



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

NAVPERSCOMINST 5720.1A  
PERS-00P  
12 Feb 2014

NAVPERSCOM INSTRUCTION 5720.1A

From: Commander, Navy Personnel Command

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

Ref: (a) SECNAV WASHINGTON DC 192027Z Aug 10 (ALNAV 056/10)  
(b) DoD Instruction 8550.01 of 11 September 2012  
(c) DON CIO memo of 20 Oct 08

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

1. Purpose

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

b. Per reference (a), this instruction establishes the 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.

2. Cancellation. NAVPERSCOMINST 5720.1.

3. Discussion

a. IBCs are defined in references (a) and (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 IBCs 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](http://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.

#### 4. Policy

a. The NAVPERSCOM Web site at [www.npc.navy.mil](http://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) shall be in support of content available on the public facing NAVPERSCOM Web site.

b. All official BUPERS Millington/NAVPERSCOM IBCs 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 (b), BUPERS Millington/NAVPERSCOM personnel directly involved in customer service operations (detailers, placement officers and coordinators, call center representatives, 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 shall comply with ethics, information security, and operations security references contained in reference (b) and enclosure (2).

5. 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 IBCs and public NAVPERSCOM Web site rests with NAVPERSCOM (PERS-00P).

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

(2) Lead administrators shall grant Web author and/or posting capability discriminately to persons who shall comply with enclosure (1). Lead administrators shall also maintain a list of subordinate administrators who may post officially to their respective IBC. This list shall be kept up to date and provided to NAVPERSCOM (PERS-00P) as changes are made.

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 disclosure statement in enclosure (3).

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

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

  
C. A. COVELL

Distribution:  
Electronic 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 Bureau of Naval Personnel (BUPERS) Millington/Navy Personnel Command (NAVPERSCOM) will be interpreted as Navy policy. If I post opinions and or hearsay, my administrator privileges will be forfeited.

2. I am responsible to ensure postings to the Internet-based capability (IBC) comply with content guidelines found in SECNAV WASHINGTON DC 192027Z Aug 10 (ALNAV 056/10 INTERNET-BASED CAPABILITIES GUIDANCE - OFFICIAL INTERNET POSTS) and 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 the **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 (i.e., transfer, separation, retirement, etc), my administrator access shall be removed.

\_\_\_\_\_  
Paygrade Name, Code (IBC site/page)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Department Head Signature

\_\_\_\_\_  
Date

Copy to:  
NAVPERSCOM (PERS-00P)

Enclosure (1)

**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.

**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 supporting the fleet. Think before you speak and if you are not sure - ask someone who knows!

**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.

**4**

**DO NOT DISCUSS YOUR PERSONAL  
INFORMATION**

See Rule #3.

**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.

**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.

**7**

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

BUPERS Millington/ NAVPERSCOM Web site at [www.npc.navy.mil](http://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.

**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, I.E., 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 user-name, 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.

- This site is intended to be a medium for BUPERS Millington/NAVPERSCOM-related general information. 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.

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

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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](http://www.ourmilitary.mil/user_agreement.shtml)