) unit ID. LCs with consistent submissions from their domain may also request a DVIAN from Defense Imagery Management Operations Center. Products will be regularly distributed through all available

internal and external outlets. NOTE: For imagery released primarily through social media, if images are of satisfactory quality and representative of Force Development/mission activities (not grip and grins) or of historical value, the images should be officially released with captions through Defense Visual Information Distribution Service to comply with the requirements of Visual Information (VI) policy and Navy imagery guidance, both for archiving and to make available for future public affairs purposes and headquarters-level command products. It is recognized that this may often be beyond the ability of many commands due to manning levels and time constraints.

(b) Video productions and products must comply with applicable references, particularly reference (1), understanding that while the instruction is currently under review by CHINFO, much of the policy requirements remain in effect. The Department of Defense (DoD) has rescinded the definition of VI Production and adopted the Title 36 CFR definition of Audiovisual Production, which requires records management: "Audiovisual production means an organized and unified presentation, developed according to a plan or script, containing visual imagery, sound, or both, and used to convey information. An audiovisual production generally is a self-contained presentation." The use of the DD 1995 form, requiring a production PIN for more formal products, has been discontinued and is no longer required.

1. The DoD requirement is that if you are producing video for public consumption, regardless of the public or where said video is displayed (for example, on Facebook or YouTube), you must:

a. Avoid duplicative efforts to save taxpayer dollars (how many motorcycle safety videos are necessary?).

b. Ensure all productions have been legally vetted so that copyright, fair use, music license and distribution agreements are considered to protect the Government.

c. Ensure all productions are reviewed for public release.

d. All productions must have the metadata regarding intellectual property (status of copyright such as original or third party music) and other third party rights (talent release, distribution rights and other permits) attached and retained accordingly.

2. Note that the length of the video or venue in which it is displayed is not part of the requirement. If a DoD entity, or a contractor on behalf of DoD or the government, produces video that is an organized and unified presentation, developed according to a plan or script, contains visual imagery, sound, or both and is used to convey information, it is an audiovisual production and must conform to the aforementioned records management requirements.

3. Copyright violation policing lies with legal. Seek legal counsel for proper language and permissions for pursuing use of any copyrighted material. The command must have permission from the copyright holder to use the material. Permission must be in written form and remain in command files. Review reference (f) for a copyright overview. Otherwise, what the PAO can and should do is insist that the product be free of copyrighted material and get that in writing from the producer of the content before releasing to the public. The onus is on the producer, and always has been. Attention should be paid to where video material is sourced from, particularly from non-DoD stock video clip or music websites, and video creators need to understand the difference between terms of service agreements as an individual and as a representative of the Navy/Government; often, even if labeled as free, there are still copyright implications.

4. Typically, news or command leadership messages packaged as video or multimedia products do not necessarily have these kind of copyright implications if all the material used is sourced in house or from DoD released material. For music, it is recommended to first consider using military band pieces but still request written permission from the band to ensure that a selection is appropriate for further use and to retain proof of permission.



(c) Collateral duty PAOs at NETC's LCs and TSCs will submit material to the NETC PA team for review and approval prior to release. If applicable, any copyright permissions received must be included as part of the review. For subordinate training sites and detachments, collateral duty PAOs must coordinate for release through either the LC fulltime PAO or the LC collateral duty PAO for further routing to NETC PA team.

(5) Manage headquarters-level social media engagement and provide oversight for subordinate activity social media presence, whether officially registered with CHINFO or unofficial in nature, adhering to references (a), (e), and (f). Further resources, including CHINFO's Fleet Social Media Strategy Guide, are available at <https://www.navy.mil/SocialMediaDocs.asp>.

(a) With command leadership approval, collateral duty PAOs may post domain/local interest items without further approval, except for high-level VIP visits or high-interest focus subjects, such as Ready, Relevant Learning or Force Development Strategic Imperatives, that may require coordination for release to ensure message alignment and applicable command concurrence with release.

(b) Designated social media managers at every level must be cognizant of release of information requirements and watch for aspects that would make imagery or information not suitable for public release, screening for appearances of endorsement, safety issues, operational security concerns (such as personnel wearing badges or visible identification cards), personally identifiable information (such as instructor phone numbers on a classroom board), for official use only information (such as on posted documents in the background), etc.

(c) Collateral duty PAOs will not establish new social media sites without first vetting command social media engagement plans through the next higher-level fulltime PAO, whether at the LC level or NETC level, for approval to do so.

(d) Social media requires consistent, sustained management, and evaluations should be done on return on investment prior to starting a new social media presence, taking into consideration whether the same results could be achieved by

contributing to higher-level social media sites. Existing sites should also be periodically evaluated to determine feasibility of continuing with the site. Sites that are minimally active should be discussed with the next higher fulltime PAO for consideration to permanently delete, temporarily hide, or determine ways to proactively achieve an engaging presence.

(e) Sites must always have two administrators to ensure continuity of access.

(6) Actively promote PA coverage of community outreach projects, initiatives, and successes and provide guidance on or coordinate legal review of community outreach activities for official command support.

(7) Leverage the American Connections Media Outreach Program through the Navy Office of Community Outreach per reference (k).

(8) Fulltime PAOs may coordinate and respond to routine, local media queries, keeping NETC PAO informed; for international and national news organizations or local news affiliated with national syndicates with the potential for broader dissemination, fulltime PAOs will first coordinate with NETC PAO for further direction. Collateral duty LC/TSC PAOs will coordinate, forward, and receive approval from NETC PAO prior to conducting media engagements and responding to external media queries for media engagement under their domain; keep NETC PAO apprised of any media engagements arranged through an installation or type commander/resource sponsor PAO. PAOs should always be present during interviews and take notes/record the interview. All personnel interviewed, regardless of rank, will be considered official Navy and command spokespersons and are "on the record." "Off the record" comments are not authorized.

(9) Coordinate with command contracting offices for any publicity requests by a contractor's public information or marketing departments to make sure they understand Navy guidelines regarding media access or interviews or comments from military members. There should be no appearance of endorsement.

(10) For any PA coordinated visits by non-military groups/individuals or news media to view or participate in

selected training evolutions, ensure the proposed schedule is reviewed by the command safety representative or NETC regional safety representative to adhere to all safety precautions and policies. The PAO will review tour requests to verify the proposed guests and events are per reference (a).

7. Operational Security (OPSEC) Considerations. The intent of OPSEC is to protect "critical information" as defined by a command. PA representatives must coordinate with OPSEC managers to determine what meets the established criteria for critical information that would require a security manager, subject matter expert and/or OPSEC manager review, potentially even beyond the immediate command. For example, if photography is arranged of an unclassified activity but within a sensitive or restricted area, the photos should be reviewed before any further consideration of release. As another example, photos of a promotion or a retirement ceremony will typically not rise to the level of the definition of critical information. PA products discussing or showing sensitive training or potentially budget information would likely warrant reviews. Requests to publicly release training material, even course syllabi, such as through the NETC public website, may necessitate coordination with the training's resource sponsor to ensure stakeholder concurrence, taking into account overall aggregation of material. Release of information beyond normal collateral duty PAO activities should be vetted with the next higher-level public affairs staff on suitability for release and the potential need for an OPSEC review.

8. Serious Accidents or Incidents. Subordinate commands are required to immediately report all serious accidents or incidents, including death, serious injury, major fire or flooding, major accident, and incidents where media interest is likely, to NETC PAO. In turn, as appropriate, NETC PAO will submit initial proposed PA guidance to respective higher echelon PAO as required. After normal business hours, contact the NETC PAO at (850) 554-5311.

9. Public Website Content Management

a. PAOs will ensure content placed on command public websites is current, updated regularly, and complies with references (a), (f), (h), (j), (m) and (n). Full-time PAOs are the only approving authority for traditional informational

material placed on command publicly accessible websites. This responsibility may not be further delegated to non-PA personnel, including contractors hired for the sole purpose of maintaining a command's public website.

b. NETC PAO maintains oversight of public website content and retains final approval authority for material residing on <https://www.public.navy.mil/netc> (with the exception of NSTC sub-sites) and <https://www.netsafa.navy.mil/>.

(1) For LCs, all requests for changes, updates, and additions to any sub-site falling under the LC's domain will be routed through the LC PAO or collateral duty PAO, ensuring an initial review for policy compliance and AP and Navy Style Guide format takes place before forwarding to NETC.

(2) Submit requests to NETC deputy PAO and NETC's webmaster. The NETC deputy PAO will provide a final review to ensure compliance with policy before authorizing the webmaster to move forward with changes. Typically requests, barring any technical difficulties, are completed within 2-5 days; in the event there are competing priorities, biographies will often be the first updates to be delayed.

(3) Most biographies are initially written in an internal Navy correspondence style, in chronological format, or have never been vetted by public affairs for release. NETC PAO uses reference (m) as the general template for most biographies. To expedite biographies, PAOs and collateral PAOs should review references (m) and (n) and attempt to update and format as much as possible, considering on average at least 100 biographies are submitted for publishing each year.

c. NETC PAO advises and coordinates support as needed with NETC (N7) Fleet Integration, Learning, and Development for policy related to training content intended for public release on publicly accessible NETC websites or other public website platforms, such as YouTube.

d. NETC PAO advises and coordinates support as needed to NETC (N54) Navy Credentialing Programs for content residing on Navy Credentialing Opportunities On-line website at <https://www.cool.navy.mil/>.

e. NRC PAO maintains oversight of public website content and retains final approval authority for material residing on <https://www.cnrc.navy.mil/>.

f. NSTC PAO maintains oversight of public website content and retains final approval authority for material residing on <https://www.public.navy.mil/netc/nstc>, including subordinate sites for Officer Training Command, Naval Reserve Officers Training Corps, Navy Junior Reserve Officers Training Corps, Seaman to Admiral-21, and Navy Band Great Lakes.

g. Recruit Training Command PAO maintains oversight of public website content and retains final approval authority for material residing on <http://www.bootcamp.navy.mil/>.

h. NETPDC PAO advises and provides policy oversight of public website content residing on <https://www.navycollege.navy.mil/>.

#### 10. Records Management

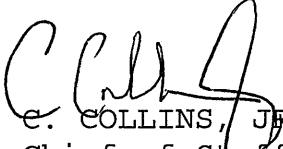
a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned for the standard subject identification codes (SSIC) 1000, 2000, and 4000 through 13000 series per the records disposition schedules located on the Department of the Navy/Assistant for Administration (DON/AA), Directives and Records Management Division (DRMD) portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>. For SSIC 3000 series dispositions, please refer to part III, chapter 3, of Secretary of the Navy Manual 5210.1 of January 2012.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact your local records manager or the DON/AA DRMD program office.

11. Review and Effective Date. Per OPNAVINST 5215.17A, NETC will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, Secretary of the Navy, and Navy policy and statutory authority using OPNAV

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5215/40 (Review of Instruction). This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

  
C. COLLINS, JR.  
Chief of Staff

Releasability and distribution:

This instruction is cleared for public release and is available electronically via the NETC public web site, <https://www.public.navy.mil/netc/directives.aspx>, or via HP Records Manager (HPRM).