

CMS | Basics

Need a Content Management System (CMS) account?

If your organization already has a local page on Navy.mil, someone at your command has a CMS account. Your "Group Administrator" may add individual users to the account based on the organization's individual needs. If the person who set up the page has left, call to update/reset your account. Access may be limited to "editor" or "administrator" as appropriate. Admins may also reset passwords on the management console page.

If your organization does not have a local page, contact NNS to discuss your needs. Remember, you are responsible for the content on your site. Update it frequently to maintain relevance and use social media to push viewers there. **Note:** Organizations must have a current, approved memorandum of understanding on file in order to upload local content!

Today it's news, tomorrow it's history!

Who cares? Is your story a **top**, **headline**, **local**, or **feature** story? Your story could be a "top story" if it is a big-Navy issue that affects the fleet. That could include personnel issues, operations and exercises of significance, or a prominent person who visited your command. Other important stories are classified as "headlines" and appear "below the fold" on Navy.mil. These stories may be of interest to many Sailors across the fleet. "Local" stories affect or are of interest to a smaller group of people in your local community. **Timeliness is a key factor in all news stories.**

Did you know? To add a hyperlink within your story, highlight the desired text, click "link" above the "story body" box, and paste the link. **Note:** Links must be for DoD-sanctioned websites only.

Photo/Graphic Email photo/graphic submissions to navymedia@navy.mil. For information about how to submit, visit http://www.navy.mil/photo_submit.asp. Add VIRINs to a story before submitting either with the VIRIN add function or simply paste the VIRINs in the comment box. Navy-approved images will automatically connect with your story. You may also upload images to DVIDS – please make a note in the comment block indicating you did so. Top stories must have a Navy-approved image.

Warning! Avoid potential release of unapproved stories by using a chop chain outside of CMS. Convert stories to plain text before pasting into CMS to avoid problems with special characters, extra breaks, etc.

Log into CMS at:

<https://navcms.dma.mil/management/>

CMS | General Tips

Headlines Use title case. Capitalize all words except articles (a, an, the) and prepositions. Generally no special characters. Use numerals (even 1-9). Do not use periods to abbreviate U.S. (US). Avoid acronyms. Engage the reader!

Bylines If the story is attributed to an individual, use "By" in the dropdown box. Use full titles. If it is attributed to a group, use "From." *By Mass Communication Specialist 1st Class (SW/AW) Jet Noise. From the office of the Chief of Information.*

Dateline Location, not the date! Use AP style. *Generally, REDSEA not USS XXX, At Sea.*

Event date This is the date of the event, not the date you submit your story.

POD notes Does your story contain information that would be of use across the fleet? Clicking "yes" creates a Plan of the Day (POD) note. Stories that could fit this category include personnel, training, leadership, advancement, etc. – items of interest to the Sailor.

Lead Paste your story lead in this box. Text is limited to 300 characters/six lines.

Body Paste the entire story here, including the lead. Do not paste the dateline or event date here.

Elements You must add a Navy theme to your story. Include photo VIRINs; photos will automatically link up with your story once approved by the Navy media team.

Pronouns Avoid first-person pronouns (e.g. "I" and "we"), especially the possessive pronoun "our." Use only as part of a direct quote.

Contact Us: Navy News Service, Defense Media Activity

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If you have problems uploading stories in CMS, email the story to the editor or navymedia@navy.mil

CMS | Common Errors

aboard vs. on board These two terms may be interchangeable, however a board is the preferred usage. Use "on board" as two words but hyphenate when used as an adjective. *Aboard means on board, on, in, or into a ship. The crew is aboard. The on-board medical team. The on-board computer. A Sailor is stationed on, at, serves with, or is assigned to a ship. Sailors do not serve "in" a ship.*

chaplain Rank precedes name, followed by a comma and job description. *Lt. Cmdr. John Smith, USS Blue Water command chaplain, or Cmdr. Jane Doe, a chaplain, ...*

crew members Two words.

dates Never precede a date with "on." Do not use years (2014) within the date year. If a month is used with no specific day, write out the month. *The event, Oct. 22 ... The event is scheduled to take place in October.*

fleet Capitalize when referring to a numbered fleet, lowercase for common use. *A fleet Sailor; 7th Fleet.*

government Always lowercase, never abbreviate.

governor Capitalize and abbreviate as *Gov.* or *Govs.*

homeport One word.

hull numbers & ship names Include the ship type. Include the hull number in parentheses after the ship name on first reference. *Wasp-class amphibious assault ship USS Bataan (LHD 5), or USS Bataan (LHD 5), a Wasp-class amphibious assault ship.*

hyphens See APSB; do not hyphenate "multinational," "firsthand," "lifesaving."

more than vs. over Use more than for quantitative information; use over for spatial references.

nation Not capitalized.

national anthem Not capitalized.

naval Not capitalized, unless part of a proper name.

numerals Spell out one through nine; use numerals for ages, units, commands, and numbered fleets. *HSC 26, Naval Special Warfare Group 1, 5th Fleet.*

rates Always spell out. *BUC = Chief Builder Joe Navy; ET1 = Electronics Technician 1st Class Jane Navy.*

service members Two words.

ship departments Capitalize when used as a proper name. *USS Blue Water Deck Department rocks! The deck department rocks!*

state names Spell out (unless in the dateline or a dateline city).

titles Capitalize if title precedes name, lowercase after. *Joe Navy, a chief petty officer; Ray Maybus, secretary of the Navy; Master Chief Petty Officer of the Navy Mike Stevens; Capt. Joe Skipper, commander, U.S. Any Command.*

quotes If multiple people give the same quote, use the strongest or from the most prominent person.

websites Must be DoD-sanctioned sites.

Bottom line: Use your AP Stylebook and the U.S. Navy Style Guide. http://www.navy.mil/submit/view_styleguide.asp