



DEPARTMENT OF THE NAVY
NAVY PERSONNEL COMMAND
5720 INTEGRITY DRIVE
MILLINGTON TN 38055-0000

NAVPERSCOMINST 5720.1B
PERS-00P
9 Jun 2017

NAVPERSCOM INSTRUCTION 5720.1B

From: Commander, Navy Personnel Command

Subj: BUREAU OF NAVAL PERSONNEL MILLINGTON AND NAVY PERSONNEL
COMMAND GUIDANCE FOR THE USE OF INTERNET-BASED CAPABILITIES

Ref: (a) SECNAV WASHINGTON DC 192027Z Aug 10 (ALNAV 056/10)
(b) DEP SecDef DTM 09-026 of 25 Feb 2010
(c) DON CIO memo of 20 Oct 2008 (Subj: Web 2.0 – Utilizing New Web Tools)
(d) DoD Instruction 8550.01 of 11 September 2012
(e) SECNAVINST 5720.44C
(f) SECNAVINST 5211.5E
(g) BUPERSINST 5211.7
(h) OMB M-13-13 of 9 May 2013
(i) CNO WASHINGTON DC 261233Z Mar 15 (NAVADMIN 069/15)
(j) CHINFOINST 5720.8A
(k) SPAWAR SharePoint Governance Policy, 7 Jul 2015 (NOTAL)

Encl: (1) BUPERS Millington/NAVPERSCOM Internet-Based Capability Administrator's
Agreement
(2) Social Media Rules of the Road BUPERS Millington/NAVPERSCOM Guide for the
Use of Social Media
(3) Disclaimer For All Social Media Pages
(4) BUPERS/NAVPERSCOM Allowable and Prohibited Content For Public-facing
NAVPERSCOM Web site

1. Purpose

a. All personnel assigned to Bureau of Naval Personnel (BUPERS) Millington, Navy Personnel Command (NAVPERSCOM), and subordinate commands must abide by the information contained in this instruction.

b. Per reference (a) and enclosures (1) through (4), this instruction establishes local procedures for the approval and release of all information, and of any media, posted on the BUPERS Millington/NAVPERSCOM Internet-based capabilities (IBC) and public-facing NAVPERSCOM Web site.

c. Major revision to this instruction includes the addition of enclosure (4), which updates the list of file types that are allowed and those that are not permitted on the NAVPERSCOM Web site. This instruction includes substantial changes and should be read in its entirety.

2. Cancellation. NAVPERSCOMINST 5720.1A.

3. Scope and Applicability. This instruction is applicable to BUPERS Millington and NAVPERSCOM and its subordinate activities.

4. Discussion

a. IBC are defined in reference (b) as all publicly accessible information capabilities and applications available across the Internet in locations not owned, operated, or controlled by the Department of Defense (DoD), this instruction, or the Federal Government. These extended IBC are often referred to as Web 2.0 and include popular applications such as Facebook, YouTube, Twitter, Google Apps, Flickr, and SlideShare, among many others. Their interactive nature makes them powerful tools in informing Sailors and directing action.

b. Due to the unique interactive nature of NAVPERSCOM's public-facing Web site (www.npc.navy.mil), definition and policies for engagement are included under IBC.

c. In addition to changing how Sailors receive information, Internet-based applications and their participants have heretofore operated in a largely unregulated environment among the BUPERS Millington/NAVPERSCOM constituency at many levels. While the IBC may, or may not, be under the direct control for operations by DoD, it is the responsibility of all personnel to ensure that a consistent message and appropriate content is provided via IBC.

5. Policy

a. The NAVPERSCOM Web site at www.npc.navy.mil is the central Internet presence and authoritative repository of information for BUPERS Millington/NAVPERSCOM. This Web site is the hub of BUPERS Millington/NAVPERSCOM's IBC strategy; social media sites, such as those in reference (a) must be in support of content available on the public-facing NAVPERSCOM Web site.

b. All official BUPERS Millington/NAVPERSCOM IBC are managed and monitored through NAVPERSCOM, Public Affairs Office/Communications Branch (PERS-00P). Assigned Web authors are to comply with the guidance contained within this instruction and are accountable to their supervising deputies.

c. Per guidance outlined in reference (c), BUPERS Millington/NAVPERSCOM personnel directly involved in customer service operations (e.g., detailers, placement officers and coordinators, call center representatives, and community managers, etc.) are encouraged to develop content appropriate for their specific constituencies. Administrators must sign the agreement in enclosure (1) and follow the standards set in reference (a) and enclosure (2).

d. All use of IBC must comply with ethics, information security, and operations security references contained in reference (b) and enclosure (2).

6. Procedure. The following approved procedures and guidelines for BUPERS Millington/NAVPERSCOM use of IBC and the public-facing NAVPERSCOM Web site are directed.

a. Approval authority for all BUPERS Millington/ NAVPERSCOM IBC and public NAVPERSCOM Web site rests with PERS-00P.

(1) PERS-00P will maintain a list of all approved IBC, as well as the current listing of lead administrators and supervising deputies.

(2) Lead administrators will grant Web author and or posting capability discriminately to persons, who must comply with enclosure (1). Lead administrators will also maintain a list of subordinate administrators who may post officially to their respective IBC.

b. General BUPERS Millington/NAVPERSCOM guidelines for providing public information via IBC are included in enclosure (2). All information provided via NAVPERSCOM IBC is considered Navy policy. Any violation of this policy will result in revocation of IBC privileges.

c. Approved IBC sites or services must contain the disclaimer statement in enclosure (3).

7. Conclusion. It is imperative that the ongoing IBC activities be disciplined and strengthened by the direct leveraging of authoritative BUPERS Millington/NAVPERSCOM sources.

8. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed per Secretary of the Navy Manual M-5210.1 of January 2012.

9. Review and Effective Date. Per OPNAVINST 5215.17A, PERS-00P will review this instruction annually on the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, Department of Defense, SECNAV and Navy policy and statutory authority using OPNAVINST 5215/40 Review of Instruction. This instruction will automatically expire 5 years after its issuance date unless reissued or canceled prior to the 5-year anniversary date, or an extension has been granted.



R. A. BROWN

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via NAVPERSCOM Web site <http://www.npc.navy.mil/>

BUPERS MILLINGTON/NAVPERSCOM INTERNET-BASED CAPABILITY
ADMINISTRATOR'S AGREEMENT

1. I understand that posts made in the name of BUPERS Millington/NAVPERSCOM will be interpreted as Navy policy. If I post opinions and or hearsay, my administrator privileges will be revoked.
2. I am responsible to ensure postings to the IBC comply with content guidelines found in reference (a) (ALNAV 056/10 INTERNET-BASED CAPABILITIES GUIDANCE - OFFICIAL INTERNET POSTS), and enclosure (2), Social Media Rules of the Road BUPERS Millington/NAVPERSCOM Guide for the Use of Social Media.
3. I will actively monitor and evaluate the IBC to ensure postings by others comply with enclosure (3) (DISCLAIMER FOR ALL SOCIAL MEDIA PAGES), which I will ensure is posted in the "information" or "about" section of my respective IBC.
4. Upon my relief as site administrator, due to any circumstance (e.g., transfer, separation, retirement, etc.), my administrator access will be removed.

Paygrade, Name, Code (IBC site/page) Date

Department Head Signature Date

Copy to:
NAVPERSCOM (PERS-00P)

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SOCIAL MEDIA RULES OF THE ROAD
BUPERS MILLINGTON/NAVPERSCOM GUIDE FOR THE USE OF SOCIAL MEDIA

1

**ALWAYS IDENTIFY YOURSELF AND
YOUR ROLE AT BUPERS
MILLINGTON/NAVPERSCOM**

Identification makes your post more credible.

5

**STAY IN YOUR LANE AND USE YOUR
BEST JUDGEMENT**

Common sense. If you observe an online conversation where a question is being asked and you know the answer, feel free to respond. If you think you have only a partial answer or are unsure of the appropriate response, do NOT respond. If possible, refer to the subject expert for review and appropriate action.

2

NO CLASSIFIED INFORMATION

Do NOT divulge classified, For Official Use Only, or sensitive materials, photos, or videos. Operational security is crucial to our mission in support of the fleet. Think before you speak and if you are not sure – ask someone who knows!

6

DO NOT DEBATE POLICY

Provide the facts and point the fleet to references. Do NOT debate Navy policy or voice your personal opinion about Navy policy while representing BUPERS Millington/NAVPERSCOM.

3

**NO PERSONALLY IDENTIFIABLE
INFORMATION (PII)**

Do NOT divulge PII. Same rules apply here as any other medium. Individual detailing activities should be re-directed to appropriate channels.

7

**ALWAYS LINK TO THE BUPERS
MILLINGTON/NAVPERSCOM WEB
SITE**

The BUPERS Millington/NAVPERSCOM Web site at www.npc.navy.mil is the central repository of information. When answering a question or engaging in discussions, always provide an executive summary and then point to the reference on the BUPERS Millington/NAVPERSCOM Web site.

4

**DO NOT DISCUSS YOUR PERSONAL
INFORMATION**

See rule #3.

8

**ADMIT MISTAKES, BUT DO NOT
ARGUE WITH OTHER BUPERS
MILLINGTON/NAVPERSCOM
PERSONNEL**

Be the first to respond to your own mistakes. Be up-front.

9

**BE AWARE OF THE IMAGE YOU
PRESENT**

DISCLAIMER FOR ALL SOCIAL MEDIA PAGES

The following disclaimer needs to be inserted on the “Info,” “About,” or similar section of each IBC created.

Welcome to the **(NAME OF THE NAVPERSCOM IBC) sponsored by (PRIMARY ACTIVITY USING THE IBC, E.G., BUPERS (BUPERS-3), NAVPERSCOM (PERS-41), (PERS-42), ETC.)**. This page is intended to provide updated information and discussion for U.S. Navy personnel. Please visit our official homepage at <http://www.npc.navy.mil/>.

While this is an open forum, it is also a family-friendly one, so please keep your comments and wall posts clean. In addition to keeping it family-friendly, we ask that you follow our posting guidelines. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful, or intended to defame anyone or any organization.

- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial, or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial, or non-governmental agency.

- We do not allow comments that suggest or encourage illegal activity.

- You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided. If your questions concern specific Sailor information, please contact the NAVPERSCOM Customer Service Center at 866-U-ASK-NPC.

- For Official Use Only (FOUO), classified, pre-decisional, proprietary, or business-sensitive information should never be discussed here. Do not post personnel lists, rosters, organization charts, or directories. This is a violation of privacy.

- We will not conduct official business transactions. Official business is conducted in writing, via phone, e-mail correspondence, and Career Management System Interactive Detailing (CMS-ID) with the specific department. This site is intended to be a medium for BUPERS Millington/NAVPERSCOM-related general information.

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The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or DoD.

You are encouraged to quote, republish, or share any content on this page on your own blog, Web site, or other communication or publication. If you do so, as a courtesy, please credit the command or the person who authored the content (e.g., photo or article byline can be U.S. Navy or MC2 Joe Smith).

Thank you for your interest in Navy Personnel Command.

For more information visit the DoD social media user agreement at:

http://www.ourmilitary.mil/user_agreement.shtml

**BUPERS/NAVPERSCOM ALLOWABLE AND PROHIBITED CONTENT FOR
PUBLIC-FACING NAVPERSCOM WEB SITE**

1. Purpose

a. The NAVPERSCOM public-facing Web site has recently been transitioned to commercial cloud-based server facilities. While providing cost savings, faster access times, and scalability, being positioned in commercial facilities means our pre-publication scrutiny of submitted content must be greater. As previously, all content submitted for publication is reviewed by NAVPERSCOM Web content managers to ensure only allowable content is published. The release authority for public-facing Web content is the NAVPERSCOM, Public Affairs Officer (PERS-00P).

b. The main guidance for Navy's public-facing Web sites is reference (e) (DON Public Affairs Policy and Regulations). Reference (e), chapter 7, section 0701, para 12, states that "Only information authorized for public release may appear on a publicly-accessible Web site." The presentation of information to the public should be considered from several different angles prior to publication. One of these is: does the information NEED to be accessible from the BUPERS/NAVPERSCOM public site?

c. Information aggregation (mosaic effect) is becoming much more prevalent due to technology. Anyone can perform a Web search and find bits of information from multiple Web sites. Combining those bits of information can provide a clear picture of troop strength and manning. This topic has even been featured in reference (h), a White House policy memo ("Open Data Policy - Managing Information as an Asset" and in reference (i), NAVADMIN 069/15 "Islamic State in Iraq and the Levant (ISIL) Sympathizers 100 List".

d. Reference (j), the Navy Public Affairs Manual, states "With the increased speed and capability of digitized and wireless communications come increased personal and command responsibility. As easily as personnel can text message, e-mail, or post information to a blog, video sharing space or other evolving forms of electronic media or video invention, adversaries can retrieve and monitor these sources. Harvested information has the potential to make adversaries much more lethal. All DoD personnel must understand that whether classified or unclassified, the information to which they have access, including their very life-style, is valuable to our adversaries. Before posting or transmitting information ask yourself if you are about to transmit information that could be helpful to the enemy. Be responsible when describing daily activities, experiences, locations, or places."

2. Content that is not permitted per reference (e):

a. Classified material

- b. "For Official Use Only" (control of unclassified information). No pre-decisional content or draft information, proprietary information, or business sensitive information.
 - c. Personally identifiable information (PII) such as names, social security numbers, or home addresses, etc.
 - d. Information that could enable a person to infer it is proprietary information such as: lessons learned, battle orders, threat condition profiles, force protection information, and plans of the day, week, or month.
 - e. Identity of family members of DON personnel.
3. NAVPERSCOM is expanding the directives provided by reference (e) and further defining what content can be posted to the NAVPERSCOM public Web site (www.npc.navy.mil) to include:
- a. Detailer master billet lists. Lists of open billets are permitted (up to 1 year availability). Lists should be updated regularly to provide fresh billet availability, or removed if not updated.
 - b. Photos that are not official Navy or DoD photos. All photos must contain a Visual Information Record Identification Number (VIRIN) and caption information in the metadata. For assistance with VIRINs, contact the NAVPERSCOM Public Affairs Office.
 - c. Current or future duty stations of Navy members.
 - d. Location of special units (Navy SEALs, explosive ordnance disposal, and intelligence, etc.)
 - e. Corporate logos
 - f. Unofficial forms. All forms must be reviewed and approved by the NAVPERSCOM, Forms Manager (PERS-532F) and assigned a NAVPERSCOM form number.
 - g. Personnel lists, with the exception of promotion lists posted temporarily as per NAVADMIN or ALNAV.
 - h. Roster boards, organizational charts, or command staff directories which show an individual's name, phone number, or e-mail address. Due to the number of personnel transactions at NAVPERSCOM, reference (e) allows posting of names and official email addresses (NO PHONE NUMBERS) of detailers. However, it is highly recommended that departments request and use generic email addresses (e.g., E6-E9_detailer@navy.mil) that can be easily transferred.

i. The content restriction regarding identifying family members of DON personnel must be extended to “identifying family members of DON personnel, whether by name or in photographs, is prohibited from the NAVPERSCOM public Web site”.

j. Copyrighted material, without the express written or electronic permission of the material’s creator. The permission must list the item(s) allowed, the time period they will be allowed to be published, and any compensation (whether none or the dollar amount) that was provided for use of the material or product.

4. Due to restrictive measures of Space and Naval Warfare Systems Command governance board (for security and size considerations), certain file types will not be allowed on the NAVPERSCOM public-facing Web site. These include, but are not limited to:

a. Executable files such as .exe and .com; database and connector files such as .mdb, .dbf, and .idc; script and active files such as .ws, .asp; Powershell files; and Windows installer files; etc.

b. A complete list of file types not allowed is available from PERS-00P (reference (k), appendix C – Blocked file types).