

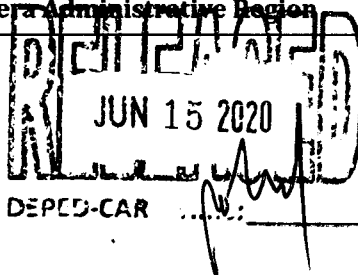


Republic of the Philippines

Department of Education

Cordillera Administrative Region

Office of the Regional Director



June 15, 2020

Regional Memorandum

No. **158-2020**

ESTABLISHMENT OF A UNIFIED SOCIAL MEDIA PLATFORM FOR DEPED CAR OFFICES AND SCHOOLS

To: Schools Division Superintendents
School Heads, Public and Private
All Divisions
All Others Concerned

1. To sustain a communication system within DepEd CAR adaptive to the digital rise and to amplify relevant information and advocacies to both internal and external stakeholders, **all DepEd CAR offices and schools shall create their official Facebook pages or DepEd Tayo pages.**
2. The unified social media platform or Project #IAMDepEdCAR primarily aims to:
 - a. build a comprehensive and interactive advocacy platform for the different programs, projects, activities and other initiatives of DepEd CAR and of the whole Department of Education;
 - b. provide offices and schools an official avenue for instruction or distance learning during disaster and health emergencies;
 - c. unify all social media pages for easier validation, authentication or vetting of information to be circulated via digital media;
 - d. widen both the internal information dissemination and information gathering network of DepEd CAR;
 - e. professionalize social media usage or social media management within DepEd CAR;
 - f. inculcate social media ethics to all DepEd CAR personnel including learners; and
 - g. reinvigorate the unity and support between and among DepEd personnel and all other stakeholders through publication of unifying news, views, announcements and all other social media postings.
3. With a uniform platform anchored on the Vision and Mission of the Department, **the Facebook Pages shall be carried as the official social media arm of the Schools Division Offices and schools whether elementary or secondary.**
4. Relative to this, all Schools Division Offices and schools with existing Facebook Pages or accounts must re-organize and identify those who will remain as allied sources of information. Existing Facebook Pages may also be renamed (to capture existing followers) in accordance to the official naming convention. (*refer to enclosed guidelines*)



Address: Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 – 1318 | Fax No.: (074) 422-4074
Website: www.depedcar.ph | Email Address: car@deped.gov.ph



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5. These Facebook Pages shall be managed by social media teams or moderators. In the regional level, the team shall be led by the Public Affairs Unit while in the Schools Division Office Level, the team shall be led by the Division Information Officer and his/her alternates.

6. In the school level, the social media team shall be supervised by the school head and shall be composed, preferably, of school paper advisers (both Filipino and English), the Supreme Pupil Government (SPG) or Supreme Student Government (SSG) advisers, and school ICT coordinator.

7. Submission (per SDO) of the list of official Facebook Pages of Schools Division Offices and schools shall not be later than July 3, 2020. Submitted list must be in Microsoft Excel format and shall be coursed through car@deped.gov.ph and pau.depedcar@gmail.com. Include in the list the approved allied Facebook Pages in the division level. The format is as follows:

School	District	Facebook Page Name	Moderators/ Social Media Team (include positions/designations)

Division	Name of Allied Facebook Pages	Moderators/ Social Media Team (include positions/designations)	What are the purposes and objectives of the page?

8. The division information officers and their alternates who have undergone training on DepEd Tayo pages under the Office of the Undersecretary for Administration shall provide technical assistance to the schools.

9. Each Division shall also design a uniform profile picture and cover photo for their division's and schools' Facebook pages.

10. All DepEd CAR employees are enjoined to Follow and Like the Regional or DepEd Tayo Cordillera Facebook Page and their Division Pages as well as Share relevant postings to ensure magnification of reach to all internal and external stakeholders.

10. For further inquiries, please contact Mr. Georaloy I. Palao-ay, public affairs officer, at georaloy.palaoay@deped.gov.ph and at Facebook Page – DepEd Tayo Cordillera.

11. Enclosed are the Definition of Terms and Guidelines specified in Project #IAMDepEdCAR.

12. For information, guidance and immediate compliance.

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MAY B. ECLAR, PhD, CESO V
 Regional Director

ORD/PAU/glip
 Enclosure No. 1 to Regional Memorandum





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Number _____

A. DEFINITION OF TERMS:

Social Media –pertains to websites and applications that enable users to create and share content via social networking. It includes Facebook, Youtube, Twitter, Instagram, Tumblr, Pinterest, LinkedIn, TikTok, blogs, among others.

Facebook Page –is a public profile specifically created for business, government organizations, brands, causes, celebrities and other organizations.

Social Media Managers – an individual or a group who maintains and manages the social media page in the school, schools division office, and the regional office. They can be of different page roles.

Social Media Correspondent – any individual in-charge of gathering news and photos for publication.

Verifier/Editor/Consultant – in-charge of quality assuring the contents to be published.

Naming Convention – pertains to the set of rules in choosing the characters for the naming of a social media page

Page Role – refers to the role of the social media manager or social media correspondent. It can be as the Admin, Editor, Moderator, Advertiser, or Analyst.

Hashtag – is a word or a phrase preceded by a hash, also known as the pound sign (#). It is used as a keyword within a social media post and can help those who may be interested in your topic to be able to find when searching in the internet.

B. GUIDELINES ON THE CREATION AND MAINTENANCE OF THE OFFICIAL SOCIAL MEDIA PAGES OF DEPED CAR OFFICES AND SCHOOLS

I. REGIONAL OFFICE

1. In keeping with the directive of the DepEd Central Office, the Official Facebook Page of the Regional Office shall be known as **DepEd Tayo Cordillera**.
2. The administrators of the FB Page shall be the Public Affairs Unit (PAU) staff and shall take the lead in organizing a Regional Social Media Management Team or the **RSMMT**
3. Each Functional Regional Office Division and selected units/sections shall have representatives to be members of the RSMMT. The representatives shall be authorized to post, share, and provide content relative to their own programs, projects and activities.





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4. The PAU shall determine the page roles of the members of the RSMMT as well as develop a comprehensive mechanism for vetting and editing of content as well as feed backing.
5. An orientation or training shall be done for the RSMMT members prior to the re-launching of the Regional Office's Facebook Page.
6. The Public Affairs Unit shall also continuously monitor the social media pages of division offices and schools and shall provide guidance, directives and guidelines for sustaining and improving the unified social media platform of DepEd CAR.
7. The Public Affairs Unit and Division Social Media Moderators and/or Division Information Officers shall review the guidelines of this project annually to guarantee alignment with new DepEd Orders and Memoranda on online publications and social media policies.
8. The regional Facebook Page shall also be the official social media arm or platform of DepEd CAR Regional Office in terms of learning, training, and all other plans and objectives underscored in the region's learning continuity plan.
9. Every post shall include hashtags: #IamDepEdCAR and #SETCARGo. #SETCARGo stands for Sustaining Excellence Through Creative, Active, and Resilient Governance – The Regional Office's ISO tagline.

II. SCHOOLS DIVISION OFFICE

1. All Schools Division Offices in DepEd Cordillera shall likewise create a singular official Facebook Page that can be their tool for disseminating updates and announcements, publication of stories, photos, and division activities as well as delivery of trainings and all other approaches aligned with their division learning continuity plan.
2. For Facebook Page Setup – Select “Brand, Product, or Organization” and create “Government” Page.
3. The naming convention for the Division Facebook Page shall be:
 - DepEd Tayo + *Name of Province*
 - e.g. DepEd Tayo Ifugao,
DepEd Tayo Apayao
4. The Designated Division Information Officer, Designated Division DepEd Tayo Manager/s, and Division Information and Communication Technologies Officer shall serve as the Facebook Page's administrators.
5. The Division Facebook Page administrators shall lead a Division Social Media Management Team (DSMMT) composed of representatives from the different units/sections or program owners under the Curriculum Implementation Division (CID) and School Governance and Operations Division (SGOD).
6. The representatives shall be authorized to post, share, and provide content relative to their own programs, projects and activities.





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7. The Division Facebook Page administrators shall determine the page roles of the members of the DSMMT as well as provide a comprehensive mechanism for vetting and editing of content as well as feed backing.
8. The Division Facebook Page administrators, likewise, shall serve as social media verifiers – in charge of checking, filtering and publishing articles and other information or content.
9. Upon posting, the DSMMT shall tag the Regional Facebook Page – DepEd Tayo Cordillera . Every post **MUST INCLUDE #IAmDepEdCAR.**
10. Other existing or established Facebook Pages initiated by SDO personnel serving as a means for information dissemination to select audience may serve as a source, provided their official division page will be tagged. If the Division Facebook Page administrators find the tagged article, photo, information, or announcement not worthy for publication or sharing, then the same has the right to delete said tagged posting.
11. Schools Division Offices are encouraged to publish on regular basis information for dissemination such as but not limited to news, photos, features, videos, social media cards, etc.
12. The Division Facebook Page administrators are directed to conduct an orientation/training for their would-be members of the DSMMT.

III. SCHOOLS (Elementary and Secondary)

1. Every school in DepEd Cordillera, whether elementary or secondary, should have its own official Facebook Page. It must be utilized as a means for information dissemination and advocacy of DepED programs, projects, and activities in the school level.
2. The naming convention for the School Facebook Page shall be:
 - DepEd Tayo + *Name of School*
 - e.g. DepEd Tayo Baguio City National High School,
DepEd Tayo Benguet National High School
3. For Facebook Page Setup – Select “Brand, Product, or Organization” and create “Government” Page.
4. The school head shall organize the School Social Media Management Team (SSMMT) of which he/she will be the lead. Members, preferably, shall be the school paper advisers and the school ICT coordinator.
5. Names of the members of the SSMT must be submitted to the Division Office and Regional Office for record purposes.
6. The school paper advisers being the persons responsible for advocacies and information dissemination may include campus paper journalists as social media contributors.
7. The SSMT shall be responsible for the maintenance of the social media page and shall be in-charge of checking, filtering and publishing articles and other information or content for consumption of their stakeholders.





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8. The school Facebook page shall be the official avenue for teacher innovations, student lessons, teacher and student trainings, and all other activities to ensure the delivery of basic education stressed in the school's learning continuity plan.

9. Upon posting, the SSMMT shall tag their respective Division Facebook Page. Every post **MUST INCLUDE #IAmDepEdCAR.**

10. Schools are encouraged to publish on regular basis information for dissemination such as but not limited to news, photos, features, videos, social media cards, etc.

11. The Facebook Pages of the Regional Office, Schools Division Office, and the school must be publicized or advocated during meetings with stakeholders such as PTA assemblies, among others for their information and for such stakeholders to Like and Follow.

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