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ALNAV 022/25

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SUBJ/DON IMPLEMENTATION OF THE DEPARTMENT OF DEFENSE'S DIGITAL CONTENT
REFRESH ORDER//

REF/A/EXECUTIVE ORDER/PRESIDENT/20JAN25//
REF/B/EXECUTIVE ORDER/PRESIDENT/27JAN25//
REF/C/MEMO/SECDEF/25JAN25//
REF/D/MEMO/SECDEF/29JAN25//
REF/E/MEMO/SECDEF/31JAN25//
REF/F/MEMO/ATSD (PA)/26FEB25//
REF/G/DOC/DOD INSTRUCTION 5015.02/17AUG17//
REF/H/DOC/DOD INSTRUCTION 5400.17/12AUG22//

NARR/REF A IS EXECUTIVE ORDER 14151 ON ENDING RADICAL AND WASTEFUL
GOVERNMENT DEI PROGRAMS AND PREFERENCING.
REF B IS EXECUTIVE ORDER 14185 ON RESTORING AMERICA'S FIGHTING FORCE.
REF C IS SECRETARY OF DEFENSE MEMO ON HIS MESSAGE TO THE FORCE.
REF D IS SECRETARY OF DEFENSE MEMO ON RESTORING AMERICA'S FIGHTING FORCE.
REF E IS SECRETARY OF DEFENSE MEMO ON IDENTITY MONTHS AT DOD.
REF F IS THE ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS MEMO ON
DEPARTMENT OF DEFENSE DIGITAL CONTENT REFRESH.
REF G IS THE DOD RECORDS MANAGEMENT PROGRAM.
REF H IS THE DOD INSTRUCTION FOR OFFICIAL USE OF SOCIAL MEDIA FOR PUBLIC
AFFAIRS PURPOSES.//

RMKS/1. This ALNAV reinforces guidance to Department of the Navy (DON)
personnel, employees, and commands on implementation of references (a)
through (e). Reference (a) establishes the policy of the United States
to coordinate the termination of all discriminatory programs, including
illegal "diversity, equity and inclusion" (DEI) and "diversity, equity,
inclusion, and accessibility" (DEIA) mandates, policies, programs,
preferences, and activities in the Federal Government. Reference (b)
establishes the policy for the Armed Forces to operate free from any
preference based on race or sex. References (c) through (f) provide the
intent of the Department of Defense (DoD) to end elements, policies,
programs, or initiatives that promote or reflect DEI. Reference (g) is
the DoD's guiding document for archiving and retaining records.

2. As a reminder, by 12 March 2025, DON commands/units will take all

practicable steps in accordance with reference (f) to remove all DoD news and feature articles, photos, and videos that promote DEI. All articles, photos and videos removed from DoD websites and social media platforms must be archived and retained in accordance with reference (g).

3. DON commands/units will use the definitions of "DEI content" contained in reference (f) when applying Digital Content Refresh practices. DEI content that must be removed includes, but is not limited to:

a. Information that promotes programs, concepts or materials about critical race theory, gender ideology, and preferential treatment or quotas based upon sex, race, or ethnicity, or other DEI-related matters with respect to promotion and selection reform, advisory boards, councils, and working groups.

b. Content that is counter to merit-based or color-blind policies (e.g. articles or subject matter that focuses on immutable characteristics, such as race, ethnicity, or sex).

c. Content that promotes cultural awareness months as outlined in reference (e).

4. Content that highlights DON personnel serving in their assigned roles and supporting the DON's warfighting mission (e.g. a Marine of any race, ethnicity, or sex firing a weapon), without calling written or verbal attention to immutable characteristics, is not DEI-related content and therefore does not meet the requirement for removal.

5. The Defense Media Activity (DMA) is assisting the DON with systematic archival and removal of DEI content on the Defense Visual Information Distribution Service (DVIDS) and providing technical support to the service for websites hosted on the American Forces Public Information Management System (AFPIMS).

DON commands/units using DVIDS shall review their DEI content that DVIDS has scheduled for removal. Additionally, DON commands/units shall archive and remove any DEI content on AFPIMS websites, non-AFPIMS websites and content that has not been systematically identified on DVIDS by 12 March 2025. If any identified DEI content remains after the 12 March 2025 deadline, the DVIDS and AFPIMS teams will automatically remove and archive for their respective entities. For questions about the content to be removed, contact the DVIDS Service Desk at (888)-743-4662 or dma.enterprise-customer-services@mail.mil or the AFPIMS WEB Service Desk at (301) 222-6600 or dma.websd@mail.mil.

6. DON commands/units with social media platforms shall post the following statement upon identification and removal of DEI content, "This is an official Department of Defense social media account, and we acknowledge content was removed to align with the President's Executive Orders and DoD priorities in accordance with DoD Instruction 5400.17, Official Use of Social Media for Public Affairs Purposes (reference h)."

7. If a command/unit is unable to remove DEI content from DoD social media accounts by 12 March, all news articles, photos and videos published between 20 January 2021 and 19 January 2025 shall be temporarily removed from public display until the content is fully reviewed and DEI content is removed.

8. This guidance does not apply to content required by law to be publicly available or related to normal installation or component operations and activities, such as: base conditions, activities and services; current and historical leadership biographies; DoD Education Activity school events, operations and notifications; and Morale, Welfare, and Recreation and Commissary operations and activities.

9. If a command/unit believes an exception or extension is necessary, a detailed justification must be submitted to ATSD (PA) via the administrative chain of command.

10. Commanders will oversee implementation of the direction in this ALNAV under their jurisdiction.

11. Released by Mr. Terence G. Emmert, Acting Secretary of the Navy.//

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