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ALNAV 031/26

MSIG/GENADMIN/SECNAV WASHINGTON DC/--/JUN //

SUBJ/DEPARTMENT OF THE NAVY COMMUNICATION STRATEGY//

RMKS/1. Purpose. This ALNAV establishes the Department of the Navy (DON) Communication Strategy. The goal is a streamlined, enterprise-wide communication posture that supports the Acting Secretary of the Navy (A/SECNAV)'s priorities, strengthens institutional credibility, and sustains public trust in the DON. Our fundamental communication goals are to educate and inform the American public about their maritime services. This reinforces an unwavering trust with the American people, fuels our recruitment and retention efforts, and fortifies America's maritime dominance against any adversary.

2. Strategic Alignment. All communication efforts across the Fleet must contribute and align to a single Department-level narrative that is nested within the White House and Department of War priorities. To ensure unity of effort, the Secretariat, Office of the Chief of Naval Operations, Headquarters, Marine Corps (HQMC), and the greater Fleet will operate under a communication strategy that reflects the A/SECNAV's focus and can be adopted by all DON Public Affairs communicators. A copy of the DON Communication Strategy is available for Navy Flankspeed users via [https://flankspeed.sharepoint-mil.us/sites/SECNAV\\_CHINFO/SitePages/ChinfoHome.aspx](https://flankspeed.sharepoint-mil.us/sites/SECNAV_CHINFO/SitePages/ChinfoHome.aspx) and for Marine Corps Sharepoint users via [https://usmc.sharepoint-mil.us/sites/CD\\_SE](https://usmc.sharepoint-mil.us/sites/CD_SE). For users unable to access Flankspeed platforms, contact Navy Chief of Information (CHINFO) and Marine Corps Communication Directorate (CD).

3. Operational Flexibility. This DON communication strategy provides unified, aligned communication direction and strategic guardrails while allowing Numbered Fleets, Fleet Marine Forces (FMF), and command-level communicators the flexibility to execute effectively at the operational and tactical levels. Each one of us has an important story to tell.

4. Planning and Execution. CHINFO and CD will reference and support this strategy in all future communication planning efforts. All echelons will synchronize accordingly. We are in a fight for the narrative. Our adversaries compete not only with steel, but with coordinated disinformation designed to undermine our will, divide our alliances, and erode the confidence of the American people. We will not cede the information domain. Every Commander and Public Affairs professional will ensure their communication efforts reflect this unified posture. Now is the time to tell our story with the reverence, purpose, and precision it deserves.

5. Released by the Honorable Hung Cao, Acting Secretary of the Navy.//

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