



Republic of the Philippines
Department of Social Welfare and Development
Batasan Pambansa Complex, Constitution Hills, Quezon City

MEMORANDUM CIRCULAR

No. 12
Series of 2009

**SUBJECT: Further Amendments to MC No. 40, Series of 2004 and MC No. 9, Series of 2005
“Website Development and Maintenance Guidelines”**

Rationale

Memorandum Circular No. 40, Series of 2004 entitled “Website Development and Maintenance Guidelines” was issued to strengthen and enhance the Department’s emerging internet presence and achieve Stage Five (Fully Integrated Web Presence) of the United Nations and American Society of Public Administration (UN-ASPAP) Stages of e-Government.

For purposes of clarity, MC No. 9, Series of 2005 was issued to include an article on “Web Content Management Team,” providing for its composition and function.

In order to enhance the system of updating the Department’s website content, Article VII, Items No. 1 to 11, are hereby being added as an amendment to Memorandum Circular No. 9, series of 2005 as follows:

Article VII. Responsibilities of Offices, Bureaus and Services (OBSs) in Website Content Management

1. The Social Marketing Service (SMS) will act as the overall unit in-charge of the web content. It shall approve, review and recommend changes or modifications on the website content.
2. The SMS is also responsible in forwarding emailed queries (i.e., request for data, specific program details, process of availing programs and services, etc.) to the responsible OBSs and to monitor action by concerned OBSs. The OBSs are expected to answer/act on these queries within three (3) days after receipt.
3. Each OBS shall be given a web content management account which they will use to submit online content updates on their respective web pages. The web content management system will prompt SMS to view the submitted content/s for their approval, revision, publication, and other appropriate action/s as may be deemed necessary.
4. All data, press releases, reports, specially on special projects/flagship programs such as 4Ps and NHTS, should first be approved by the Undersecretary/Assistant Secretary of the concerned cluster before uploading in the website.
5. The Management Information Systems Service (MISS) shall provide an appropriate technology platform for the DSWD website to facilitate web content management, communication and collaboration. Moreover, the MISS shall ensure 24/7 availability of the website and provide measures for its business continuity.

6. The following OBSs shall be responsible for the web content management of the listed web pages, viz:

OBSs	Web page Concerns
a) Social Technology Bureau	- Access to Justice and other pages on social technology development
b) Program Management Bureau	- DSWD BIGAS - Self-Employment Assistance – (SEA-K) - Disaster Monitoring - Updated directories of DSWD’s center-based and community based institutions
c) Social Welfare and Institutional Development Bureau	- Bayanihang Bayan/Volunteer Registry
d) Bids and Awards Committee Secretariat	- Procurement Opportunities
e) Office of Asst. Secretary for Policy and Programs Group	- Integrity Development Committee
f) Human Resource Management and Development Service	- Job Opportunities - DSWD Directory
g) Standards Bureau	- Directory of Non-government Organizations registered, licensed and accredited to operate by DSWD - List of Agencies with Authority to Conduct National Fund Raising Permit - List of Non-Government Organizations with Revoked License by DSWD - Requirements on accreditation, registration and licensing of non-government organizations
h) Pantawid Pamilyang Pilipino Program (4Ps) Management Office	- Pantawid Pamilyang Pilipino Program - List of Actual Beneficiaries
i) KALAHI-CIDSS NPMO	- KALAHI-CIDSS website stories - Progress Reports
j) Policy Development and Planning Bureau	- Social Legislations, Department Orders, etc. - National Coordinating and Monitoring Board
k) Social Marketing Service	- Home Page including Calendar of Events - RH Bill Petition Page - News/Feature Stories
l) National Household Targeting System for Poverty Reduction PMO	- NHTS-PR Updates

7. Other concerns from publics outside of the offices listed above will be addressed by SMS, in coordination with the appropriate OBSs.
8. The Heads of the OBSs shall be held responsible for the data uploaded/updated. He/she must ensure that the data is concise, accurate and factual. The OBSs’ permanent and alternate focal persons to the Social Marketing Technical Working Group (SM-TWG) shall also serve as the OBSs’ focal persons for web content management.

9. The frequency of updating will depend on the program. The following schedule shall be observed:

- a. Home Page Banner Story – Three times a week
- b. Data/Updates/Reports for Press Releases and Fact Sheets of Special Projects and Flagship Programs – Weekly (Tuesday)
- c. Data/Updates/Reports on Disaster – Daily or as often as needed
- d. Data/Updates/Reports on Regular Programs – Twice a Month (First and Third Wednesday) or as often as needed
- e. Procurement Opportunities – as often as needed
- f. Job Opportunities – as often as needed

For the Field Offices, homepage news articles should be updated every two weeks, while website messages of the Field Directors should be updated at least every month.


10. All OBSs are encouraged to upload photos on their respective programs and projects. The photos should be properly captioned, to include date when the photo was taken. In uploading photos, please take note of the following:

- a. Image resolution should be 72dpi.
- b. Maximum image size is 40kb.
- c. Photos and images must be resized to:
 - i. A minimum of 60px by 60px
 - ii. A maximum of 400px by 300px
- d. Special allowances may be made for images up to 660px by 480px.
- e. Do not use webcam images or cell phone photos.
- f. Do not use flashing, flickering, blinking or other animated images

11. The MISS shall ensure that all information and photos published in the website will be archived and made accessible for internal use until five years hence.

This MC shall take effect immediately and supersedes previous orders inconsistent herewith.

Issued in Quezon City, this 8th day of June 2009.


DR. ESPERANZA I. CABRAL
Secretary *ly*