



DEPARTMENT OF THE NAVY
COMMANDER
NAVAL EDUCATION AND TRAINING COMMAND
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NETCINST 5720.1H
NOOP
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NETC INSTRUCTION 5720.1H

From: Commander, Naval Education and Training Command

Subj: NAVAL EDUCATION AND TRAINING COMMAND PUBLIC AFFAIRS

Ref: (a) SECNAVINST 5720.44C
(b) NAVEDTRA 140C of 29 Apr 24
(c) America's Navy Licensing Guide of Feb 24
(d) DoW Visual Information Style Guide of 12 Sep 25
(e) Associated Press Stylebook
(f) OPNAVINST 5726.8D
(g) OPNAVINST 3104.1B
(h) OPNAVINST 2630.2B
(i) NETC Biography Guidance of Aug 25
(j) Navy Social Media Handbook of Oct 24
(k) OPNAVINST 3432.1A

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

2. Cancellation. NETCINST 5720.1G.

3. Background

a. Reference (a) provides PA policy and regulations for all Department of the Navy (DON) activities. Reference (b) pertains to NETC learning centers (LC), learning sites (LS) and other NETC activities. References (c) through(e) are required style guides for the creation of PA content. Chapter one of reference (f) is the instruction for the Navy's community outreach plan. Reference (g) is the instruction for the Navy Visual Information (VI) Program. Chapter one of reference (h) is the instruction for flag officer biographies, which is used as a guide for all biographies released on the NETC public website. Reference (i) is the NETC PA guidance for formatting biographies for the NETC public website. Reference (j) is the Navy's guidance for

official use of social media. Reference (k) establishes policy, procedures and responsibilities for the Navy Operations Security (OPSEC) Program.

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

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

(2) Routine PA activities at LCs and equivalent and for their specific domains will be reported weekly to the NETC PA Officer (PAO). 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 visits will be communicated to the NETC PA Office immediately. Weekly 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. PA 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 battle-ready warfighters and by providing tools and opportunities for continuous learning and development. Increase understanding of the criticality of the recruiting and training missions among all audiences.
- b. Amplify Navy communication themes and strategic priorities by incorporating them in PA products such as articles, speeches, and web-based content. Themes and other communication direction from MyNavy HR leadership and the Chief of Information (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: recruiting; initial accession training; LC and LS training; schoolhouse updates and personnel achievements; leader development programs; advances in voluntary education and the Navy's enlisted advancement program; credentialing opportunities; international education and training; and "VIP-level" engagements.
- d. Create communication products that 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.

6. Action and Responsibilities. NETC PA directs PA activities throughout the domain and will 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 operations security, statutory limitations, and the safety of personnel. Subordinate activity PAOs and unit PA representatives (UPAR) are an essential component in mission accomplishment, providing strategic counsel, operational planning, and tactical execution of communication.

a. Commanders and commanding officers (CO) will:

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

(2) For LCs, ensure their PA representative submits a weekly 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 PA coverage of 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, full-time PAOs are the spokesperson for their respective command, and UPARs 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 PA planning when appropriate.

(5) Direct the review of all command information intended for public release, to include "IL2" and "IL4" training content, per reference (a).

b. NETC PAO will:

(1) Plan, coordinate, and execute an effective domain-wide 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 communication priorities.

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

(4) Serve as strategic PA advisor to the commander and advise NETC HQ staff on all PA matters.

(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 HQ-level social media engagement and participation in MyNavy HR social media activities, and maintain oversight of subordinate command HQ-level official social media presences for commands with UPARs.

c. NRC and NSTC PAOs will:

(1) Conduct and manage all aspects of robust PA programs per references (a), (f), and (g) and other applicable PA guidance and directives.

(2) Liaise with CNP PA and CHINFO for Navy-wide and national level communication priorities, keeping the NETC PAO informed.

(3) Serve as lead spokesperson for their domains.

(4) Advise their commander and HQ staff.

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

d. LC and Naval Education and Training Professional Development Center (NETPDC) command full-time and UPARs will:

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

(2) Provide weekly PA reports that cover the LC domain. The report should include all media engagements and media coverage of command activities; information on upcoming PA opportunities and activities; and PA products published or released. The reports should be provided to NETC PA Office via e-mail.

(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 (k).

(a) All visual imagery must follow imagery specifications outlined in references (d) and (g). For VI products created by individuals without a VI identifier and released by NETC, NETC will use the HQ Defense VI Activity Number (DVIAN) unit identification. 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 VI Distribution Service to comply with the requirements of VI policy and Navy imagery guidance, both for archiving and to make available for future PA purposes and HQ-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) UPARs at NETC's LCs will submit material to the NETC PAO for review and approval prior to release. Subordinate training site and detachment UPARs must coordinate for release through the LC full-time PAO for further routing to NETC PA team, as required. With command leadership approval, UPARs may post local interest items (e.g., command award ceremonies) without further approval.

(5) Manage LC-level social media engagement and provide oversight for subordinate activity social media presence, adhering to references (a) and (j).

(a) Social media engagement requires consistent, sustained management, and commands should evaluate if the use of

social media fulfills the command's communication strategy prior to engaging in this domain. UPARs will not establish new official 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 PAO.

(b) Command social media pages must always have two administrators to ensure continuity of access.

(6) Direct PA coverage of community outreach projects, initiatives, and successes; and coordinate legal review of community outreach activities for official command support.

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

(8) Engage appropriately with the news media, per reference (a). Full-time 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, full-time PAOs will first coordinate with NETC PAO for further direction. LC UPARs will coordinate with, and receive approval from, NETC PAO prior to conducting media engagements and responding to external media queries for media engagement under their domain and will keep NETC PAO apprised of any pertinent media engagements arranged through an installation or type commander/resource sponsor PAO. A PAO should always be present during interviews and moderate 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 ensure compliance with all Navy guidelines regarding media access or interviews or comments from military members. There should be no appearance of endorsement.

(10) Coordinate visits by news media representatives and visits of a PA nature, per reference (a), ensuring the proposed

schedule is reviewed by the command safety representative or NETC regional safety representative to adhere to all safety precautions and policies.

7. OPSEC Considerations. PA representatives must coordinate with OPSEC managers to determine whether information intended for public release requires a security manager, subject matter expert and/or OPSEC manager review, per references (a) and (k). Requests to publicly release training material, including course syllabi, may necessitate coordination with the cognizant type command to ensure stakeholder concurrence.

8. Serious Accidents or Incidents. Subordinate command PAOs and PA representative are required to immediately report all serious accidents or incidents, including death, serious injury, major fire or flooding, and any incidents where media interest is likely, to NETC PAO. For such events, NETC PAO may direct the creation of a briefing card to prepare for media or public inquiries.

9. Public Website Content Management

a. PAOs will ensure content placed on command public websites is current, updated regularly, and complies with references (a), (c), (e), (h), (i) and (k). 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 NRC and 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 UPAR, ensuring an initial review for policy and style guide compliance occurs before forwarding to NETC.

(2) Leader biographies should be provided to NETC PAO no later than two weeks prior to a change of command or change of office to ensure timely review and publication.

c. NETC PAO advises and coordinates support as needed with NETC N5/N7 for policy related to training content intended for public release on publicly accessible NETC websites or other public website platforms, such as YouTube.

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

e. NSTC PAO maintains oversite of public website content and retains final approval authority for material residing on <https://www.netc.navy.mil/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.

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

g. NETPDC PAO advises and provides policy oversight of public website content residing on <https://www.navycollege.navy.mil/> and Navy Credentialing Opportunities On-line website at <https://www.cool.navy.mil/>.

10. Records Management

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the DON Assistant for Administration, Directives and Records Management Division portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager.

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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 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.



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Releasability and distribution:

This instruction is cleared for public release and is available electronically on the NETC public web site (www.netc.navy.mil) or by e-mail at netc-directives@us.navy.mil.