



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS – TAGBILARAN CITY

**Office of the Schools Division
Superintendent**

May 4, 2026

DIVISION MEMORANDUM
No. 317 , s. 2026

MEDIA MANAGEMENT GUIDELINES

To: Assistant Schools Division Superintendent
Division Office Personnel
Public Elementary and Secondary School Heads
All Others Concerned

1. In light of the commitment to uphold institutional integrity, transparency, and consistent messaging across all levels of governance, this Office hereby disseminates the attached DepEd Order No. 007, s. 2026 titled **Media Management Guidelines**.
2. This comprehensive set of guidelines is intended to maintain the Department's reputation, prevent misinformation, ensure that all public communications are aligned with DepEd's mandate, values, and official policies and positions, and promote credibility in its public service.
3. All concerned personnel are directed to familiarize themselves with and comply with the Media Management Guidelines of the Department. For more information, please refer to the attached DepEd Order.
4. Immediate dissemination of this Memorandum is directed.

WILFREDA D. BONGALOS PhD, CESO V
Schools Division Superintendent

WDB/JAAL/ADMIN/atm



H. Zamora St., Dampas, Tagbilaran City, Bohol
(038)427-1702; (038)427-2506
tagbilarancity.division@deped.gov.ph
<http://www.depedtagbilaran.org>



Republic of the Philippines
Department of Education

MAR 25 2026

DepEd ORDER
No. **007**, s. 2026

MEDIA MANAGEMENT GUIDELINES

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. In light of the commitment to uphold institutional integrity, transparency, and consistent messaging across all levels of governance, the Department of Education (DepEd) issues the enclosed **Media Management Guidelines**.
2. This comprehensive set of guidelines is intended to maintain the Department's reputation, prevent misinformation, ensure that all public communications are aligned with DepEd's mandate, values, and official policies and positions, and promote credibility in its public service.
3. This Order shall apply to all DepEd personnel at all levels of governance. Specifically, it shall apply to designated official spokespersons or resource persons across all governance levels, teachers and school-based personnel engaged in print and broadcast media interviews, as well as social media account managers, social media teams, and designated personnel responsible for managing the official website, social media accounts, and pages of the DepEd Central Office (CO), regional offices (ROs), schools division offices (SDOs), and public schools.
4. This recognizes that the transition from traditional to new media reflects the changing communication demands and preferences of the public. Digital platforms, particularly social media, have redefined institutional engagement by enabling immediate interaction, wider dissemination, and more accessible content delivery. On the other hand, traditional media, such as print and broadcast, remain essential, particularly in geographically isolated and disadvantaged areas where internet connectivity is limited.
5. The **Media Management Guidelines** uphold an integrated media strategy that leverages the strengths of both traditional and new media to ensure inclusive, transparent, and effective public communication.
6. All concerned personnel are directed to familiarize themselves with and comply with the Media Management Guidelines of the Department, attached as an **Enclosure**.



7. All Orders and other related issuances, rules, regulations, and provisions that are inconsistent with these guidelines are repealed, rescinded, or modified accordingly.

8. This Order shall take effect immediately upon its approval, issuance, and publication on the DepEd website. Certified copies of this Order shall be registered with the Office of the National Administrative Register (ONAR) at the University of the Philippines Law Center (UP LC), UP Diliman, Quezon City.

9. For inquiries and other concerns, please contact the **Public Affairs Service-Office of the Director**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City, through email at pas.od@deped.gov.ph or at telephone numbers (02) 8631-6033 or 8633-2120.

10. Immediate dissemination of and strict compliance with this Order is directed.



SONNY ANGARA
Secretary

Encl.:

As stated

References:

DepEd Order Nos. 31, s. 2019; 30, s. 2019; and 40, s. 2012
DepEd Memorandum No. 105, s. 2013

To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
EMPLOYEES
MEDIA
POLICY
PROGRAMS
RULES AND REGULATIONS
SCHOOLS





MEDIA MANAGEMENT GUIDELINES

I. Rationale

1. The Department of Education (DepEd) has observed that the interactivity and ubiquitousness of various media platforms are helpful and significant in engaging education stakeholders. DepEd, therefore, upholds an integrated media strategy that leverages the strengths of both traditional and new media to ensure inclusive, transparent, and effective public communication. These platforms have provided DepEd with a channel to effectively and efficiently roll out its government communication initiatives, including:
 - a. Promoting the real-time dissemination of information to the public;
 - b. Building a virtual and inclusive community of stakeholders; and
 - c. Growing the institution's brand and reputation.
2. The Public Affairs Service (PAS), which functions as the communication arm, is tasked with delivering accurate and timely news and content to the basic education sector and the general public. The creation of the **Media Management Guidelines** provides clear direction for the effective and safe management of DepEd's media platforms, encompassing both traditional and new media.
3. In view of the foregoing, this DepEd Order (DO) establishes Media Management Guidelines that
 - a. provide a comprehensive set of guidelines for managing DepEd's print, broadcast, and social media accounts, ensuring consistent branding, messaging, and adherence to communication standards across all platforms;
 - b. establish basic rules for the effective, responsible, and secure use of media channels by DepEd-assigned personnel, taking into account the constitutional rights to privacy and freedom of expression, subject to applicable laws and civil service regulations;
 - c. manage appropriate communications between DepEd and the public through the use of official print (e.g., newsletters, press releases), broadcast (e.g., radio, television), and digital/social media platforms, ensuring that messages are timely, relevant, and aligned with DepEd's policies and advocacies;
 - d. promote and advocate the responsible use of media as a vital tool to deliver quality public service, foster transparency and accountability, and ensure the timely dissemination of accurate, verified information to stakeholders nationwide; and
 - e. provide appropriate measures and interventions through the concerned DepEd offices or bureaus to address public grievances and respond to harmful, defamatory, threatening, harassing, misleading, or otherwise unlawful content involving DepEd across its official media channels.

II. Scope

1. This Order provides a framework that defines the roles, responsibilities, and expected conduct of **all DepEd personnel** involved in official communications. This includes designated official spokespersons or resource persons at all governance levels, teachers and school-based personnel participating in print or broadcast interviews, and those managing the official websites and social media accounts of the Central Office (CO), including bureaus and services, regional offices (ROs), schools division offices (SDOs), and public schools.

These guidelines outline procedures to ensure that all DepEd communications with the public are ethical, professional, and responsive.

2. This Order sets guidelines that provide clear direction for the effective and safe management of DepEd's media platforms, including print, broadcast, and social media engagement.

The CO, through the appropriate offices, shall develop context-specific communication protocols for media engagement, which will be cascaded by the ROs and implemented by the SDOs to ensure that teachers and school-based personnel are adequately prepared prior to engaging with members of the press or creators of content.

3. This Order provides guidelines for teachers and school-based personnel on engaging with members of the press and/or making public appearances through online creators of content.

Personnel who act within the scope of these guidelines and with coordination and proper authorization shall be afforded institutional support by the Department, at the Central level, for sensitive matters.

4. This Order does not address the personal use of social media by DepEd officials, employees, personnel, and learners.

However, the use of personal social media accounts shall be subject to regulation when they appear to contain official DepEd communications or when they adversely affect the image, reputation, or functions of DepEd, its officials, employees, or personnel. In such cases, DepEd reserves the right to take appropriate measures and actions.

III. Definition of Terms

1. For the purpose of this Order, the terms below shall be defined and understood as:
 - a. **Boost** is a paid yet cost-effective social media promotion approach that allows a social post to reach a larger or more targeted audience.
 - b. **Branding** defines and expresses DepEd's unique identity, encompassing its mission, values, and narrative. It also involves delivering materials that support the brand, such as a logo, tagline, visual design, or tone of voice.

- c. **Broadcast** refers to the distribution of audio and/or video content to a large, dispersed audience via electronic means, encompassing radio and television, which transmit information as sound and visual images, respectively, to a wide range of receivers.
- d. **Content** is anything that is published and shared on media platforms that communicates, informs, and engages a targeted audience. It may include texts, audio, images, and/or videos.
- e. **Content curation** refers to the collective posts on a social media platform that are either produced or shared by the page or account. It also involves collecting relevant content from credible sources and then sharing it with the page or account's followers by linking to the original post.
- f. **Content-sharing** is a strategic approach to sharing or posting content on social media platforms that comes from a partnership, collaboration, or a request from an external partner or another government agency to achieve a common goal.
- g. **Creators of Content** refer to individuals or organizations that produce entertaining, educational, or informational material for distribution across various media, particularly digital platforms like social media, blogs, and video-sharing sites.
- h. **Credible sources** are resource materials written by someone who is an expert, preferably in the education sector, and are free of errors and bias. The criteria to consider when evaluating information are (i) currency, (ii) relevance, (iii) authority, (iv) accuracy, and (v) purpose, which should be anchored in the DepEd Mission and Vision, and, most importantly, the Core Values of *Maka-Diyos, Makatao, Makakalikasan,* and *Makabansa*. Credible sources are usually official channels, including websites and social media pages of national agencies, local government units, DepEd offices, educational institutions, and reputable media organizations.
- i. **Cross-posting** is the process of posting live and non-live content across multiple accounts and/or platforms.
- j. **Digital media** is any form of content created, stored, transmitted, and accessed through electronic devices such as computers, smartphones, tablets, and smart TVs. It is a vital platform for delivering educational content, official announcements, learning resources, and public information to stakeholders.
- k. **Engagement** is any form of interaction on social media. Likes, reactions, comments, shares, retweets, follower growth, impressions and reach, time spent on a page or post, sentiment analysis, analytics, and user-generated content are all forms of engagement.
- l. **Hashtag** is a word or phrase preceded by a number sign or hash (#). It is used on social media to tag posts as part of a larger conversation, to promote a campaign, or to collate posts that include the tag. These phrases are searchable and serve a similar role to keywords.

- m. **Head of Office** refers to the supervisor of the office or unit that directly handles the social media page. Specifically, the Head of Office is the Division Chief at the office level, the School Head at the school level, the Schools Division Superintendent (SDS) at the SDO, the regional director (RD) at the RO, and the bureau/service director and executive committee lead at the CO.
- n. **Language styling** covers the rules and standards of grammar for styling and formatting DepEd issuances and other official documents (e.g., DO 030, s. 2019, titled The DepEd Manual of Style, and DepEd Memorandum [DM] No. 082, s. 2022, titled Reiteration of the Strict Compliance to the Use of the DepEd Manual of Style).
- o. **Media** refers to the various channels and platforms used by DepEd to communicate information to the public. It functions as a bridge between the DepEd and the public by informing, educating, influencing, and engaging communities.
- p. **Media advisory** is a formal announcement of an upcoming press conference or launch of any program, project, or activity (PPA) of DepEd for better coverage and mileage from media members.
- q. **Media engagement** refers to the act of engaging with members of the press through interviews and/or making public appearances through various media channels.
- r. **Media management** is the strategic planning, coordination, and use of communication channels—including traditional and digital platforms—to ensure the timely, accurate, and responsible dissemination of information to the stakeholders and general public, while upholding the integrity of official information.
- s. **Messages** are a one-page written expression of support for certain events, PPA, milestones, and achievements from the point of view of the Secretary or field executives.
- t. **New media** refers to the DepEd website, social media, and other emerging communication platforms.
- u. **Official Social Media Account** is a verified and authorized online profile that represents the school, division, region, or central office. These accounts are used for formal and professional communication regarding official programs, services, policies, and activities of DepEd.
- v. **Post** refers to the act of publishing or sharing content on a social media platform that provides information and/or updates about the PPAs of DepEd.
- w. **Press conference** is a regular or virtual gathering of members of traditional and new media organized by DepEd to deliver updates on issues and concerns related to the education sector. It is also organized to promote a specific PPA of DepEd.

- x. **Press release** is a compelling article about the DepEd's PPAs, milestones, and achievements sent to targeted media members and released through DepEd's official communication channels. Its goal is to build a positive image of the DepEd, and it usually follows a straight news format.
- y. **Print media** refers to physical, paper-based forms of communication such as newspapers, magazines, books, and brochures.
- z. **Relevance** refers to the fulfillment or satisfaction of the audience's needs concerning their informed decision-making, which is in line with DepEd's PPAs.
- aa. **Social media** refers to computer-mediated technologies that facilitate the creation and sharing of information, ideas, and other forms of expression and content via social media platforms and virtual networks.
- bb. **Statement** is a first- or second-person point-of-view piece that expresses DepEd's official policy or position on education-related issues and developments.
- cc. **Tag** allows social media users to engage an individual, institution, organization, school, or government agency when they mention them in a comment. Tagging notifies the recipient and links to the profile being tagged.
- dd. **Traditional media** refers to forms of mass communication, such as print and broadcast platforms, used by DepEd.

IV. Policy Statement

1. Given the wide reach of DepEd, the widespread use of new media, and emerging issues concerning the basic education system, media management guidelines are imperative to maintain the integrity, clarity, and effectiveness of all public communications.
2. These Media Management Guidelines ensure that
 - a. all messaging reflects DepEd's core values, mission, vision, and policy positions;
 - b. official spokespersons or resource persons are clearly assigned responsibilities; and
 - c. every engagement, whether through traditional or digital channels, upholds DepEd's credibility and responsibility in serving the public.

V. Procedures

In light of DepEd's wide public reach, the growing reliance on digital communication, and the increasing public interest in issues affecting the basic education sector, it is essential to institutionalize clear and consistent media management practices.

All DepEd offices shall comply with the following:

1. Designate qualified personnel, as determined by the office concerned, to manage and maintain official media accounts across traditional and new platforms;
2. Ensure professional and ethical conduct, with oversight and enforcement mechanisms in place;
3. Establish robust security protocols to safeguard official accounts from unauthorized access; and
4. Provide clear protocols for engaging with the public and stakeholders through all official communication channels.

A. Print and Broadcast Media Management

1. Designation of Official Spokespersons or Resource Persons for Print and Broadcast Media Engagement:

a. **CO**

The Secretary, Undersecretaries, and Assistant Secretaries, as well as DepEd's official spokesperson, shall serve as the DepEd's talking heads for matters of national policy, major announcements, and media engagements with national coverage.

b. **RO**

The RD shall serve as the official spokesperson for matters within the RO. The RD may designate an Information Officer (IO) or other qualified personnel through a written order.

c. **SDO and Public School**

The SDS shall serve as the official spokesperson for the SDO. The SDS may designate an IO or other qualified personnel through a written order.

In the absence of an IO, the head of the Public Affairs Unit (PAU) may be designated as the IO, in accordance with the roles and responsibilities provided in this Order.

Meanwhile, at the school level, School Heads may be authorized to speak on local school matters, subject to prior approval from the SDS.

However, if teachers or other school-based personnel are invited by members of the press or creators of content to participate in an engagement, they must first seek clearance through a written order.

Those at the abovementioned governance levels [Items 1(a), (b), and (c)] have already been identified and no longer require additional clearance.



2. Roles and Responsibilities of Official Spokespersons or Resource Persons

Official spokespersons and designated resource persons at the CO, RO, SDO, and school levels shall perform the following functions in relation to print and broadcast media engagement:

- a. Serve as the authorized and accountable source of information on matters within their respective governance levels, ensuring that statements accurately reflect DepEd's official policies and positions.
- b. Uphold the highest standards of professionalism and confidentiality, particularly when handling sensitive, ongoing, or high-impact matters that require prudence and strict adherence to communication protocols.
- c. Coordinate with higher or lower governance levels when issues or statements may have implications beyond their jurisdiction to maintain accuracy, consistency, and alignment.
- d. Prepare or vet information intended for public release to ensure it is factually accurate, aligned with approved policies, and responsive to legitimate concerns raised by the media or the public.
- e. Provide timely clarifications and explanations on issues raised by the media, especially those that may affect learners, personnel, school operations, and key education stakeholders.

3. Roles and Responsibilities of Information Officers

IOs designated at the RO and SDO levels shall support media management by performing the following:

- a. Assist the spokesperson in preparing briefing notes, talking points, data sets, and relevant materials for media interviews, press briefings, and public engagements.
- b. Coordinate with media partners, including responding to inquiries, facilitating requests for information, and arranging interviews, in accordance with DepEd's established media clearance protocols.
- c. Document and monitor media coverage involving DepEd to provide timely feedback, surface issues that need escalation, and support decision-making at the CO, RO, or SDO.
- d. Ensure that teachers, School Heads, and other personnel invited to speak with media or content creators have complied with the required DepEd media clearance process before participating in any engagement.
- e. Support crisis communication efforts by consolidating verified updates, drafting advisories, and relaying accurate information to spokespersons during incidents affecting schools, learners, or personnel.

4. Criteria for Designation

Personnel may be designated as a spokesperson or resource person based on specific qualifications. The following criteria apply to all individuals identified under Items 1(a), 1(b), and 1(c), as well as to any personnel who may later be designated:

- a. Uphold the highest standards of professionalism and integrity, in full adherence to Republic Act (RA) No. 6713, otherwise known as the Code of Conduct and Ethical Standards for Public Officials and Employees;
- b. Possess adequate knowledge of the subject matter and familiarity with DepEd policies, positions, and their respective offices; and
- c. Demonstrate communication competence and readiness for public appearance engagements.

5. Request for Clearance in Print and Broadcast Media Interviews for Teachers and School-Based Personnel

This provision shall be followed by teachers and school-based personnel when they are to engage with members of the press and/or make a public appearance through creators of content (e.g., YouTubers, vloggers, podcasters, etc.).

It is intended to promote accurate, coordinated, and consistent communication across governance levels, while safeguarding the well-being of personnel and maintaining the reputation of the DepEd.

a. Clearance Requirement

- i. Teachers and other school-based personnel who receive invitations for media engagements concerning their work in DepEd are advised to follow these procedures. This ensures alignment of public messaging with DepEd's official policies and positions and affirms that their participation reflects DepEd's professional and service standards.
- ii. Seeking clearance is particularly important when the engagement's topic revolves around sensitive issues faced by DepEd, such as ongoing investigations, learners' welfare, or policy/position matters that may draw public scrutiny.

b. Clearance-seeking Procedures

- i. In the case that a teacher or any school-based personnel is invited by members of the press or creators of content to participate in an engagement, it is imperative that they first inform their School Head (e.g., the Principal or Officer-in-Charge). The notification must include full details of the invitation, such as the date, venue, nature of participation, and the entity extending the invitation. The request shall likewise include a written commitment to ensure the safety and protection of learners, and, where learners are expected to appear, proof of prior consent in accordance with existing data privacy policies and DepEd child protection.

- ii. However, in urgent situations, such as being asked to provide information about an ongoing calamity or similar time-sensitive incidents affecting the school, personnel may bypass the clearance-seeking procedures and may directly engage with members of the press or creators of content, provided they maintain the highest standards of professionalism and integrity.
- iii. Upon receipt of the notification and information, the School Head shall evaluate the appropriateness of the engagement, considering factors such as its relevance to the individual's role, potential implications for the public school, SDO, and RO, and its alignment with existing DepEd policies and positions. If deemed appropriate, the School Head will then endorse the request to the SDS.
- iv. The SDS shall have the authority to approve participation in engagements that are local in scope and do not involve sensitive topics or high public visibility.
- v. However, for engagements that are (a) regional or national in scope or (b) involve sensitive or high-risk topics (e.g., ongoing investigations, learners' welfare, or policy/position matters that may draw public scrutiny), the SDS shall elevate the request to the RD for review and appropriate endorsement.
- vi. For engagements with national visibility or those involving critical or high-stakes issues, the RD must further endorse the request to the PAS at the CO for final coordination via email at pas@deped.gov.ph. This is particularly important when the participation involves speaking on behalf of the DepEd or may be construed as an official position of DepEd.

c. **Timeliness and Communication**

- i. Given the multi-layered approval process, all concerned offices are reminded of the urgency in communicating and relaying information promptly.
- ii. In time-sensitive situations, evaluations and endorsements should ideally be completed within two (2) hours to avoid delays in program implementation and service delivery.
- iii. Offices may also utilize other officially recognized and secure communication platforms that are effective and accessible, provided these uphold data privacy, accountability, and traceability. For coordination purposes, official group chats (e.g., Viber or Messenger) may be created in addition to email, consistent with established practices. All communications shall be documented and reported to preserve the integrity of the approval process.

B. Social Media Management

1. The Social Media Team

An office managing at least one account on any social media platform is advised to create a **Social Media Team** to ensure the proper implementation and management of the account or page. The team shall be comprised of the following:

a. **CO Social Media Team**

- i. **Social Media Account Manager/s** – responsible for all social media activities. They serve as the administrators who manage DepEd’s social media pages/accounts. They have access to all accounts for managing and assigning social media account roles and settings. The following are the roles of social media account manager/s:
 - (1) Edit social media accounts (e.g., manage passwords, phone numbers, and login verification settings, and provide member access to the page);
 - (2) Schedule, pin, hide, post, repost, and delete content;
 - (3) Prepare the monthly social media plan/calendar;
 - (4) Hide and delete comments;
 - (5) Remove and ban people from social media accounts;
 - (6) View the social media accounts’ analytics;
 - (7) Collect data, analyze, and prepare reports on social media page performance;
 - (8) Create strategies, plans, and content based on analytics results;
 - (9) Manage boosting of posts;
 - (10) Approve and manage cross-posting and content-sharing requests; and
 - (11) Monitor all social media posts and accounts.

 - ii. **Community Manager/s or Moderator/s** – actively communicate using DepEd’s social media pages by commenting or replying to the audience and mainly engaging the social media community as a whole. They are responsible for addressing concerns, complaints, and queries received on social media. They can also manage the comments section and the messages inbox.

 - iii. **Content Creators/Editors** – create social media content, which may consist of the following:
 - (1) **Writers** – write, edit, and publish social media content for DepEd’s social media accounts.
 - (2) **Graphic Artists** – create social media visual branding through illustrations, infographics, and other graphics-related content.
 - (3) **Video Editors** – edit and produce engaging video content, including short-form content, for DepEd’s social media accounts.
- b. **Field Office Social Media Team**
- i. **Social Media Account Manager/s** – the Regional Information Officer (RIO), Division Information Officer (DIO), or School Information Coordinator (SIC) shall serve as the social media account manager/s for their respective social media page/account. They oversee all social media activities of their respective page/account.

 - ii. **Community Manager/s** – to be designated by the RD, SDS, or School Heads. They are responsible for addressing concerns,

complaints, and queries received on social media. They also manage the comments section and the messages inbox.

- iii. **Contributors/Content Creators** – to be designated by the RD, SDS, or School Heads. They contribute to providing content for social media accounts, whether in the form of write-ups, stories, photos, videos, infographics, etc.
- c. The PAS Director, Bureau and Service Director, RD, SDS, or School Heads shall be the approving authority for posting all the content. They also have the authority to designate social media account manager/s and other members of the social media team, regardless of their employment status. Moreover, existing personnel, as designated by the head of offices, shall deliver the mandates.
- d. Other team members may be provided access to social media accounts upon approval of the PAS Director, Bureau and Service Director, RD, SDS, or School Heads.
- e. At least one member of the social media team shall have a permanent employment status and shall be given administrator access to the social media platforms to ensure continuity of operation in the event of a transition.
- f. The PAS shall continuously equip DepEd social media account manager/s and members of the social media team with relevant skills and knowledge in social media management by conducting regular capacity-building and upskilling activities, or as necessary. The PAS shall issue a certification to participants who have completed the training activity.
- g. *Ad hoc* teams shall be formed by the PAS Director, Bureau and Service Director, RD, SDS, or School Heads to handle different issues that may arise, including security breaches and hacking instances.

2. Choosing the Right Social Media Platform

- a. The social media team shall ensure that appropriate social media platforms and strategies build greater trust, foster engagement with the public, serve as a bridge for DepEd-press relations, and strengthen communication inside and outside the organization.
- b. The social media team shall ensure the alignment of the content in their respective social media pages with the PPAs and processes that are implemented by the CO.

A good social media platform

- i. raises engagement with the audience,
- ii. builds awareness and loyalty to DepEd,
- iii. increases brand credibility,
- iv. supports digital campaign strategies, and
- v. promotes children's rights and online safety.

- c. Social media platforms shall be chosen based on consistently high numbers of active users and strong user engagement. The Head of Office, particularly the Secretary of DepEd for CO, the RD for RO, the SDS for SDO, and other personnel designated by PAS, shall have the discretion to determine whether to create an official account on a certain platform.
- d. Offices within the CO, including bureaus and services, seeking to establish a social media account shall obtain clearance from PAS.

3. Establishing Social Media Accounts

- a. The following guidelines shall be followed when setting up an official account:
 - i. Use the official DepEd email address of the office or unit registered under the @deped.gov.ph domain when creating social media accounts/pages;
 - ii. The social media account manager/s may use their DepEd-issued personal emails or accounts if they become content administrators or editors of the page (e.g., Facebook), subject to the approval of the concerned Head of Office;
 - iii. The social media page name and page Uniform Resource Locator (URL) shall reflect the official name of the office or school creating it; and
 - iv. All pages shall indicate their contact information (e.g., phone number or email) in the description or bio section of their account/page.
 - v. Pages created for a program or activity shall bear the official and duly recognized name of the program or activity concerned. The establishment of such pages shall be subject to prior review and approval by PAS, taking into consideration the relevance, scope, and significance of the program or activity.
- b. The following naming conventions, to the extent possible, shall be used by offices when naming their social media accounts:
 - i. All offices at all governance levels shall spell out their full name. Sample naming conventions are provided in **Annex A**;
 - ii. Public schools bearing a similar name to other schools shall include their city in naming their social media accounts to set them apart from the other schools;
 - iii. If there are limits on the number of characters that may be used, the official acronym shall be used; and
 - iv. Offices and public schools with existing pages shall request a change of page name from the platform/s to comply with the above-suggested naming convention.

4. Recognized Official Social Media Accounts

- a. All official social media accounts or pages from the CO, ROs, SDOs, and public schools shall be submitted to the PAS for monitoring.
- b. The PAS shall manage, update, and verify the list of all official accounts and pages through the following processes:

- i. At the school level, the SIC or designated social media account manager/s shall provide the required account or page information to their DIO.
 - ii. At the SDO, the DIO shall compile and submit the list of all validated public school pages within their division to the RIO.
 - iii. At the RO, the RIO shall compile and submit the list of all validated division and public school pages within their region to the PAS.
 - iv. At the CO, the social media account manager/s of the CO pages, including bureaus and services, shall submit the required account or page information to the PAS.
- c. The PAS shall compile all validated submissions from the public schools, SDOs, ROs, and the CO.
 - d. A directory of the official list of recognized social media pages shall be published on the DepEd website for public information.
 - e. The official list of recognized social media pages shall be updated annually.

5. Content Management

a. Content Planning

It is important to observe the following guidelines for the effective use of DepEd's social media channels:

- i. Content shall follow DO 030, s. 2019, and DO 031, s. 2024, titled The DepEd Service Marks and Visual Identity Manual (DSMVIM).
- ii. Content shall adopt the branding guidelines of the DepEd.
- iii. Content shall align with the annually released DepEd School Calendar and Activities.
- iv. All content shall be as organic as possible. If other agencies or partners request to share their materials on DepEd's social media platforms, the social media team must assess the relevance of the content for the audience of the page.
- v. Any information related to DepEd that will be posted on social media shall be approved for release by the Head of Office.
- vi. The content plan shall be flexible to accommodate posting or cross-posting requests from other offices/bureaus and urgent releases.
- vii. During the planning process, all annual, regular, non-working, and special holidays, along with their themes, that require advanced content must be anticipated.
- viii. Disaster Risk Reduction and Management (DRRM) announcements shall be given priority in social media postings.

b. Content Creation

The social media content shall be guided by the following directions:

- i. Official communication in DepEd's name shall be uploaded on the page, which includes:
 - (1) Official statements, advocacy materials, and press releases, including official photos and videos;

- (2) Publication of advisories, memoranda, circulars, and orders intended for public consumption; and
 - (3) Original materials produced by the DepEd related to dispensing its mandate.
- ii. In creating content for social media, the social media team shall assess relevance using the following criteria:
 - (1) Ensure that the content produced by the social media team anchors DepEd's agenda and core values,
 - (2) Feature key spokespersons from DepEd whenever appropriate,
 - (3) Engage followers to understand what content they prefer or need,
 - (4) Test and diversify content types and formats,
 - (5) Monitor the practices and outputs of other government agencies,
 - (6) Regularly review and audit the social media feed, and
 - (7) Incorporate insights and recommendations of the social media account manager/s and the rest of the team.
 - iii. Always ensure that published content is of high quality in terms of form and substance.
 - iv. When creating content, the following guidelines will help ensure that the materials are accessible to all audiences:
 - (1) Prioritize readability and clear structure for all content;
 - (2) Check the color contrast ratio to ensure all users can comfortably read the content;
 - (3) Make sure all videos include captions or subtitles to ensure accessibility for deaf and hard-of-hearing individuals; and
 - (4) As much as possible, provide text alternatives for non-text elements.
 - v. Do not release or disclose any confidential information of DepEd.
 - vi. Be mindful when using materials (e.g., images, logos, music) from third-party sources. If the use of third-party materials is unavoidable, make sure to obtain the necessary permissions to use such materials and ensure compliance with the Intellectual Property Code and related issuances.
 - vii. To ensure easier and faster content posting, it is advisable for all graphic templates to be archived.
 - viii. In creating captions for the social media content, the use of Filipino and the mother tongue/local language/dialect is encouraged.
 - ix. Any typographical errors, erroneous information, or wrongly uploaded photos on social media posts shall be rectified immediately.

- x. Aside from editing and deleting posts that are found erroneous, controversial, or offensive, the PAS/Bureaus and Services/ROs/SDOs/public schools may issue a clarificatory statement upon the clearance of the Head of Office.
- xi. Social media content shall be intended only for serving the public. Therefore, the monetization of content shall be prohibited.
- xii. Do not share information privately posted by or received in private from social media accounts or pages unless with proper consent.
- xiii. Publicly shared content may be utilized and distributed under applicable Creative Commons licenses or the terms of service or contract governing the social media platform.
- xiv. The social media team shall observe the following guidelines in uploading photos and videos on their respective social media platforms:
 - (1) Compliance with the data privacy principles of legitimate purpose, proportionality, and transparency;
 - (2) Obtain the consent of the data subjects in a manner that complies with all the requisites for valid consent and is evidenced by written, electronic, or recorded means;
 - (3) The suggested consent form is provided in **Annex B**; and
 - (4) In terms of questions and concerns regarding the appropriateness of photos to be posted, the social media account manager/s shall contact the Head of Office. In case of the Head of Office's absence or inability, the next in line in the order of succession shall be contacted for another review before posting.
- xv. All content released by the DepEd Philippines social media pages is allowed for sharing. However, manipulating the materials is not allowed (e.g., cropping the DepEd logo, replacing the source, or putting additional information that is not from DepEd).
- xvi. It is recommended that content from the DepEd Philippines social media pages be shared directly from the original post to ensure that any subsequent edits or updates are accurately reflected. Pages affiliated with DepEd shall avoid creating separate posts using the same material. This guideline also applies when the DepEd Philippines shares content from other pages.
- xvii. The following content shall be highly prioritized: official issuances, statements, press releases, and advisories.
- xviii. Sharing of news articles from external media outlets is allowed as support to the positive news related to DepEd, provided that the information is verified by the social media team.

6. Content Approval Process

- a. All posts shall be approved and reviewed by the Head of Office. Field and other DepEd offices are encouraged to adopt a similar vetting process and implement the same procedure for content approval.
 - i. Official statements shall be vetted by the Head of Office, respective to their level of governance (e.g., Office of the Secretary (OSEC), Office of the Regional Director, Office of the Schools Division Superintendent, or the Office of the School Head).
 - ii. Press releases and other informational materials concerning a specific office shall be vetted by the Head of Office. If the Head of Office is unavailable or unable to fulfill this role due to unforeseen circumstances, the established order of succession shall be followed to ensure accurate representation of the office's views.
 - iii. Educational content shall be vetted by the Learning Systems strand and other offices concerned with the type of content that shall be released.
 - iv. Partnerships and related content from partners shall be vetted by the External Partnerships Service (EPS) and other concerned offices.
 - v. All direct quotes taken from a speaker during key messages, press conferences, speeches, and other engagements shall be vetted by the speaker themselves.
 - vi. Content produced by the social media team (e.g., interactive posts) shall be vetted by the social media account manager/s.
 - vii. A proposed flowchart for the approval process of creative content is provided in **Annex C**.

7. Live Stream Guidelines

- a. All live streams shall follow the same process as the Content Approval Process [see Item V (B) (6)].
- b. The social media team shall observe the following guidelines for live streaming:
 - i. Ensure that all livestream equipment is ready to use before any event to avoid technical problems during the live streaming;
 - ii. Designate two key persons for the live streaming: one person tasked with managing the live stream on the ground and one person tasked with managing the social media presence of the live stream; and
 - iii. For cross-posting of live events, the social media account manager/s of the requesting office shall establish a cross-posting relationship with the DepEd page once their request to cross-post is approved.
- c. Cross-posting of the requesting office's page to the DepEd page shall be set to manual cross-posting by default. Automatic cross-posting shall be allowed temporarily during the conduct of the program/activity.

- d. To serve as a safety net, another social media page or account shall be used where technical rehearsals are done prior to the scheduled livestream to anticipate and address the technical issues.

8. Content Calendar and Posting Schedule

- a. To establish the online presence of DepEd on its digital platforms, it is advisable to create a social media content calendar.
- b. A content calendar shall also reflect the basic information about each upload/posting every week, such as
 - i. post;
 - ii. date and time of posting;
 - iii. platform;
 - iv. content of the material;
 - v. caption;
 - vi. other information on supporting documents, issuances, references, or copyright ownership; and
 - vii. publishing status.
- c. A recommended content calendar developed by PAS is provided in **Annex D**.

9. Social Media Partnership

- a. Sharing materials or logos from a private company is permitted only if there is a formal partnership with the DepEd through the EPS. This must comply with DO 28, s. 2001 (Prohibition of the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services Amended by DO 36, s. 2010 – Amendment to Section 5 Chapter III of DECS Service Manual), which prohibits commercialization via endorsements and accreditation of products, as well as DO 39, s. 2009 [Strict Adherence to DO 28, s. 2001 (Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services)], which reinforces this rule. It is important to note that sharing such content shall not be interpreted as endorsing or supporting a specific brand or company. Tagging the private company in the caption is allowed only with prior approval from the Head of Office.
- b. Government agencies requesting to share their materials on DepEd social media platforms shall have proper endorsement from the OSEC or the PAS-Office of the Director. Materials shall be reviewed by the social media team to determine the relevance of the content to the page's audience.
- c. Any necessary permission on the usage of a third-party source's copyright, copyrighted material, trademarks, service marks, or other intellectual property (e.g., logos of stakeholder partners, downloaded vector icons, copyrighted music) shall be acquired.

10. Social Media Account/Page Management and Use

The following guidelines will help each bureau, service, and office in handling their official accounts:

- a. In setting up a personal social media account or profile, the social media account manager/s shall use their personal email address so as not to associate DepEd with their personal social media account or profile.
- b. If the social media account manager/s personal account is linked to an official social media page, they shall exercise caution when using the application to avoid any association of DepEd with their personal account.
- c. Only recognized social media accounts that are duly approved by the Head of Office in Item V (B) (3) are authorized to use official logos and release posts connected with DepEd.
- d. The standard hashtag for all posts will be #DepEdPhilippines. Further, the use of official hashtags attached to the DepEd's advocacy slogans is encouraged to amplify the online engagement of DepEd's social media platforms.
- e. The determination of page roles shall be at the discretion of the Head of Office.
- f. The social media team shall exhibit professionalism, following RA 6713, titled Code of Conduct and Ethical Standards for Public Officials and Employees.
- g. All employees shall be careful in their participation in social media sites. Where confusion may arise in the matter of the personal nature of social media activities, an employee is encouraged to include a disclaimer clarifying that the social media communications only reflect the employee's personal views and do not represent DepEd.
- h. The PAS shall continuously monitor the social media pages in the CO, while the Public Affairs Unit shall continuously monitor the social media pages in the ROs and SDOs.
- i. In decisions where a social media account needs to be deactivated because it no longer accomplishes its goals or does not comply with office or DepEd policies, the account shall be deactivated once the following actions have been completed:
 - i. Notify the PAS of the desire and reason for deactivating the account in writing;
 - ii. Ensure compliance with all records management requirements to properly preserve content related to the account;
 - iii. Set a timeline for deactivating the social media account or page;
 - iv. Create a sign-off message that includes content that the account or page will be taken offline and when this will occur, and inform the audience/community of alternate channels for interacting;

- v. Post sign-off messages during the final days or weeks and on the last day;
- vi. Do not delete the account outright; instead, ensure it is securely deactivated so that no other party can take control of it or use it as though representing DepEd. Confirm the deactivation with the Head of Office; and
- vii. Routinely monitor the email account registered with the social media page, especially notifications regarding the deactivation of the account, since some social media providers may automatically deactivate accounts that have not been used for a period of time.

11. Community Management

- a. The social media team and all designated social media account manager/s and community manager/s shall be responsible for
 - i. monitoring all abusive, libelous, offensive, spammy, and unlawful engagements of the general public on all social media accounts of DepEd;
 - ii. responding to and engaging with comments, queries, and concerns through private messages and comment sections;
 - iii. implementing the guidelines to address and evaluate such content, considering all applicable laws (e.g., hiding comments, banning users); and
 - iv. responding to messages in the inbox and comments on posts.
- b. The social media team is encouraged to engage with queries by answering them using only the social media accounts of DepEd.
- c. Response template
 - i. The social media team shall create responses and utilize the auto-response feature on the social media platforms to address common queries from the audience. However, the team will also monitor for specific questions that do not align with the pre-established list of responses
 - ii. The social media team shall seek inputs from different offices, units, divisions, and strands in the creation of templated responses to frequently asked questions to cater to public concerns. Nevertheless, specific queries should also be answered properly and correctly.
 - iii. The objective is to answer questions and to show that DepEd has the credibility to meet the needs of students, teachers, and parents. The following shall be considered when composing responses:
 - (1) Concise – responses must be brief and comprehensive;
 - (2) Positive – responses must be written helpfully and must contain thoughtful and encouraging suggestions;
 - (3) Congenial – responses must be written in a friendly and thoughtful way with an accommodating tone; and
 - (4) Accurate – responses must contain relevant details and explain measures to solve the problem.

d. Filtering of Comments

i. Comments from people shall be subjected to monitoring and will be hidden or deleted if they contain the following content:

- (1) Spam – comments containing unimportant or inappropriate messages that usually appear repeatedly;
- (2) Hate Speech – comments that show prejudice against a specific group of people, or relating to the basis of sexual orientation, religion, or race;
- (3) *Ad Hominem* – comments that involve a personal attack on a specific person, usually an argument intended for a person's life rather than their involvement in a position;
- (4) Inciting Violence – comments that suggest violent behavior intended to harm a person;
- (5) Commercial – comments that include irrelevant promotions and links;
- (6) Fake News – comments containing false information, often damaging and twisting credible news;
- (7) Political – comments relating to public issues, controversies, or positions that are unrelated to the main social media post;
- (8) Foul or Malicious Language – comments that contain unpleasant use of words that are intended to harm a person's reputation and often cause distress.

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

- (1) Blackmail or insulting content – material that threatens DepEd with harm, disadvantage, or negative consequences in exchange for money, favors, or personal gain;
- (2) Pornographic content – material containing lewd, indecent, or sexually connotative words, images, videos, advertisements, or similar content;
- (3) Malicious content – material intended to discredit an office, individual, or government representative without basis, supporting facts, or credible evidence;
- (4) Unauthorized posting of copyrighted material – copyrighted books, publications, research, or other protected works posted without permission from the author or issuing organization;
- (5) Irrelevant information, jokes, or promotions – advertisements, links, personal jokes, pages, or other content that is not related to or does not add value to DepEd's work;
- (6) Doxing – publishing or circulating an individual's personal or identifying information (e.g., name, phone number, address, financial details, workplace) without their consent;
- (7) Recruitment-based earning schemes – links directing users to schemes where income relies mainly on recruiting others rather than on legitimate products or services;
- (8) Suspicious links or malware – content containing links or files that may pose cybersecurity risks or compromise DepEd systems; and
- (9) Misrepresentation of official positions – posts that present personal views as official DepEd statements or that may mislead the public regarding DepEd's official stance.

- e. Maintaining Page Security
 - i. The social media account manager/s shall take measures to ensure that the page is secure and not prone to online attacks.
 - (1) Set up security features for pages (e.g., strong password, two-factor authentication, email verification, use of a Virtual Private Network [VPN]).
 - (2) Link or mirror the social media account to a website to ensure backup of the content.
 - (3) Change the password at least once annually and/or when a member of the social media team leaves DepEd.
 - (4) Keep all software and applications where the social media page is accessed up to date.
 - (5) Consistently review and evaluate who has access to the accounts or pages and what their page role is.
 - ii. In the event of hacking and/or unauthorized access or control of the page, the social media account manager/s shall take the following actions:
 - (1) Seek the assistance of the Information and Communication Technology Services or equivalent office, and the local anti-cybercrime unit, if needed, to retrieve access to the page and trace the hacker;
 - (2) Closely monitor the page activity and posts that may be created during the hacking incident;
 - (3) If the hacking is not resolved within an hour, the office, with the approval of the Head of Office, may issue a statement informing the public about the incident through the website or official email;
 - (4) If a cyberattack occurred on the platform, seek the help of law enforcement (e.g., National Bureau of Investigation Cybercrime Division and Philippine National Police Cybercrime Division); and
 - (5) If a major breach happens and the social media account of DepEd is compromised, contact the Department of Information and Communications Technology (DICT) for assistance.

12. Child Rights Protection and Privacy Policies

- a. In producing social media content, the social media team shall give utmost consideration to DO 40, s. 2012 (DepEd Child Protection Policy) to protect and promote the rights of learners and ensure compliance with RA 10173 (Data Privacy Act of 2012) to protect the privacy of learners. Furthermore, the following laws shall be considered for the protection of children:
 - i. Article III, Section 3(1) on the right to privacy of communication and correspondence under the 1987 Philippine Constitution;
 - ii. The Anti-Photo and Video Voyeurism Act of 2009 on responding to the proliferation of intimate or private photos and videos without consent; and
 - iii. RA 11930 (Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials

(CSAEM) Act), which aims to protect children from online sexual exploitation and abuse.

13. Gender Equality and Inclusive Representation in Media

- a. In line with DM 105, s. 2013 [Dissemination of Memorandum Circular No. 48 (Directing All Concerned Government Agencies to Adopt the Gender Equality Guidelines in the Development of their Respective Media Policies and Implementing Programs in Order to Promote Gender Mainstreaming)], all media content, communications, and implementing programs developed by DepEd offices, including social media materials, broadcast engagements, and digital campaigns, must promote gender equality and inclusivity.

Thus, all social media account manager/s, social media teams, and designated personnel responsible for managing social media accounts and pages of the DepEd CO, bureaus and services, ROs, SDOs, and public schools shall do the following:

- i. Avoid gender stereotyping and biased narratives in both language and visuals;
- ii. Use gender-fair language and images across all platforms;
- iii. Ensure equal representation and participation of women, men, and individuals of diverse gender identities in media features and narratives;
- iv. Promote stories that challenge traditional gender roles and reflect the diversity of the learner population and personnel;
- v. Subject content to regular review to ensure alignment with gender equality principles; and
- vi. Coordinate with DepEd's Gender and Development Focal Point System or equivalent office for technical guidance, when necessary.

14. Transition Process of Social Media Pages

- a. The social media pages of DepEd are institutional pages that transcend leadership changes. In cases where the social media account manager/s and/or members of the social media team relinquish their positions, the following processes shall be followed to ensure a smooth transition to the succeeding page manager and/or members of the team:
 - i. The social media account manager/s shall keep a database of the login credentials of official social media pages handled by their office. This database shall also have a tracker of who has access to the login information for monitoring and accountability.
 - ii. In transferring the management of a social media page, the database shall be submitted to the new social media account manager/s. Any copy or access to the database by the previous account manager shall be surrendered.
 - iii. The turnover shall be done one month before the assumption of the role of the new social media account manager/s to ensure

complete orientation on social media handling, proper endorsement of the page's assets, and preservation of the page's brand during the transition.

- iv. Immediately revoke administrator rights of the previous social media account manager/s once said individual is separated from service or transferred to a different role.
- v. The new social media account manager/s shall change or update the password of the office's social media accounts once the previous social media account manager/s has officially left their position.

VI. Administrative Accountability

1. The commission of prohibited acts and the failure to comply with the provisions of this Order shall constitute misconduct and shall subject the offending civil servant to appropriate administrative sanctions under the 2025 Rules on Administrative Cases in the Civil Service (RACCS) and penalties under RA 6713, in addition to any criminal and/or civil liability that may attach.
2. Moreover, DO 49, s. 2006, otherwise known as the Revised Rules of Procedure of the DepEd in Administrative Cases, and the 2025 RACCS also apply in the institution, investigation, prosecution, and adjudication of cases involving the use of social media.
3. For personnel under Contract of Service or Job Orders, the commission of prohibited acts may result in termination or cancellation of the contract, depending on the gravity of the offense, and may also subject the individual to criminal or civil liability under applicable laws.
4. The social media team of DepEd must adhere to Commission on Elections and Civil Service Commission Joint Circular No. 001, s. 2016 (Advisory on Electioneering and Partisan Political Activity), RA 8293, otherwise known as the Intellectual Property Code of the Philippines, RA 8792, otherwise known as the Electronic Commerce Act of 2000, RA 10175, otherwise known as the Cybercrime Prevention Act of 2012, and other relevant laws.

VII. Fund Source

The implementation of this Order shall be subject to the availability of funds and shall be charged against the appropriations of the concerned offices, in accordance with existing laws, rules, and regulations on budgeting, auditing, and procurement.

VIII. Monitoring and Evaluation

1. The Media Management Guidelines shall use appropriate and effective monitoring tools to assess engagement across social media platforms and identify areas that need improvement.
2. The Media Management Guidelines shall be reviewed annually by PAS to ensure that the information incorporated in the guidelines is up-to-date and the supplementary guidelines are included.

3. The PAS shall conduct orientation sessions on the Media Management Guidelines for CO personnel and RIOs. They shall lead the monitoring and evaluation (M&E) of this policy.
4. The RIOs and DIOs shall assist PAS in the M&E, particularly in data collection during the monitoring. They shall provide orientation on the Media Management Guidelines at the local levels.

IX. Effectivity

This Order shall take effect 15 days after its approval, issuance, and publication on the DepEd website, and after three certified true copies have been filed and registered with the Office of the National Administrative Register (ONAR) at the University of the Philippines Law Center (UP LC), UP Diliman, Quezon City.

Provisions of previous DOs or issuances that are inconsistent with this Order are repealed or modified accordingly.

Should any part or provision of this Order be declared invalid or unconstitutional, such declaration shall not affect the remaining provisions, which shall continue to be in full force and effect.

X. References

1. Brutas, Karen. Social Media and Privacy: The Philippine Experience. Accessed May 12, 2025. <https://fma.ph/resources/resources-gender-ict/social-media-and-privacy-the-philippine-experience/>
2. Civil Service Commission. CSC Social Media Handbook. [No date]. Accessed May 13, 2025.
3. County of Madera. Social Media Use Policies and Procedures. Accessed May 12, 2025. <https://www.maderacounty.com/home/showpublisheddocument/1522/637647904108430000>.
4. Department of Education, Cordillera Administrative Region. Regional Memorandum No. 158, s. 2020: Establishment of a Unified Social Media Policy Platform for DepEd CAR Offices and Schools. 2020. Accessed May 11, 2025. <https://www.depedcar.ph/regional-memoranda/rm-no-158-s-2020>.
5. Department of Education (Philippines). DepEd Order No. 40, s. 2012: Child Protection Policy. May 2012. https://www.deped.gov.ph/wp-content/uploads/2012/05/DO_s2012_40.pdf.
6. Department of Education. Gender Equality Guidelines in the Development of Basic Education Teacher Education Programs. DepEd Memorandum No. 105, s. 2013. https://www.deped.gov.ph/wp-content/uploads/2013/06/DM_2013_105.pdf.
7. Department of Information and Communications Technology. Draft Administrative Order on Social Media Use for Government. October 2017. Accessed May 10, 2025. <https://dict.gov.ph/wp->

[content/uploads/2017/10/DRAFT-AO-Social-Media-Use-for-Government.pdf](#).

8. Department of Social Welfare and Development. Administrative Order No. 16, s. 2021: 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. 2021. Accessed May 10, 2025. https://www.dswd.gov.ph/issuances/AOs/AO_2021-016.pdf.
9. Dowerah Baruah, Trisha. "Effectiveness of Social Media as a Tool of Communication and Its Potential for Technology-Enabled Connections: A Micro-Level Study." International Journal of Scientific and Research Publications 2, no. 5 (May 2012). Accessed May 13, 2025. http://www.ij srp.org/research_paper_may2012/ij srp-may-2012-24.pdf.
10. Kasturi, Suman Kumar, and Bobby Vardhan. "Social Media: Key Issues and New Challenges – A Study of Nalgonda District." Global Media Journal – Indian Edition, Summer Issue (June 2014). Accessed May 14, 2025. https://caluniv.ac.in/global-mdia-journal/COMMENTARY-JUNE-2014/C_1.pdf.
11. Kruse Control Inc. "6 Elements of a Good Social Media Policy." Accessed May 14, 2025. <https://www.krusecontrolinc.com/reasons-to-do-automotive-employee-social-media-policy-review/>.
12. National Privacy Commission (Philippines). Data Privacy Act of 2012. Republic Act No. 10173, enacted August 15, 2012. <https://www.privacy.gov.ph/data-privacy-act/>.
13. Office of the Ombudsman (Philippines). Republic Act No. 6713: An Act Establishing a Code of Conduct and Ethical Standards for Public Officials and Employees. February 20, 1989. PDF. https://www.ombudsman.gov.ph/docs/republicacts/Republic_Act_No_6713.pdf.
14. Shift Communications. "How Social Media Has Changed Traditional Media." Accessed May 13, 2025. <https://www.shiftcomm.com/insights/social-media-changed-traditional-media/>.
15. Social Media Monitoring and Evaluation eBook. Accessed May 13, 2025. <http://digital-liaisons.icad-cisd.com/wp-content/uploads/03-CBA-Social-Media-ME-eBook.pdf>.
16. Southwest Yorkshire Partnerships NHS. Policy on Media Management, Including Social Media. April 2020. Accessed May 12, 2025. <https://www.southwestyorkshire.nhs.uk/wp-content/uploads/2018/04/Policy-on-media-management-including-social-media.pdf>.
17. University of Alaska. Guidelines for the Use of Social Media. Accessed May 11, 2025. <https://www.alaska.edu/opa/UA-Guidelines-for-the-Use-of-Social-Media-Final.pdf>.

18. University of the Philippines–College of Medicine. Social Media Guideline. June 4, 2019. Accessed May 11, 2025. <http://upcm.ph/wp-content/uploads/2019/07/SoMeGuideline4June2019-2.pdf>.

ANNEX A

Sample Naming Convention for Social Media Page/Account

Governance Level	Name Format	Sample
Central Office	DepEd [Bureau/Service/Office Name]	DepEd Disaster Risk Reduction and Management Service
Regional Office	DepEd [Region Name]	DepEd Region 10
Regional Office unit	DepEd [Region] [Office/Unit Name]	DepEd NCR Legal Office
Division Office	DepEd [Division Name]	DepEd Cotabato City
Division Office unit	DepEd [Division Name] [Office/Unit Name] Note: Do not add other names	DepEd Rizal Human Resource and Management Office
School	[School Name]	DepEd Arinda Elementary School
Schools with similar name as other schools	[School Name] - [City]	DepEd Santo Niño Elementary School - Pasig City
Schools with names exceeding the character limit	[School Acronym] - [City]	DepEd GEANHS - Imus City

ANNEX B

Consent and Indemnity Form

English Version

In line with the mission of the Department of Education (DepEd) to provide quality, equitable, culture-based, and complete basic education, where:

- Students learn in a child-friendly, gender-sensitive, safe, and motivating environment
- Teachers facilitate learning and constantly nurture every learner;
- Administrators and staff, as stewards of the institution, ensure an enabling and supportive environment for effective learning to happen;
- Family, community, and other stakeholders are actively engaged and share responsibility for developing lifelong learners;

And in accordance with the DepEd's thrust to continuously improve itself to better serve its stakeholders, an effective communications strategy paves the way to a more efficient public policy formulation and implementation.

DepEd and its representatives are therefore seeking your permission to take and make use of voice recordings and/ or audiovisual images of you/ your children/ your students for the purposes stated above.

Please furnish us with your full name and signature on the next page should you confirm your consent to the proposed use of your/ your children/ your students' photographs and video/voice recordings in our communications and publicity materials.

Thank you very much.

CONSENT, WAIVER, INDEMNITY and RELEASE

I, _____, M/ F, _____ years of age, hereby grant permission to the **Department of Education (DepEd)** and its representatives to make recordings of my voice and to take photographs and /or videos in which I appear in, to be used for the communications and various public campaigns of the Agency be it in print, broadcast, and/or electronic media, at the event and location stated below:

Production name/ Project title: _____

Location: _____

I acknowledge that the DepEd owns all rights to these images and recordings. I further grant the DepEd and its representatives the right to use, display, exhibit, reproduce, distribute, and create derivative works of these images and recordings in any media now known or later developed.

I hereby waive any right to inspect or approve the use of the images or recordings or of any written derivatives. I further waive all moral rights. I also waive any right to royalties or other compensation arising from or related to the use of the materials.

I hereby release, defend, indemnify, and hold harmless the DepEd and its representatives from and against any claims, damages, or liability arising from or related to the use of the images, recordings, or materials, including but not limited to claims of defamation, invasion of privacy, or rights of publicity or copyright infringement, or any misuse, distortion, blurring, alteration, optical illusion or use in composite form that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.

I am 18 years of age or older/ I am accompanied by my legal guardian, and I am competent to enter into this contract/ NAME OF GUARDIAN: _____ has legal authority to enter into this contract. I have read this document before signing below, and I fully understand the content, meaning and impact of this consent, waiver, indemnity and release.

This consent, waiver, indemnity and release is binding on me, my heirs, executors, administrators and assigns.

Signature _____/_____/_____
mm dd yyyy

Signature over printed name of Parent/Guardian/Teacher _____/_____/_____
mm dd yyyy

Address: _____
Home phone: _____
Mobile phone: _____

Consent and Indemnity Form

Filipino Version

Alinsunod sa misyon ng Kagawaran ng Edukasyon (DepEd) na makabigay ng kalidad, pantay-pantay, batay sa kultura, at kompletong basic education kung saan:

- Natututo ang mga estudyante sa kapaligiran na child-friendly, gender-sensitive, ligtas, at nakagaganyak;
- Pinapangasiwaan ng mga guro ang tuloy-tuloy na pagkatuto at pagpapaunlad ng bawat estudyante;
- Bilang mga tagapangalaga ng institusyon, tinitiyak ng mga tagapangasiwa at staff na ang kapaligiran ay nagpapahintulot at sumusuporta epektibong pagkatuto;
- Aktibong nakikilahok ang pamilya, komunidad, at iba pang stakeholders at nakikibahagi sa responsibilidad para sa pagbuo ng life-long learners;

At alinsunod sa habkang ng DepEd upang patuloy na mapabuti ang ahensiya sa mas mahusay na paglilingkod sa stakeholders nito, isang epektibong istrategiya ng komunikasyon ang magbibigay daan sa mas epektibong pagbuo at pagpapatupad ng patakarang pampubliko.

Samakatuwid, ninanais ng Kagawaran ng Edukasyon at ng mga kinatawan nito na kunin at gamitin ang mga voice recording at / o mga audiovisual image ninyo/ng inyong mga anak/ng inyong mga estudyante para sa mga layuning nakasaad sa itaas.

Mangyaring ibigay sa amin ang inyong buong pangalan at pirma sa kasunod na pahina na dapat mong kompirmahin ang inyong pahintulot sa iminungkahing paggamit ng mga larawan at video/voice recording ninyo/ ng inyong mg anak/ ng inyong mga estudyante sa aming mga communication at publicity material.

Maraming salamat.

PAHINTULOT, WAIVER, PROTEKSIYON, at PAGPAPALABAS

Ako, _____, M/ F, _____ taong gulang, sa pamamagitan nito ay pinahihintulutan ang Kagawaran ng Edukasyon (DepEd) at ang mga kinatawan nito na gumawa ng recordings ng aking boses at makakuha ng mga larawan at /o videos kung saan ako ay lalabas, na kung saan ay gagamitin para sa mga komunikasyon at iba't ibang kampanyang pampubliko ng Ahensiya maging sa print, broadcast, at/o electronic media, sa pangyayari at lokasyon na nakapahayag sa ibaba:

Pangalan ng Produksiyon/ Pamagat ng proyekto: _____
Lokasyon: _____

Kinikilala ko na ang DepEd ang nagmamay-ari ng lahat ng mga Karapatan sa nasabing mga larawan at recordings. Binibigyan ko pa ang DepEd at ang mga kumakatawan nito ng karapatan sa paggamit, pagpapakita, pagpapalabas, pagpaparami, pamamahagi, at pagbuo ng malilikhain na mga gawa mula sa nasabing mga larawan at recordings sa anomang midya na kilala ngayon o mabubuo sa hinaharap.

Samakatuwid, ibinibigay ko ang aking karapatan upang suriin at aprobahan ang paggamit ng mga larawan o recordings o ng anomang kasulatan ng kasunduan. Ipinapaubaya ko rin ang lahat ng mga karapatang moral. Pinapaubaya ko rin ang anomang karapatan sa royalties o iba pang kabayaran na nagmumula sa o kaugnay sa paggamit ng mga materyales.

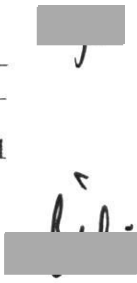
Samakatuwid, ipinapalabas, idedepensa, ipapagtanggol, at ilalagay ko na ang DepEd at ang mga kinatawan nito ay hindi nakapipinsala mula at laban sa anomang pahayag, pinsala, o pananagutan na mabubuo mula o kaugnay sa paggamit ng mga larawan, recordings, o materyal, kabilang ngunit hindi limitado sa mga pahayag na naninirang-puri, panghihimasok sa privacy, o mga karapatan ng publisidad or copyright infringement, o anomang maling paggamit, pagbabaluktot, pagpapalabo, pagbabago, optical illusion o paggamit sa composite form na maaaring mangyari o mabuo sa pagkuha, pagpoproseso, pagbabawas o produksiyon ng natapos na produkto, paglathala o pamamahagi.

Ako ay 18 taong gulang o mas matanda/ Ako ay sinasamahan ng aking legal na tagapangalaga, at ako ay may kakayahang pumasok sa kontratang ito / PANGALAN NG TAGAPAG-ALAGA ay may legal na awtoridad na pumasok sa kontratang ito. Nabasa ko ang dokumentong ito bago pumirma sa ibaba, at lubos kong nauunawaan ang mga nilalaman, kahulugan at epekto ng pagpapahintulot, waiver, indemnity at pagpapalabas.

Ang pahintulot, waiver, indemnity at pagpapalabas na ito ay may bisa sa akin, sa aking mga tagapagmana, tagapagpatupad, mga tagapangasiwa, at mga nakatalaga.

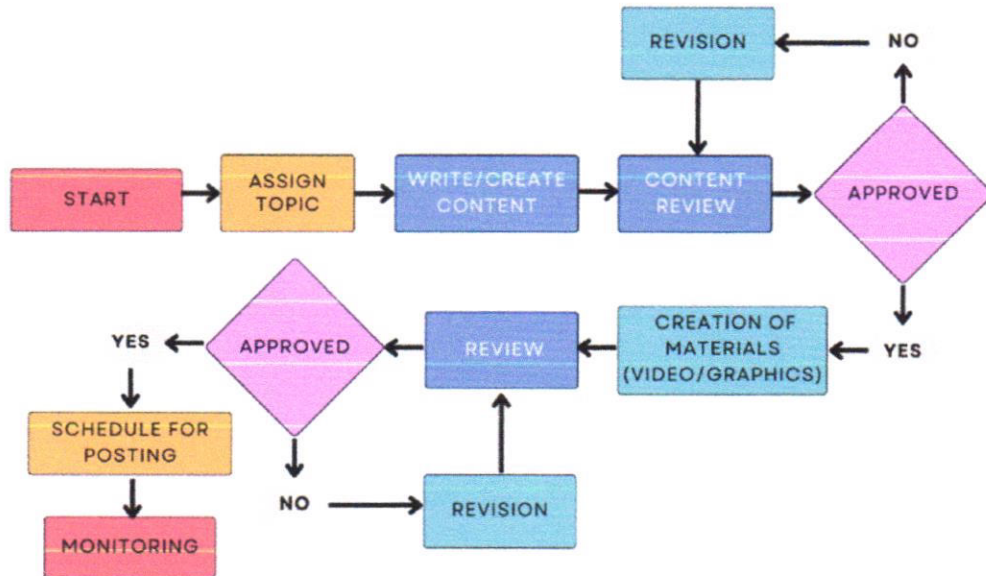
_____ mm / ____ / ____
Lagda dd yyyy
_____ mm / ____ / ____
Lagda ng Magulang /Tagapag-alaga/Guro dd yyyy

Tirahan: _____
Home phone: _____ Mobile phone: _____



ANNEX C

Sample Content Approval Process Flow



ANNEX D

Content Calendar

Sample 1

Month and Year						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<i>Indicate here the title/event of the post</i>						

Sample 2

Month						
Date	Event/Observances/Type of post	Content Idea	Caption/Description	Post Timing	Status	Notes
<i>Indicates dates of the event/observances</i>	<i>Describes the post or topic</i>	<i>Indicates the text, image, graphics, or information that will appear on the material</i>	<i>Indicates the caption that will come with the post</i>	<i>Specifies the date and time of posting</i>	<i>Indicates whether the content is released, scheduled for release, for approval, in progress, deleted, or withdrawn</i>	<i>Describes other relevant information about the content or material, such as source, reference, copyright owner, etc.</i>