



ASSISTANT TO THE SECRETARY OF DEFENSE

1400 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-2400

26 FEB 2025

PUBLIC AFFAIRS

MEMORANDUM FOR SENIOR PENTAGON LEADERSHIP
COMMANDERS OF THE COMBATANT COMMANDS
DEFENSE AGENCY AND DOD FIELD ACTIVITY DIRECTORS

SUBJECT: Digital Content Refresh

In response to President Trump's Executive Orders and Secretary Hegseth's priorities in his January 25, 2025, Message to the Force and January 29, 2025, Memorandum, "Restoring America's Fighting Force," this memorandum provides guidance for a digital content refresh to align with Department of Defense (DoD) priorities. I serve as the approval authority for public affairs (PA) interactive Internet activities conducted by the DoD and the release authority for official DoD information through public information media, in accordance with DoD Directive 5122.05, "Assistant to the Secretary of Defense for Public Affairs (ATSD(PA))."

By **March 5, 2025**, Components must take all practicable steps, consistent with records management requirements, to remove all DoD news and feature articles, photos, and videos that promote Diversity, Equity, and Inclusion (DEI). All articles, photos, and videos removed from DoD websites and social media platforms must be archived and retained in accordance with applicable records management policies.

The Defense Media Activity (DMA) is assisting Components with systematic archival and removal of DEI content on the Defense Visual Information Distribution Service (DVIDS) and providing technical support to Components for websites hosted on the American Forces Public Information Management System (AFPIMS). However, Components are responsible for archiving and removing any DEI content on AFPIMS and content that has not been systematically identified on DVIDS. A blanket statement should be provided on social media platforms to 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." A similar blanket statement on websites and other platforms may be necessary to aid user experience.

Further execution guidance for social media managers and content managers is below.

- **Social Media Content:** Components must remove and follow records management requirements for DEI content removed from all official DoD social media accounts. If Components cannot remove DEI content from DoD social media accounts by March 5, 2025, they must temporarily remove from public display all news articles, photos and videos published between January 20, 2021, and January 19, 2025, until the content is fully reviewed and DEI content removed. While DEI-related content outside of this date range must also be removed, articles, photos, and videos from the last four years are the immediate priority to align DoD communication with the current Administration.
- **DVIDS Content:** Components using DVIDS must review their DEI content, which is scheduled for removal. For questions about the content to be removed, contact the

DVIDS Service Desk at (888) 743-4662 or dma.enterprise-customer-services@mail.mil. If any DEI content remains after the March 5, 2025, deadline, the DVIDS team will remove it.

- **AFPIMS Websites:** Components with AFPIMS-hosted websites must archive and remove their DEI content by the March 5, 2025, deadline. If any DEI content remains after the deadline, the AFPIMS team will remove it. For support or questions about content to be removed, contact the WEB Service Desk at (301) 222-6600 or dma.websd@mail.mil.
- **Non-AFPIMS Websites:** Components must review content on non-AFPIMS-hosted websites and archive and remove DEI content by the March 5, 2025, deadline.

DEI content includes but is not limited to 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. Content requiring removal also includes that which is counter to merit-based or color-blind policies (e.g., articles that focus on immutable characteristics, such as race, ethnicity, or sex) or promotes cultural awareness months as outlined in Secretary Hegseth's January 31, 2025, Memorandum, "Identity Months Dead at DoD."

This guidance does not apply to content required by law to be publicly available or related to normal installation or component operations and activities, including but not limited to, customer-focused content such as:

- Base conditions, activities, and services;
- Current and historical leadership biographies;
- DoD Education Activity school activities, operations, and notifications; and
- Morale, Welfare and Recreation and Commissary operations and activities.

Please work with your respective public affairs, information technology, and records management teams to ensure compliance. If an organization believes an exception or extension is necessary, it must submit a detailed justification to my office before noon on March 5, 2025. Please contact Kingsley Wilson, Deputy Press Secretary, at kingsley.r.wilson.civ@mail.mil with any questions about this memo or with any justification.

Thank you for your prompt attention to this matter and your continued commitment to the Department's priorities.

A handwritten signature in black ink, appearing to read "Sean Parnell", with a stylized, cursive flourish.

Sean Parnell