



Department of Social Welfare and Development

DSWD-GF-010 | REV 01 | 17 AUG 2022

ADMINISTRATIVE ORDER

NO. 04
Series of 2023

SUBJECT: AMENDMENT TO THE ADMINISTRATIVE ORDER NO. 16, SERIES OF 2021 FOR THE USE OF #HASHTAG/S

I. RATIONALE

The Social Marketing Service (SMS), together with the Social Marketing Units (SMUs) in the Department of Social Welfare and Development (DSWD) Field Offices (FOs), is primarily responsible for the promotion and dissemination of information on the programs and services of the Department to its various stakeholders.

In its continuous efforts to strengthen its communication initiatives, the Department has been exploring different media channels and platforms to effectively reach and address the issues and concerns of the poor, vulnerable, and disadvantaged individuals. Hence, the SMS created social media accounts on Facebook in September 2010, YouTube in August 2011, and Twitter in October 2012 for the Department, not only as a way to keep up with the trends in marketing and communication but also to shift paradigms in ensuring that the client's concern is immediately responded to.

With the great opportunities that social media offer, it is currently the primary channel of the Department in effectively reaching out to the stakeholders in the fastest, cheapest, and most accessible way possible. Thus, SMS maximizes the affordances of the social media platforms through different strategies that increase engagement and achieve wider reach. One of the social media strategies that SMS has identified is the usage of social media #hashtag. This will help track the engagement of general public of a particular social media campaign of the Department.

In line with this, the DSWD through SMS proposes the use of social media hashtag/s based on directives given by the Secretary/Administration of the DSWD. This shall embody the vision of the Department for each and every Filipino to enjoy an improved quality of life, free from hunger, poverty, abuse, and exploitation, have equitable access to development opportunities, enabled by a fair, just, and peaceful governance.

Following the current Secretary's directive, the developed hashtag/s must appear in all the Department's social media posts and Information, Education, and Communication (IEC) materials.

This amendment aims to establish a standard in the management of official social media accounts of the Department and have a consistent online brand image, parallel to upholding the DSWD brand of transparency, and integrity in dealing with its publics.



II. LEGAL BASIS

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III. LEGAL BASIS

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IV. SCOPE

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V. DEFINITION OF TERMS

The following terms are defined for the purpose of this Order:

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- 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, and YouTube platforms used by the Department.
- f. **Social Media Managers (SMMs)** – refer to the ones handling and managing social media accounts.

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

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VII. THE DSWD SOCIAL MEDIA ACCOUNTS

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VIII. SOCIAL MEDIA ACCOUNT MANAGEMENT

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IX. CONTENT MANAGEMENT

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C. Messaging and Use of Hashtags

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2. Development of hashtags

- a. *Primarily, SMMs shall use hashtags to track tweets/posts easily and secondly, to trend;*
- b. *Hashtags shall be created for any Department-wide or regular event/activities, if necessary;*

- c. *For consistency and to save several characters, one hashtag at a time shall be used. Too many hashtags can make the message seem cluttered;*
- d. *It shall be made known that the official message/hashtag of the Department will be based on the directives given by the Secretary/Administration of the DSWD, as stipulated in the Memorandum Circular No. 9 series of 2015 or the "Guidelines on the Implementation of the DSWD Brand Design and its Consistent Application in all Agency Collaterals, Communications, and Marketing Materials." The message banner shows the value of compassionate service to the people. This must appear in all the Department's social media posts and information, education, and communication (IEC) materials.*
- e. *The development of the social media hashtag may be subject to change depending on the directives that will be given by the current DSWD leadership/administration.*

If no hashtag/s has been decided by the new DSWD leadership/administration, the existing hashtag/s shall be retained.

X. CRISIS MANAGEMENT

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XI. SOCIAL MEDIA ADVERTISING

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

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XIII. SOCIAL MEDIA USE FOR DSWD EMPLOYEE TECHNICAL ASSISTANCE AND CAPACITY BUILDING

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XIV. MONITORING AND EVALUATION

The SMS, as the clearing house of all IEC materials, shall monitor the compliance of DSWD Central Office and FOs pursuant to the Amendment of Administrative Order No. 16, series of 2021 for the use of #hashtag/s. Hence, the official hashtag, which is based on the directive from the current Secretary, must appear in all the social media posts (i.e. infographics, FAQs, and social media cards) and IEC materials of the Department.

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XV. PSYCHOLOGICAL SUPPORT TO SOCIAL MEDIA HANDLERS

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XVI. TECHNICAL ASSISTANCE AND CAPACITY BUILDING

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XVII. SECURITY

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XVIII. ADMINISTRATIVE ACCOUNTABILITY

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XIX. LOCALIZATION OF SOCIAL MEDIA GUIDELINES

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XX. EFFECTIVITY

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Signed this 31 day of JAN 2023 in Quezon City, Philippines.

EDUARDO M. PUNAY
Officer-In-Charge, DSWD