



ADMINISTRATIVE ORDER
NO. 16
Series of 2021

SUBJECT: GUIDELINES ON SOCIAL MEDIA MANAGEMENT AND USE FOR THE DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT (DSWD) SOCIAL MEDIA MANAGERS AND USERS AMONG DSWD EMPLOYEES AND OFFICIALS

I. RATIONALE

The Social Marketing Service (SMS), together with its counterpart office in the DSWD Field Offices, the Social Marketing Units (SMUs), is responsible in promoting the programs and services of the Department and keeping the public informed. As the communication arm of the Department, the SMS and SMUs ensure that the communication efforts are always in line with the vision of the Department for all Filipinos to be free from hunger and poverty, to have equal access to opportunities, enabled by a fair, just, and peaceful society. Part of this is to ensure that the client's concern is immediately responded to.

In an effort to strengthen the DSWD's effectiveness in communicating with the public in addressing the issues of the poor, vulnerable and disadvantaged, the Department has continuously been exploring various media channels and platforms. Since traditional media (print, radio, and television) rely heavily on a one-to-many paradigm in reaching out to its audience, the Social Marketing Service (SMS) followed the trend and also turned to the use of social media to respond to its need for immediate feedback mechanism or a two-way communication system. Hence, the SMS created social media accounts on Facebook and Twitter for the Department in 2008, not only as a way to keep up with the trend in marketing and communication but to shift paradigms to urgently respond to the concerns of the intended audience. Later on, YouTube and Instagram were added to the official accounts of the Department.

With the opportunities social media offer, it currently is the primary channel of the Department in advancing and promoting its thrusts and priorities, programs and services, and advocacy campaigns to its stakeholders in the virtual space. It has become an integral communication channel in effectively reaching out to the stakeholders, in the fastest, cheapest, and most accessible way possible.

However, the negative side of social media is that it can also be used to propel the agenda of some netizens with these contexts: fake or troll accounts are made to spread wrong information, illegal businesses utilize it for their unlawful transactions, and hackers penetrate private accounts, among others. Netizens may abuse the use of social media that will compromise the latter's work performance and may jeopardize the integrity of their workplace. Also, mismanaged social media accounts by government institutions will be a sign of incompetence and poor public service.

This Administrative Order (AO) is developed to address the indicated threats of utilizing social media. It will serve as a guide to the Department's social media managers, employees, and officials on the responsible use of social media.

This AO has been anchored and patterned from the draft Administrative Order on Social Media Use in Government, the DSWD having been among the lead agencies involved in the crafting together with the Department of Information and Communications Technology (DICT), Presidential Communications and Operations Office (PCOO), Presidential Management Staff (PMS), Civil Service Commission (CSC), and the National Privacy Commission (NPC).

The guidelines in this AO are created not to undermine the right to the freedom of expression of the employees, upheld as a basic human right enshrined in Article 19 in the Universal Declaration of Human Rights and in Article III of the 1987 Constitution. It does not intend either to suppress or to impose censorship to the DSWD employees in their social media accounts. This AO simply establishes a standard in the management of official social media accounts of the Department, parallel to upholding the DSWD brand of transparency, and integrity in dealing with its publics.

II. LEGAL BASES

Memorandum Circular No. 33, series of 2004 or the “**DSWD Social Marketing Plan and Agenda for 2004**” underlined a significant role of SMS, which is to “focus on building the image and identity of DSWD as the leader in social welfare and development; and in building long-term relationship with its target publics.” These publics include, but are not limited to, the different agencies of the government (to include the legislative, executive, and judiciary); Civil Society Organizations (CSOs); Non-Government Organizations (NGOs); foreign and multilateral agencies; DSWD officials and staff, and the Quad Media (radio, television, print, and internet).

In addition to this, the need to impose the responsible use of social media among DSWD employees and officials is aligned with the provisions of **RA 6713, otherwise known as the “Code of Conduct and Ethical Standards for Public Officials and Employees.”** The law provides that public officials and employees shall, at all times, be accountable to the people, lead modest lives, and uphold public interest over personal interest. This is also in reference to the **DSWD Memorandum Circular 21, Series of 2012** provisions on transparency and confidentiality.

This is also to emphasize **Section 7, Article III of the Bill of Rights of the Constitution** which states that the right of the people to information on matters of public concern shall be recognized. Access to official records, to documents and papers pertaining to official acts, transactions, or decisions, as well as to government research data used as basis for policy development, shall be afforded the citizen, subject to such limitations as may be provided by law. Yet, this also considers the right to privacy as enshrined in the **1987 Philippine Constitution under Section 3(1) of the Bill of Rights**, which states that: “the privacy of communication and correspondence shall be inviolable except upon lawful order of the court, or when public safety or order requires otherwise as prescribed by law.”

III. OBJECTIVES

This AO will serve as the go-to guidebook of every Social Media Manager (SMM) assigned to handle social media accounts of the Department. xxx Adherence to the set standards



is vital in achieving consistent online corporate brand image and maintaining the good reputation of the Department.

It further aims to promote and advocate the use of social media to foster good governance, transparency and accountability, citizen participation, productivity and organizational performance and improvement of public service delivery.

To achieve these, the DSWD social media managers must adhere to the standards set in the playbook, which are designed to project and present consistent online corporate brand image and maintain a good reputation in professional public service.

Finally, there is a need to establish guidelines on the safe and productive use of social media in the Department to standardize, establish, and define acceptable norms and feedback mechanisms.

IV. SCOPE

This AO shall apply to every SMM and personnel of the DSWD regardless of their employment status. Attached agencies of the Department are encouraged to adopt this guideline.

This policy identifies the objectives of the Department in social media and establishes the way it should be managed, identifies the roles and responsibilities of every social media manager and official, and determines rules of engagement.

This AO is limited only to the following social media platforms: Facebook, Twitter, and YouTube.

V. DEFINITION OF TERMS

Regarding online articles, the following words have been used in this AO:

- a. **Cross-Posting/Sharing** – refers to the act of posting and sharing the same post/content across different social media platforms or on the same account multiple times. Cross-posting and sharing keeps the social media accounts active and healthy. It helps a Page to retain its existing audience, broaden the reach, aim for greater exposure of its contents, ensure more user engagement, and attract more followers.
- b. **Digital Content** – refers to any content that exists in the form of digital data. Also known as digital media, digital content is stored on digital or analog storage in specific formats. Forms of digital content include information that is digitally broadcast, streamed, or contained in computer files.
- c. **Social Media** – refers to computer-mediated technologies that facilitate the creation and sharing of information, ideas and other forms of expressions, and content via social media platforms and virtual networks. This includes, but are not limited to, the official Facebook, Twitter, Instagram, and Website channels used by the Department.



- d. **Social Media Accounts (SMAs)** – refer to the social media accounts or page on any given social media platform such as but not limited to Facebook, Twitter, Instagram, and YouTube.
- e. **Social Media Engagement** – refers to the measure of public shares, likes, and comments for an online business' social media efforts. Engagement has historically been a common metric for evaluating social media performance but does not necessarily translate to sales.
- f. **Social Media Managers (SMMs)** – refer to the ones handling and managing the social media accounts.
- g. **Social Media Plan (SMP)** – refers to the plan that includes a clear list of goals and objectives, basic social media content strategy outline, social media calendar, and methods for measurement and analysis.
- h. **Social Media Reach** – refers to the media analytics metric. It provides the number of users who have come across a particular content on a social platform such as Facebook, Instagram, or Twitter.
- i. **Virtual Private Network (VPN)** – refers to an extension of a private network to a public network. This is a public domain with the security and features of a private network.

VI. CREATION AND COMPOSITION OF THE CENTRAL OFFICE AND THE FIELD OFFICE SOCIAL MEDIA TEAM

Ideally, an organization should have an institutionalized communication system to effectively convey its messages to its internal and external audiences. Regardless of the size of the organization and the scope of its services, it should evoke a unified voice and character. However, in DSWD, there are no written guidelines or established uniform practice yet between and among the offices, bureaus, services, units (OBSUs), national program management offices (NPMOs), field offices (FOs) and the SMS to concretize this goal. This absence of unity is very much apparent in the multiple social media accounts that represent and speak for the Department.

It becomes even more imperative now that the Department is firming up its communication strategy with the implementation of the DSWD Strategic Plan 2022-2028. The challenge now is to harmonize the various communication objectives laid down within this strategy to maintain a brand that is still cohesive, harmonized, and aligned with the vision, mission, and core values of the Department through the institutionalization of a reporting protocol that enhances the operational and administrative relationship of the scattered Information Officers (IOs) in the Department.

It is for this reason that all social media accounts of the OBSUs/NPMOs and the Central Office shall be unified. All social media contents of all OBSU/NPMO social media accounts and the personnel handling them will be mainstreamed or transferred to the SMS since there will be a creation of a Social Media Division to effectively implement it. They will be

R.B

identified as the Social Media Program Coordinators. Further, no OBSU/NPMO is allowed to create another social media account as soon as the mainstreaming takes effect. The social media administrators shall turnover the existing social media accounts to SMS for deactivation and deletion.

The mainstreaming shall also take effect on Field Offices. On the other hand, the SMMs from the Field Offices who shall handle the social media accounts from the regions must be equipped with the essential knowledge and skills to professionally handle the SMAs. They shall be tech-savvy and preferably have a background on digital marketing and public relations.

The following composition may be followed, if human resources permit.

VI.1. CENTRAL OFFICE SOCIAL MEDIA TEAM

- a. **SMS Director/Offices, Bureaus, Services, Units' (OBSUs) National Project Management Office**— is the approving authority of all the contents to be posted, thus all posts from the regions may not be shared by the Central Office SMMs without the approval of the SMS Director. This includes messaging to responses.
- b. **Team Leader** – the Team Leader role is assigned to the Division Chiefs. They provide supervision and take responsibility for all social media activities. The Team Leader can take actions on behalf of the team account. They are also focused on reviewing, editing, and modifying the contents prepared. A Team Leader should designate one (1) staff as the Social Media Officer with the page role of a Manager/Administrator.
- c. **Manager/Administrator** – serves as the Social Media Officer who assumes and has the most authority and access to all the related functions and roles of SMMs, as indicated in this AO. The Manager/Administrator distributes tasks to identified members of the SMT, manages and assigns all other social media account roles and settings. The Manager/Administrator should be the only person from the SMT who knows the password and the username of the social media accounts.

Other roles of the Administrator are the following:

- Edit the social media accounts (manage password, phone numbers, and login verification settings, and add applications);
- Create, schedule, pin, hide, re-post, and delete post;
- Delete comments and posts on the social media accounts;
- Remove and ban people from the social media accounts;
- Create Ads;
- View Social Media Accounts Analytics;
- Invite SMMs from other Offices, Bureaus, Services, Units (OBSUs), Field Offices (FOs) and Attached Agencies (AAs) and assign a social media accounts role;
- See who posted and edited on the social media accounts; and
- Monitor social media accounts of all Field and National Program Management Offices.

JRB

The Head of Office, the Team Leader, or other members of the SMT may be provided with some level of access to the social media accounts, in cases of emergencies or crisis or the unavailability of the Manager/Administrator.

- d. **Message Response and Referrals (Moderator) – are assigned to the Community Management Unit (CMU).** It is responsible for the concerns, complaints, and requests for assistance received through social media accounts. It handles the messages section and comments inbox of every post on the social media accounts. The designated moderator answers queries and responds to comments, concerns, complaints, and requests for assistance, but cannot create content for the social media accounts. The moderator can remove and ban people from the social media accounts, see who posted and commented on the posts of the social media accounts. The Regional Information Officer is involved as a moderator because there are inquiries involving the regional office that they need to address.

- e. **Monitoring and Evaluation Coordinator (Analyst) – is assigned to the Data Analytics and Management Unit (DAMU).** It has the least amount of control and access to all the social media accounts roles and can only view Social Media Accounts Insights.

The analyst monitors and prepares the quarterly report on social media engagement performance, content analysis of other social media handles of the Department and prepares other related documents. The analyst also recommends social media strategies and tactics based on the data analytics results for the improvement of the DSWD digital communication campaigns' performance. Package the quarterly reports into a semestral report with analysis to be submitted to the Office of the Secretary through the Head of the Office of the Secretary Group (OSG).

- f. **Contributors/Editors –** serve as the other members of the social media team who can be mobilized to do live tweeting and provide/create social media content. Contributors/Editors can take actions on behalf of the team account.
- g. **The Social Media Program Coordinators -** are the mainstreamed Information Officers to the SMS from different NPMOs/OBSUs that have social media accounts. They will coordinate with their respective NPMOs/OBSUs (Pantawid Pamilyang Pilipino Program, Kalahi-CIDSS, Program Management Bureau, Disaster Response Management Bureau, Sustainable Livelihood Program, Standards Bureau, and National Household Targeting Office) regarding the creation of social media contents and strategies of their respective programs and respond to comments, inquiries, complaints, and/or grievances from the DSWD social media account with regard to their program. They will provide social media community relations plans for their respective programs and ensure that the result of the data analytics will be applied. They will also directly report to the Division Chief of the Social Media Division. Other tasks may be assigned by the Division Chief and the Director.

RB

The salaries of the mainstreamed personnel will still be charged to their respective OBSU/NPMO. Once the positions are created in the Social Media Division and designation or transfer of COS/plantilla positions are completed, the funds will be charged to the SMS.

VI.2. FIELD OFFICE SOCIAL MEDIA TEAM

In line with the different staff/office composition and social media requirements at the Field Office, the following shall be the basic social media team composition and roles:

- a. **Regional Director** – is the approving authority of all the contents to be posted; thus all posts from the regions may be shared by the Central Office SMMs without the approval of the SMS Director. This includes messaging for the responses, especially on critical issues.
- b. **Manager/Administrator** – as counterpart of the SMS Information Officer, the Regional Information Officer (RIO) shall serve as the social media manager of all social media accounts. As social media manager, the RIO oversees all postings, as well as responds to comments and monitors the replies to queries posted by the Co-Managers/Co-Administrators.

The Regional Director may designate the project information officers to act as Co-Managers/Co-Administrators, but the RIO shall still be the overall regional social media manager/administrator.

Other roles of the Administrator are the following:

- Edit the social media accounts (manage password, phone numbers, and login verification settings, and add applications);
 - Create, schedule, pin, hide, re-post, and delete post;
 - Delete comments and posts on the social media accounts;
 - Remove and ban people from the social media accounts;
 - Create Ads;
 - View Social Media Accounts Analytics;
 - See who posted and edited on the social media accounts.
- c. **Message Response and Referrals (Moderator)** – is assigned to other information officers/social marketing officers. The Regional Director may also designate other staff from the Operations Division or other division shall perform such function.

The Designated Moderators are responsible for the concerns, complaints, and requests for assistance received through the social media accounts. They handle the messages section and comment inbox of every post on the social media accounts. The moderator answers queries and responds to comments, concerns, complaints, and requests for assistance, but cannot create content for the social media accounts.

RB

- d. **Contributors/Editors** – assigned to other staff of the Field Office who are authorized to contribute in providing content for the social media accounts.

The regional team composition prescribed above is a must in order to ensure operationability of the social media team. The Regional Director, however, may choose to designate additional members to their regional social media team.

VII. THE DSWD SOCIAL MEDIA ACCOUNTS

To establish the identity of the social media accounts, the Department shall be guided by the following:

- a. All social media accounts of the Department shall be used solely in advancing the Department's mandate, programs and services, policies, and advocacy campaigns;
- b. Managing the accounts shall mean representing the Department as a whole, and it serves as the channel of the Department in reaching out to its online audience and stakeholders. Contents being relayed shall, at all times, observe the provisions of this AO;
- c. The accounts shall be apolitical and shall not be used for promoting any political or personal agenda;
- d. The accounts shall submit to existing government code of conduct and discipline on civil service, and national policies on data privacy, transparency, freedom of information, and other related laws; and
- e. The accounts shall be managed only by trained (through SMS institutional arrangements) and authorized/designated SMMs.

VIII. SOCIAL MEDIA ACCOUNT MANAGEMENT

A. Existing Accounts

The SMMs must do an audit of the email addresses and the passwords of existing accounts.

To promote concentration of contents in the regions, only one social media account shall be allowed to the Field Offices. Thus, all other accounts shall be terminated. SMUs shall audit any active accounts being managed from the different offices in their Field Offices and submit these to the SMS. Such accounts shall be informed to comply with this AO and notify their audience of their transfer.

B. Creation of New Social Media Accounts

In the emergence of new social media platforms and the Department sees the need to create an account of any of these platforms, the FO must submit an approved concept note that defines the following, signed by their Head of Office:

1. Social Media @account Name and Complete Name
2. Email/s Used (excluding password)
3. Purpose
4. Platforms
5. Account Administrator/s
6. Target Audience
7. Duration of Activity/Account
8. Content Management Plan
9. Content Creation and Publishing Approval Process
10. Participation and Moderation Policy
11. Records Management

These new accounts shall undergo deliberation by the SMS Social Media Team before it will be endorsed for final approval by the SMS Director.

C. Account Format and Design

1. Format

For Facebook, accounts shall be in the form of a Page and not a profile. Take note that a Page is recommended to represent public figures, businesses, brands, institutions, and nonprofit organizations while a profile is intended for personal use.

Existing accounts that utilize Facebook profiles must create its Page. The existing Facebook profile must become private or hidden and only the Page shall become visible to the public. This shall also apply to SMMs who manage both an existing Page and profile.

The SMMs shall announce to the Profile Friends of their transfer to an official Page, and that their profile account will no longer be managed, two weeks after the account shift.

2. Naming Convention

Setting a standard naming convention for all of the DSWD social media accounts makes it easier among SMMs to mention or tag involved SMAs in their social media activities. This will also be useful in the monitoring of SMAs through easier account search.

All accounts of the Department shall always carry the name of the Department for branding and immediate recognition.

The main social media accounts of the Department, the ones being handled by the SMS, must be spelled out if characters are within the limit of a social media platform, otherwise, it shall be abbreviated. Account name shall be @dswdserves for Facebook and Twitter, and dswdserves for Instagram.



2.1 Naming convention for the FOs or the Identification of the Regional Official Facebook

To standardize the naming convention of the Field Offices' social media accounts, it should name its proposed Official Regional social media account after the actual name of its region. The regional account must always start with DSWD and its Region Number (if applicable).

DSWD National Capital Region
DSWD Cordillera Administrative Region
DSWD I- Ilocandia
DSWD II- Cagayan Valley
DSWD III- Central Luzon
DSWD IVA- CALABARZON
DSWD IVB-MIMAROPA
DSWD V- Bicolandia
DSWD VI- Western Visayas
DSWD VII- Central Visayas
DSWD VIII- Eastern Visayas
DSWD IX- Zamboanga Peninsula
DSWD X- Northern Mindanao
DSWD XI- Davao
DSWD XII- Soccsksargen
DSWD XIII-Caraga

Change of official social media account names, for any justifiable reason, must be approved by the SMS prior to use.

D. Template

The following information and contents must be made available in all of the social media accounts of the Department:

a. Page Photos

1. Page photos must observe the DSWD branding guidelines;
2. Only the main SMAs being managed by the SMS and the SMUs in the Field Offices shall use the official DSWD logo or mark of the Department;
3. The FOs shall use the official logo of DSWD. In designing their profile photos, the DSWD logo should be incorporated with the regional insignias;
4. Profile photos to be used shall meet the prescribed file size of social media platforms.

b. Cover Photos

RB

1. The SMS will design and upload their content cover photos that promote campaigns and advocacies and will cascade these for the use of the FOs;
2. Cover photos, be it photo or video, shall meet the prescribed file size of social media platforms;
3. Cover photo designs shall observe the DSWD branding guidelines;
4. For FOs, the cover photo should best represent the region they are in (regional identity); and
5. FOs should use all cover photos forwarded by the SMS especially during DSWD-led activities and events.

c. Bio/About Info

1. For Facebook, SMMs shall either upload the story or history behind the creation of their office or the story on the development of the Department only; and
2. Whenever possible, SMMs must make sure that the tagline of the Department appears in their profile bio, followed by a statement indicating that the SMA is their "official account" in the specific platform.

d. Contact Information

1. Details as to how the public can contact or reach respective offices should be provided, such as telephone number/s, email address/es, office address, and website link/s.

e. Verification

1. Only accounts that complied with this guideline shall be regarded as "official" social media accounts of the Department;
2. SMMs shall be responsible for coordinating for the account verification of their SMAs;
3. Official and active accounts of the Department shall be posted annually. This is to inform the public of all the verified and official social media accounts of the Department; and
4. The SMS shall issue a list of identified "fake" accounts representing the Department, as the need arises. The SMUs shall report to the SMS any alleged "fake" pages encountered on any social media platforms and notify or warn the public about its presence in their respective regions.

f. Termination

Accounts shall be reported for termination if:

1. These are no longer functional since these can be hacked and be used for unauthorized transactions;
2. These are "fake" accounts; and
3. These are accounts that are using the DSWD brand design.

g. Turn-over

To ensure the maintenance of SMAs, there must be a proper turn-over within the social media team. If main account administrators or managers will no longer be in the position to handle the SMAs, they need to prepare a turn-over report of the latter, which shall include the items listed below. The report shall become one of their requirements for clearance.

1. E-mails and passwords used in creating the SMAs;
2. SMAs' username and password; and
3. Recommendations for improving the management of SMAs.

IX. CONTENT MANAGEMENT

Social media contents made by the Department must comply with existing national policies on data privacy, transparency, freedom of information, and other related laws. Contents shall be for the purpose of promotion and generation of stakeholder's support to the thrust, mandate, advocacies, programs, and services of the Department. Thus, a Monitoring and Reporting Team shall be established and headed/chaired by the SMS.

To facilitate the regular updating and content management of SMAs, SMMs are advised to prepare their annual social media plan which shall present their targeted social media activities for DSWD-led campaigns, activities and events. SMMs of FOs must also prepare their respective social media plans for every specific event/activity.

With the premier digital strategy "content is king," it is imperative that SMMs shall invest more in its creative development, timing, and delivery. SMMs, with the analysts, are advised to study and record the engagement behaviors of their contents as references for improving social media strategy.

A. Scope

1. The following content is recommended for posting and release in all of the SMAs under the Department:

- a. Official statements, press releases, success stories, including official photos and videos;
- b. Advisories and memoranda, circulars, and orders that are regarded for public consumption;
- c. Announcements such as job vacancies, employee and office recognitions, and conduct of activities/events;
- d. Original digital contents such as photos, bite-sized videos, teaser ads, GIFs, soundbites, animations, infographics, social media cards, web links, notes, etc. These shall observe the DSWD branding guidelines;
- e. Developed promotional activities (trivia items, contests, etc.) that will better capture the interest of the general public to solicit their participation (e.g., short film festival, et al.); and
- f. Monthly, weekly, and daily events/ advocacies/ observances celebrated/related to the Department, such as collaborative or joint undertakings with key partners and stakeholders. A general list of all official holidays, celebrations, or events that need promotional materials shall be provided to the Field Offices.

2. The following content is considered blacklisted and shall not be posted:

- a. Blackmail/insulting content – content which threatens an agency with possible problems in exchange for money, other things of value, or personal advantage;
- b. Pornographic content – content which contains lewd, indecent, or sexually-connotative words, graphics, photographs, videos, advertisements, and the like;
- c. Malicious content – content which shows an intention to discredit an entity/office or a government representative without basis or substantial proof or evidence;
- d. Unauthorized posting of copyrighted material – content that is copyright-protected, such as books, publications, or research that are posted without the permission of the author/issuing organization, except as may be allowed under **Republic Act (RA) 8293, as amended by RA 10372, otherwise known as the Intellectual Property Code of the Philippines;**
- e. Contents protected by **RA 10173, also known as the “Data Privacy Act of 2012”** or an Act protecting individual personal information and communications systems in the government and the private sector, creating for this purpose a National Privacy Commission, and for other purposes.

- f. Unrelated information, promotions, or jokes – content containing unrelated or irrelevant advertisements, links, personal jokes, social media pages, and other information not of value to the Agency;
- g. Contents classified as “Top Secret,” “Secret,” “Confidential,” or “Restricted,” in accordance to the **Office of the President’s Memorandum Circular No. 78, series of 1964**, and the disclosure and/or misuse of such information as stated in **RA 6713**, is prohibited;
- h. Suspicious links and viruses – content with links to files or websites which may pose security threats to the agency;
- i. Opinion – posts of employees/individuals in their personal SMAs claiming they are speaking on behalf of the Department; and
- j. Critical issues – contents that may negatively affect the DSWD and its clientele

B. Character and Approach

- 1. Whenever possible, SMMs must also adopt the popularized brand persona of the Department — “nurturing.” Truthfully enough, the Department should also exercise compassionate service to the poor, and immediate service delivery to those in need in the virtual space.
- 2. SMMs must observe respect when communicating on social media. However, the use of words “po” and “opo” is hereby discouraged for it may sound putting the Department under the authority of the stakeholders. SMMs must see to it that they communicate in a manner that the Department is on the level of the stakeholders and that the Department is willing to listen and come to their aid.

C. Messaging and Use of Hashtags

- 1. Social media communication messagings
 - a. Messaging shall be anchored on the Department’s current thrust, vision, mission, and core values. The message must also be subject to a risk analysis by the risk management team of the Department;
 - b. SMMs may create their own messaging for their campaign/s or activities, stemming from that of the Department’s core messaging, for approval of the SMS Director and Head of Office of the Secretary Group (OSG); and

- c. Social media posts must always cater to the Department's target audience.
- d. Depending on the kind of content, the language to be used shall be Filipino, Regional Language, or in English.

2. Development of hashtags

- a. Primarily, SMMs shall use hashtags to easily track tweets and secondly, to trend;
- b. Hashtags shall be used moderately. Official hashtags shall be created for major events but this can be disregarded for regular activities;
- c. Stick to one hashtag at a time to be consistent and to save several characters; and
- d. It shall be made known that Maagap at Mapagkalingang Serbisyo! #DSWDMayMalasakit is the official hashtag/message of the Department as stated in the Branding Guidelines of the Department, **Memorandum Circular No. 9 series of 2015**. The hashtag/message banner shows the value of compassionate service to the people. This must appear in all social media posts.

With the creation of regional mottos, it must also be used as an official hashtag in all Field Office postings.

3. Language

Depending on the kind of content, the language to be used shall be either English or Filipino. However, the Department shall maximize grassroots communication when its stakeholders are composed of the poor, vulnerable, and marginalized sectors. To effectively engage with them, contents must be translated to Filipino or in the regional language by the FOs.

D. Suggested Social Media Plan

The following are the suggestions on creating a social media plan for specific events or activities:

- a. Know the event's/activity's goals and objectives;
- b. Create a basic social media content strategy outline;
- c. Create an official hashtag for the specific events;

- d. Create a social media calendar. Pre-event posts can be done a week before the event while post-event posts can last for a week;

The social media calendar shall be downloaded to the Regional Offices; the content of which shall be incorporated in the regional social media calendar, subject to the monitoring of the SMS.

- e. Tap social media warriors – people who will help re-share the contents you post through their personal accounts, preferably DSWD employees or NPMO employees who are tech-savvy. The social media warriors can post in freestyle but should always include the official hashtag. Their task is to respond to our posts, promote the event their own way, and re-share our content;
- f. For national activities, the CO will develop the SMP to be rolled out to FOs. For regional activities, the FO will develop and forward their SMP to the CO for added promotion;
- g. Always ensure the relevance of the content to the theme and activity;
- h. Follow branding guidelines in designing IEC materials;
- i. Share the event details to media people and bloggers for further promotion; and
- j. Include methods for measurement and analysis.
- k. Social media plan should be developed on a yearly basis and should be anchored on the overall communication plan of the OBSUs, NPMOs, and FOs to ensure a standard content in the development of Social Media Plan.
- l. Evaluate the annual social media plan as baseline of the succeeding plans.

E. Segmentation and Scheduling

The challenge among SMMs of the Department is on how they could organize the many potential contents they shall post in their social media accounts. To address this, it is important to prioritize contents to be posted one at a time. This is to avoid making the SMAs look cluttered and disorganized. SMMs, then, are advised to indicate a social media calendar in their social media plan that guides them as to which contents must be strategically posted following their timeframe.

Contents must be varied to provide the audience different experiences and expose them to various programs and activities of the Department. In addition, content shall engage the audience.

To provide a standard pattern for the social media activities, these shall be observed:

1. Aside from posting existing press releases, create segments to feature other Department's programs or certain events on a certain day;



2. To ensure a higher engagement rate, the ideal number of posts should be limited to three (3) per day with a four-hour interval. This is to enable the posts to have ample time to circulate and appear in stakeholder's newsfeed or notifications. Built-in features or free social media marketing platforms such as Facebook Creator Studio and TweetDeck may be used to schedule posts. SMAs do not need to be updated during weekends, except in times of disasters, DSWD-led activities/events, or when contents have been spread out in their scheduled postings.
3. But in the event that there are various contents to be posted, it is recommended that the SMM should consider which takes precedence in the order of priority to assure high, yet quality engagement. For major events and activities, SMS provides social media calendars to Field Offices for everyone's guidance. Through the social media calendar, particular messages/captions and IEC materials (e.g. social media cards, profile photos, banners, and AVPs), with corresponding dates and times of posting, could be accessed. This is to achieve a unified and simultaneous advocacy promotion by the entire DSWD community.

However, the Field Offices are given the liberty to tweak the messages and the artwork templates according to their need and preference.
4. Limit the number of photos per uploaded album, minimum of 20 photos and maximum of 30 photos. The album must be captioned and should include the title, date, location, and description of the activity;
5. Release of digital contents shall follow the schedule of an SMP for a particular campaign, activity or event.

Whenever necessary, the following shall serve as standard guides:

- a. There shall only be a maximum of three (3) social media quote cards released in a week. Statements that answer arising issues among stakeholders shall be prioritized for posting.
- b. Digital contents targeted for campaigns such as promotional/bite-sized videos, campaign infographics, and teaser ads shall be released daily, a week before the event or depending on the SMP.
6. The indicated release of these contents may not be applicable during times of disasters or other situations requiring crisis communication. This is also not applicable during live tweeting and Facebook live. Thus, other contents must be posted either before or after the event, considering the given interval for content posting.

F. Format and Presentation

1. Content shall be composed in a manner that could be easily understood by the stakeholders. Brief captions or introductions are preferable.

Compositions shall be written in complete sentences and preferably in the active voice;

2. Content shall always include photos or videos to enhance their appeal and to capture audience attention;
3. Create a web image link for cross posting of web links or uploads in Facebook;
4. Avoid using popularized messaging shortcuts for some words like "d" for "the," "4" for "for," "improvd" for "improved," etc. Always spell out words and try to restate or rehash statements to shorten them to meet the number of characters allowed, particularly on Twitter;
5. Common social media shortcuts such as "ATM," "FYI," "RT," etc. may be used;
6. Use creative call-to-action words i.e. "check this out," "get started," "learn more," etc. This can also be done at the beginning of the content;
7. Significant developments, announcements, and official statements may be posted in the form of Facebook Notes for better viewer experience;
8. Appropriate use of emojis or social icons to contents is allowed in official social media accounts; and
9. For the format of posting original press releases, this shall include the following:
 - a. For Facebook, the first two paragraphs of the news and feature articles must be posted and have the link placed after the story for legitimacy. This is also to give consideration to our readers/viewers who are using free data.
 - b. For Twitter, the format must be: title of article/short description (space)

Example: READ: (space) link (i.e., DSWD reiterates policies on duty-free, VAT-free entry of foreign donations. | READ: <https://www.dswd.gov.ph/dswd-reiterates->).

Tweets character limit (as of 2019) is up to 280 characters but the ideal is 71-100 characters for higher engagement rate.

G. Cross-Posting and Sharing

Content cross-posting and sharing drive more traffic to the other social media handles and websites of the Department. They also direct stakeholders to relevant information that may suit their needs.

1. When sharing news links from external sources, validate the information first. After validating, mention the source of the post. If an existing press release talks about the same information, share original Press Release (PR) instead;
2. Only relevant contents from external sources that matter to or benefit the internal stakeholders may be shared;
3. When sharing or retweeting contents from other Department's social media handles, SMMs may retweet the content directly or enhance the caption if needed;
4. For approval of permissions to cross-post Facebook Live streaming from external social media handles, always ask permission from the Head of the Office of the Secretary Group (OSG). This will ensure that content relevant only to the Department is being shared in the official Facebook page;
5. With due consideration to the number of contents that need to be shared by the SMS, priority shall be given to the following:
 - a. Regional correspondence related to those that have reached national interest or attention and if subject is still "an active talk of the town;"
 - b. Significant developments and accomplishments by the Department at the regional level that show impact of programs and services, and those that are potential sources of inspiration. The SMS will also consider the newsworthiness of the posts;
 - c. Campaigns, events, and other related activities by the OBSUs, NPMOs, and Field Offices that require popularization at the national level, if necessary; and
 - d. Updates on the activities by DSWD officials especially by the Secretary.
6. Establish linkages with other government agencies (e.g. PCOO) with the same official social media platforms for cross-posting and other information dissemination sharing scheme for wider social media reach;
7. On the other hand, the FOs shall share posts from the SMS, given the following guidelines:
 - a. Relevant contents that matter to their region/office with due consideration to respective audience's inclusive interest to the subject (i.e. disaster response updates if area is also affected, infographics of various DSWD programs and services, etc.);

- b. Significant developments and accomplishments by the Department at the national level that show impact of programs and services, and those that are potential sources of inspiration to their inclusive audience; and
 - c. Official statements of officials that address certain issues and developments in the Department.
8. The officials and employees of the Department are encouraged to promote and to campaign the programs, projects, and advocacies of DSWD and to follow the official social media accounts of the Department. The SMS shall send email blasts of existing and upcoming campaigns and posts of the Department for sharing and posting of officials and employees on their personal social media accounts. This is to achieve higher reach and engagement from our target audience and to show unity in propagating the advocacies of the Department.

H. Responses and Referrals

To increase engagement performance, assigned personnel should respond to comments and queries by directly commenting or sending private messages. Here are the guidelines to be followed:

- 1. Respond to both positive and negative comments calmly and politely. Responding generously to valid complaints will reinforce a trustworthy and positive image with the social media community, as well as with the stakeholders.
 - a. For positive comments/reviews, like commending DSWD for an efficient implementation of a program or expression of gratitude of a beneficiary, thank the person and use the Department's name in the response. Let the person know that the Department would love to see him/her again on the Page and invite the person to spread his/her positive experiences with the Department.
 - b. For negative comments/reviews, address the person personally, acknowledge and thank the person for the comment/review. Sympathize with the person who gave the negative comment/review. Do not make excuses and reasons in the review response. Instead, provide the person with the Department's commitment in addressing the concern. Do not include the Department's name or relevant keywords to avoid the negative review showing up in search results.
- 2. Develop a generic response template and qualify circumstances to which it applies.
 - a. Elevate negative comments that are getting out of control to the Team Leader or SMS Director/Regional Director.

- b. If possible, respond to queries within the day.
- c. For inquiries related to the policies of the programs, respond by explaining the features of the program or providing substantiations to its effectiveness. Forward queries that need technical assistance to the concerned OBSUs. Inter-office communications will be given 24 hours (except weekends) for response while FOs will be given 48 to 72 hours (except weekends) to provide feedback on referred cases.
- d. For job-related inquiries, refer them to the Human Resource Management and Development Service (HRMDS) or to this website: jobs.dswd.gov.ph/. Resumes sent via Facebook or Twitter should not be entertained.
- e. For comments identified to be a potential risk, such as threatening comments and personal attacks, send them a personal message and avoid public arguments.
- f. For queries or comments said in a certain language or dialect that the SMMs cannot understand, he/she should find ways to communicate with the client.

I. Social Mentions, Tags, and Reactions

- 1. The SMMs shall familiarize themselves with the official SMAs and verify authenticity of the accounts in order to properly mention or tag other social media handles;
- 2. Field Offices shall always mention or tag @dswdserves in their posts. This may also be done to the official account of the incumbent Department Secretary or Head; and
- 3. Only contents that have relevance and value to the Department shall be given a social reaction which shall be like or love only.

J. Video Live Streaming

When doing video live streaming, these shall be observed:

- 1. The quality of overall video live broadcast shall be given utmost importance, thus, SMMs shall use only video cameras and not phone cameras. The use of phone cameras shall only be used during situations when a camera set-up and internet connection are not feasible, yet the activity is considered a priority for coverage;
- 2. As much as possible, only the coverage of major events and significant agency developments, and studio live recordings shall utilize the live video

camera set-up. Other activities shall be video documented instead, and uploaded as information material;

3. ICTMS/ICTMO focal persons shall assist in ensuring a reliable broadcast, as much as possible; and
4. OBSUs, NPMOs, and Field Offices requesting for the conduct of video live streaming shall inform the Social Media Team (SMT) at least five days prior to the activity/event. Requests done a day before the event shall not be approved.

For Field Office video live streaming, the Regional Director shall approve the conduct of all Field Office-initiated video live streams.

X. CRISIS MANAGEMENT

FOR THE CENTRAL OFFICE:

- a. Create a crisis communication team which will be a composite team of staff from the different divisions of the SMS and information officers from other offices, bureaus, services, or units (OBSUs).
- b. Automatically activate the Crisis Communication Team to synchronize with the activation of the Central Office Quick Response Team (QRT);
- c. Come up with a messaging, which shall be subjected to risk analysis by the crisis communication team, prior to finalization;
- d. Post the approved initial statement. The approving authority for the initial statement shall be the Head of OSG;
- e. Gather supplemental information. Post available Information, Education, and Communication (IEC) materials (videos, infographics, quote cards, etc.) in response to the issue as approved;
- f. Upload the DSWD's official statement. Should this be accompanied by a photograph, ensure its relevance and appropriateness;
- g. During disasters, use the following hashtags only: #(Typhoon Name)PH, #DSWDMayMalasakit, and #ReliefPH for requests for relief goods and relief operations. This format will make the posts searchable in any social media platforms, thus helping the Department, stakeholders, partners, and beneficiaries to easily track and keep updated on the stories generated by the campaign;
- h. Answer relevant queries and other concerns from netizens within 24 hours. For repeating queries, upload an FAQ in response;
- i. Post updates or developments, i.e., photo of Secretary during media interview, and steps taken to solve the issue;

- j. Upload the official press release containing the final results of the steps taken as a conclusion to the issues against the Department; and
- k. In the event that an internal crisis happens that may tarnish the image of DSWD (i.e. wrong post on social media) shall constitute misconduct and shall subject the offending civil servant to appropriate administrative sanctions under the **2017 Rules on Administrative Cases in the Civil Service (RACCS) and Section 11 (Penalties) of RA 6713**, in addition to any criminal and/or civil liability that may attach.

FOR THE FIELD OFFICES:

- a. Create a crisis communication team which will be a composite team of staff from the different divisions/OBSUs of the Field Office.
- b. Automatically activate the Crisis Communication Team to synchronize the activation of the Field Office Quick Response Team (QRT);
- c. Come up with a messaging, which shall be subjected to risk analysis by the crisis communication team, prior to finalization;
- d. Post the approved initial statement. The approving authority for the initial statement shall be the Regional Director;
- e. Gather supplemental information. Post available Information, Education, and Communication (IEC) materials (videos, infographics, quote cards, etc.) in response to the issue as approved;
- f. During disasters, use the following hashtags only: #(Typhoon Name)PH, #DSWDMayMalasakit, and #ReliefPH for request for relief goods and relief operations. This format will make the posts searchable in any social media platforms, thus helping the Department, stakeholders, partners, and beneficiaries to easily track and keep updated on the stories generated by the campaign;
- g. Answer relevant queries and other concerns from netizens within 24 hours. For repeating queries, upload an FAQ in response;
- h. Post updates or developments, i.e., photo of Secretary or the Regional Director during media interview, and steps taken to solve the issue; and
- i. Upload the official press release containing the final results of the steps taken as a conclusion to the issues against the Department.

XI. SOCIAL MEDIA ADVERTISING

Social media boosting is an acceptable practice, not just in the government and non-government organizations, but in the communication industry. This is used to address the

issue of visibility of materials in the social media platforms and assure that particular informational messages reach their target audience.

Contents, such as advocacy campaigns, could be qualified for boosting and identified by the SMMs, subject to availability of funds.

Budgetary requirements for the boosting of social media posts in various platforms must be reflected in the annual social media plan or its proposal, if applicable.

Government procurement procedures and/or adherence to standard government accounting procedures must be followed when it comes to making online payments or transactions along with social media advertisements.

This activity is subject to recommendation and approval of the SMS Director and the Regional Directors.

XII. MODERATORS' TASKS IN HANDLING COMPLAINTS AND REQUEST FOR ASSISTANCE

The Moderators are tasked to ensure that received concerns, complaints, and requests for assistance are responded to in a timely manner.

This Section is intended to enumerate the tasks of the moderators in handling complaints and requests to ensure prompt action on concerns, complaints, and requests for assistance referred to the Department through the SMAs; increase client satisfaction and positive perception of the Department's programs and services; and identify Designated Moderators in OBSUs, Field Offices, and Attached Agencies (AAs) of the Department for their immediate response to the specific concern of their respective offices.

The Moderators shall comply to **Republic Act 6713 or the Act Establishing a Code of Conduct and Ethical Standards for Public Officials and Employees** and perform the following duties and responsibilities:

1. Maintain a systematic records management of concerns, complaints, and request for assistance received through social media accounts;
2. Refer to the concerned OBSUs, Field Offices, and AAs of the Department, the complaints and request for assistance received through social media;
3. Follow up and monitor the responses done by Designated Moderator of concerned OBSUs, FOs, and AAs;
4. Monitor the number of concerns, complaints, and requests for assistance posted on SMAs maintained by SMS.
5. Prepare quarterly reports and submit to the analyst for analysis;
6. Package the quarterly reports into a semestral report with analysis to be submitted to the Office of the Secretary through the Head of the OSG, and

7. Provide the OBSUs, Field Offices, and AAs with a copy of the semestral report with analysis.

XIII. SOCIAL MEDIA USE FOR DSWD EMPLOYEES

With reference to the draft Administrative Order on Social Media Use in the Government uploaded by Department of Information and Communication Technology (DICT), DSWD employees are encouraged to participate in social media in order to improve information reach of the Department. However, as in all aspects of work, civil servants are duty-bound to use social media responsibly.

Civil servants must comply with **Republic Act 6713 or the Act Establishing a Code of Conduct and Ethical Standards for Public Officials and Employees** with respect to their actions on social media.

Thus, the following and similar acts shall be prohibited:

- a. Use of office e-mail addresses to establish personal social media accounts or as an identifier during participation in personal or otherwise unofficial social media activities;
- b. Making comments or contributions on behalf of government and/or government agencies without expressed approval or authority;
- c. Disclosure and misuse of confidential/proprietary information to further private interest or to prejudice public interest;
- d. Excessive use of social media that interferes with official work duties and performance;
- e. Endorsement of private and commercial products, services, or entities/brands when using an official or the agency's account;
- g. Online solicitation on any of the Department's online media platforms;
- h. Posts that might appear to solicit support for or against a political party, as applicable; and
- i. Self or individual promotion using the official social media accounts.

Public officials and employees in social media must bear in mind that there are legal restrictions that must be observed, such as but not limited to:

- a. Intellectual Property Rights – **RA 8293, as amended by RA 10372;**
- b. Confidentiality of Information – **RA 8792 (Electronic Commerce Act), RA 6713 (Code of Conduct and Ethical Standards for Public Officials and Employees), and RA 10173 (Data Privacy Act);**

- c. Cybercrime offenses including libel – **RA 10175 (Cybercrime Prevention Act)**;
- d. **EO 02 (Freedom of Information)**; and
- e. Political activities – **COMELEC-CSC Joint Circular No. 1, series of 2016 (Advisory on Electioneering and Partisan Political Activities)**.

In line with these, all social media queries must be forwarded to SMS/SMU for official statement. The SMS shall create a grievance management team which will handle the assessment of complaints and grievances on matters such as: a) Posting of a content detrimental to the Department's reputation, and b) Posting of derogatory content made by an employee or an official.

Considering the nature of the prohibited acts, the Human Resource Management and Development Service (HRMDS) and the SMS can determine the offense severity and develop the appropriate administrative accountability guidelines.

Meanwhile, interviews by media and other entities should only commence with the official authority from the Secretary.

XIV. MONITORING AND EVALUATION

The SMS shall include in its annual communication planning the integration of new media technologies like social media in its social marketing activities. It shall likewise make sure that this AO is updated to the demands of times. There shall be periodic studies on the effects of social media use on the Department.

To achieve such, the SMS requires the SMMs and analysts to monitor and record their SMAs' analytics. This will serve as a basis in posting at the best time, modifying content, and improving online communication strategies or tactics.

For Facebook, post engagement reports shall include the number of reactions, shares, comments, post clicks, video views, and reach. On the other hand, the number of retweets and engagement shall be gauged for Twitter. Recording and submission of these shall be done on a quarterly basis.

XV. PSYCHOSOCIAL SUPPORT TO SOCIAL MEDIA HANDLERS

Social media handlers who are exposed to handling and mediating various public grievances and issues online shall undergo periodic psychosocial debriefing or counselling. Psychosocial debriefing shall be conducted on a monthly basis.

The HRMDS is tasked to come up with a mental health program for employees as indicated in the Mental Health Act.

Pursuant to **Republic Act No. 11036 otherwise known as the Mental Health Act (MHA) of 2018**, the Civil Service Commission is mandated to develop guidelines and standards on appropriate and evidence-based mental health programs and develop policies that

promote mental health in the workplace and address stigma and discrimination endured by the service users/people with mental health conditions.

As such, the CSC promulgated **CSC Resolution No. 1001265** providing the guidelines in the crafting of an Agency's Mental Health Program (MHP). Agencies may use, apply, modify or customize the MHP model provided the stated components in the guidelines are present.

As part of its compliance, HRMDS offers free Mental Health and Psychosocial Support Services (MHPSS) through well-being coaching/counselling and crisis helpline services to help the employees deal with emotional crises, stress, and anxiety.

The HRMDS shall identify counselors that will provide the counselling sessions to the social media handlers.

XVI. TECHNICAL ASSISTANCE AND CAPACITY BUILDING

For technical assistance related to social media management and to the provisions of this AO, offices may forward requests to the SMS or to SMUs. Whenever possible, an orientation of this AO among DSWD employees and officials shall be conducted in coordination with the HRMDS. A similar activity can be also done for newly-hired employees.

Capacity building activities such as media information literacy may be conducted to educate the personnel of the Department in the responsible use of social media.

XVII. SECURITY

Security protocols shall be installed to mitigate the risks of cyber-attacks and other threats on the social media handles of the Department. The accounts shall be accessed through a secure computer, web browser, and Virtual Private Network (VPN) or any other secure network. To the extent possible, all security features, including two-factor authentication and alternate credentials offered by the social media platform shall be utilized.

The SMT shall seek assistance from the Information and Communications Technology and Management Service (ICTMS) or its counterpart office in the Field Offices for account security purposes.

The ICTMS shall provide guidance to SMS and FOs on the security and safety on the social media usage, such as on the threats of cybercrimes particularly fake or troll accounts, illegal businesses with unlawful transactions, and hackers penetrating official DSWD social media accounts.

XVIII. ADMINISTRATIVE ACCOUNTABILITY

The commission of prohibited acts and the failure to comply with the provisions of this Administrative Order shall constitute misconduct and shall subject the offending civil servant to and appropriate administrative sanctions under the **2017 Rules on Administrative Cases in the Civil Service (RACCS) and Section 11 (Penalties) of RA**

6713, in addition to any criminal and/or civil liability that may attach. Moreover, the 2017 RACCS also applies in the institution, investigation, prosecution, and adjudication of cases involving the use of social media.

For personnel under Contract of Service or Job Orders, commission of prohibited acts shall be a valid ground for termination or cancellation of contract depending on the gravity of the offense committed.

XIX. LOCALIZATION OF SOCIAL MEDIA GUIDELINES

The Guidelines for the Social Media Implementation should be made only by the Social Marketing Service (SMS) but it understands the peculiarity of each Regional Office. So, for the effective implementation of the social media guidelines, the Field Offices are encouraged to formulate their own regional social media guidelines based on the Administrative Order No. 16, Series of 2021. It is to be submitted to SMS for guidance and clearance.


XX. EFFECTIVITY

This Administrative Order shall take effect immediately upon approval.

Issued this 22nd of September, 2021 at the DSWD Central Office, Batasan Hills, Quezon City, Philippines.


ROLANDO JOSELITO D. BAUTISTA
Secretary

Cert. True Copy:

 24 SEP 2021
MYRNA H. REYES
OIC-Division Chief
Records and Archives Mgt. Division