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**MEMORANDUM CIRCULAR**  
**No. 2021 - 09**

**SUBJECT : SOCIAL MEDIA GUIDELINES FOR DENR REGIONAL OFFICES, STAFF AND LINE BUREAUS, AND ATTACHED AGENCIES**

Pursuant to Section 24, Article II of the 1987 Constitution, Republic Act No. 6713 or the Code of Conduct and Ethical Standards for Public Officials and Employees and its Rules implementing the Act, DENR Administrative Order (DAO) No. 2020-11 or the Creation of Regional Strategic Communication and Initiatives Group (RSCIG), DAO No. 2016-29 or the DENR Freedom of Information Manual, DAO No. 2018-18 or the Establishment of a Centralized Management and Coordinative Mechanism at the Regional Offices of DENR, MGB and EMB, and Designating the DENR Regional Director as the Regional Executive Director Providing Overall Command of Regional Operations, the following rules and regulations are hereby promulgated and shall be adopted by all DENR regional offices, staff and line bureaus, and attached agencies:

**Section 1. Basic Objectives**

- 1.1 Optimize the online presence of the DENR through the creation and maintenance of social media accounts appropriate for the dissemination of DENR policies, programs, projects and activities;
- 1.2 Improve the agency's credibility on social media platforms;
- 1.3 Promote uniformity of social media accounts;
- 1.4 Provide guidelines on the responsible use of social media; and
- 1.5 Provide the public with online feedback mechanism

**Section 2. Scope and Coverage**

The DENR Social Media Guidelines shall cover all DENR regional offices (including PENROs and CENROs), staff and line bureaus, and attached agencies.

### Section 3. Creation and Maintenance of Accounts

3.1 There shall be only one (1) “official” Facebook fanpage created and maintained to represent each region, line bureau, staff bureau, and attached agency. Fanpages or personal accounts of field offices, including PENROs and CENROs, and which are marked “official” and/or purporting to be an official or representative account of said offices, shall be deleted or deactivated, with prior notice to the public directing future queries, complaints, feedback, and other concerns to the official regional page.

Other offices may, however, maintain Facebook accounts provided that the same shall remain closed groups.

3.2 Creation of accounts on other platforms such as Twitter, YouTube, and Instagram shall be optional and likewise limited only to the regional office, line bureau, staff bureau, and attached agency. The Strategic Communication and Initiatives Service (SCIS) of the DENR Central Office shall accordingly be informed of the creation or existence of such accounts for monitoring purposes.

3.3 For purposes of uniformity, the naming convention for account names shall be as follows:

Name	Format	Example
Account	DENR Name-of-Region	DENR Western Visayas Region DENR Bicol Region
Handle	@DENR(region number)Official	@DENR5Official @DENRNCROfficial

3.4 The design template for use as profile and cover photos shall be provided by or through the SCIS and shall be in accordance with guidelines on corporate branding.

### Section 4. Designation, Duties, and Responsibilities of the Social Media Team

#### 4.1 Components of Social Media Team

4.1.1 Only permanent employees shall be assigned as administrators of social media accounts.

4.1.2 In the regional offices, the chiefs of the Regional Strategic Communication and Initiatives Group (RSCIG) shall be designated as content manager and main administrator of the official social media accounts. They shall each have two (2) co-administrators.

In the staff and line bureaus and attached agencies, information officer shall be designated as content manager and main administrator. They shall also have two (2) co-administrators each.

4.1.3 In the regional offices, designated PENRO and CENRO information officers shall be assigned as focal persons and members of the regional social media team and be regular contributors to the regional accounts.

- 4.1.4 The creation of the social media team, its composition, designations, responsibilities, and clearance and approval of posts shall be made official through a Special Order to be signed by the Regional Executive Director (RED) for regional offices, and the respective head of office for staff and line bureaus and attached agencies.

#### 4.2 Roles and Responsibilities of the Social Media Team

- 4.2.1 The duties and responsibilities of the social media team shall be in accordance with the provisions of Republic Act No. 6713 or the Code of Conduct and Ethical Standards for Public Officials and Employees. These include compliance with existing legal restrictions such as those pertaining to intellectual property rights, confidentiality, freedom of information, cybercrime, and political exercise.
- 4.2.2 For Facebook, the main administrator shall assign the page role of co-administrators as admin, editor, moderator, advertiser, analyst, or live contributor. Role limitations are indicated accordingly upon designation.
- 4.2.3 The office shall provide administrators with necessary gadgets and equipment as well as available and unblocked internet access (desktop and portable mobile wifi) for posting, updating, and monitoring purposes.  
  
A monthly mobile **data plan** in the amount of two thousand five hundred pesos (₱2,500) shall be provided to the administrators to ensure unhampered access to internet especially during out-of-office work assignments.  
  
For added protection, the use of gadget and equipment must be restricted to the administrators in order to avoid access from unauthorized person/s.
- 4.2.4 The team shall monitor posts on all existing official social media accounts of the office and include such in an accomplishment report done on monthly basis. In the regional offices, such report must be included in the monthly accomplishment report submitted by RSCIGS to the SCIS.
- 4.2.5 The social media team shall prepare a social media plan. A copy of the social media plan template may be obtained from SCIS. (Please see attached Annex A.)
- 4.2.6 In compliance with the requirements of the Quality Management System, the social media team shall prepare the procedures for the creation, clearance, and posting of content and submit a copy of the same to the SCIS. (A sample is attached as Annex B.)
- 4.2.7 Members of the social media team shall attend capacity-building and other relevant HR interventions to keep apprised of social media and other web techniques.

## Section 5. Content Posting

5.1 Content may be organic or shared from other relevant websites or social media accounts, and must be proofread before posting. However, only posts from “verified” social media accounts are allowed to be shared.

English and/or the local dialect may be used. All efforts must be taken to avoid copyright infringement.

5.2 Posts shall contain any of the following:

5.2.1 well-researched facts that support the DENR’s information, education and communication campaign, preferably in infographic or highly visual form to increase appeal and encourage engagement;

5.2.2 announcements and/or observance of celebrations;

5.2.3 promotion of activities for social mobilization purposes;

5.2.4 news releases and feature articles, which shall contain clickable links (hyperlinks) leading to the same article on the regional website;

5.2.5 good quality, watermarked photos or videos of relevant programs and activities of the DENR and/or its officials, with appropriate caption; and

5.2.6 other materials that are otherwise considered personal in nature.

5.3 Care shall be exercised in posting content particularly those taken live or on-the-spot, as they may contain sensitive information, jeopardize operations, pose security risks to officials or employees or put them at undue disadvantage.

5.4 Content shall be cleared by the RED/Bureau Director/Head of Agency or his/her duly designated or authorized representative prior to posting.

5.5 Posts shall be scheduled accordingly to avoid flooding of timeline as well as to optimize the reach of the content in terms of audience and viewing time.

5.6 To avoid unduly pre-empting official posts containing news, stories, photos, videos announcements and any other materials, members of the social media team are **restricted** from posting official matters on any of their personal social media accounts before the same are posted on the official social media accounts and website.

## Section 6. Responding to Queries and Comments

6.1 A member of the social media team shall be assigned to distinguish legitimate queries or comments from trolls, and act accordingly outright or acknowledging receipt of query, feedback, complaint, issues, concern, or information and thereafter forwarding the same to the appropriate DENR office or Citizen’s Complaint Hotline 8888.

**6.2 The responder shall maintain a casual yet professional and courteous tone at all times, reply based on verified facts and refrain from engaging in debates and arguments or expressing personal opinion while responding using the official account. (Emphasis supplied)**

6.3 Violation of the prescribed manner of engagement with the public shall be dealt with in accordance with the provisions of Republic Act No. 6713 or the Code of Conduct and Ethical Standards for Public Officials and Employees and other existing laws, rules, and regulations.

### **Section 7. Security Measures**

Account managers shall ensure that ample security measures are in place to avoid risks of hacking or posting of unauthorized material. Such measures will include regular changing of passwords and duly notifying the social media thereof, and limiting the number of devices accessing the account at any given time.

### **Section 8. Sanctions**

8.1 Employees and other staff handling social media accounts must strictly adhere to the guidelines herein contained.

8.2 Taking into consideration the provisions of R.A No. 6713 and other existing legal restrictions such as, but not limited to, those pertaining to intellectual property rights, confidentiality, freedom of information, cybercrime, and political exercise, officials and employees are advised to exercise prudence in posting comments and messages in any DENR official social media account. Any violation shall be handled in accordance with R.A. No. 6713, the 2017 Rules on Administrative Cases in the Civil Service, and other appropriate laws, rules and regulations.

8.3 Personnel engaged under Contract of Service or job order are also advised to observe prudence in posting comments and messages on any DENR official social media account. Violation may be considered a ground for the termination or cancellation of contract depending on the severity of the offense committed.

### **Section 9. Supplementary Guidelines**

Other guidelines may be issued, if needed, to support the issuance of other policies or to amend certain provisions of these Social Media Guidelines.

### **Section 10. Effectivity Clause**

This Memorandum Circular shall take effect immediately and supersede all issuances inconsistent herewith.

  
**ROY A. CIMATU**  
Secretary



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF ENVIRONMENT  
AND NATURAL RESOURCES



SENRO60551

Annex A

FACEBOOK CONTENT PLAN

DAY	DATE	TIME	THEME/CONTENT BUCKET	CONTENT	HASHTAG	LINK	IMAGE
MONDAY			SAMPLE: Important announcements for the week (activities, events, orders etc., thank you poster of agencies who participated in the SAEPD weekend activities (e.g treeplanting). Social mobilization activities like clean up drives and other environmental events	SAMPLE 1: This month we celebrate the OZONE LAYER Month. Save Mother Earth, Save our Ozone! SAMPLE 2: We thank our partner agencies for participating in the last weekend's treeplanting activity. (Provide list of agencies) Want to participate or get involved in DENR treeplanting activities and other events? You may contact our SAEPD office at _____.	#ThankfulMonday		
			Press Release	**Insert headline			
TUESDAY							
WEDNESDAY							
THURSDAY							
FRIDAY							
SATURDAY							
SUNDAY							

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## **Social Media Content Posting Guidelines**

This serves as the internal protocol in the crafting of social media content and posting of said content on the official social media platforms of the DENR Central Office. This is to ensure that materials posted on the official platforms are fact-checked and properly assessed to maintain the quality of content and the integrity of the DENR in providing timely and accurate information to the public.

### **I. Regular materials and content posted on the DENR official social media accounts (Facebook, Twitter, and Instagram):**

- Videos
- Listicles and infographics
- Event posters/Social cards
- Photo stories
- Articles (DENR press releases and others curated from news sites)
- Regions, bureaus, and attached agencies posts
- Messages/speeches
- Public advisories

### **II. Materials subject for approval of the DCD Division Chief:**

#### **1. Listicles and infographics**

- The writer drafts content and submits to section chief for review. The writer edits or revises content as needed.
- When content is finalized and approved by DCD chief, the writer requests the head of Art Group to work on the layout.
- Assigned artist submits the layout to the writer for initial comments and checking. The writer then submits the layout to SocMed Team for review. The artist edits/revises the layout as needed.
- The final layout is forwarded to the DCD Chief for approval.
- Approved layout is sent out by the Socmed leader/manager to other social media and website handlers for posting.

#### **2. Event posters/Social cards**

- The SocMed leader/manager researches on event themes and design pegs. Thereafter, the writer requests the Art Group to prepare the layout.
- Assigned artist submits the layout to the writer for initial comments and checking. Once done, the writer submits the layout to SocMed Team for review. The artist edits/revises the layout as needed.
- The final layout is forwarded to the DCD Chief for approval.
- The SocMed leader/manager sends out the approved layout to other social media and website handlers for posting.

### 3. Photo stories

- The photographers forward chosen and edited event photos for posting.
- The writer gets details of the event from the Public Information Division (PID) and drafts photo story caption. If the situation permits, the writer puts watermarks on photos.
- The writer submits caption to DCD Chief for review and approval.
- Once approved, SocMed member posts photo story on the DENR FB page.

### 4. Videos

- Script is prepared by a writer, submitted to the section chief, and cleared by the DCD chief.
- Approved script is referred by the DCD chief to the video editor for the preparation of video.
- Video editor submits a packaged video for the review of the DCD team and seeks the approval of the DCD Chief.
- Once approved the SocMed member posts the material on the official social media accounts.

### 5. Monthly event banners

- The SocMed leader/manager coordinates with agencies heading the environmental event for the official theme and banner designs.
- If banner/cover design is available, jpeg and PSD files are asked. The SocMed leader/manager then requests the Art Group head to tweak the layout based on the DENR standards. The assigned artist works on the layout according to social media and website banner slider platform dimensions.
- If banner/cover design is not available, the SocMed leader/manager requests the head artist to layout the material. Assigned artist prepares the layout and submits to the SocMed leader/manager for initial comments and checking. Once done, the SocMed leader/manager submits the layout to SocMed Team for review. The artist edits/revises the layout as needed.
- The final layout is forwarded to the DCD Chief for approval.
- The artist provides approved copy of layout in jpeg and PSD formats. The size of the banner/cover should come in dimensions suited for FB, Twitter, IG, website banner slider, and desktop.
- The SocMed leader/manager sends out the layout in jpeg and PSD formats to other DENR Central Office social media members, RSCIGs, bureaus, and attached agencies for posting.

### 6. Articles (Organic and curated from news sites)

- Curated articles from news sites



- International and local news for sharing should first be approved by the DCD chief.
- Organic and curated from DENR websites
  - Press releases and stories posted on DENR website and those from the websites of DENR regional offices, bureaus, and attached agencies are good for posting on social media accounts. For organic materials, accompanying photos are to be provided by the PID.

7. Posts from the regions, bureaus, and attached agencies

- A SocMed member is assigned to monitor, review and check the posts of the regional offices, bureaus, and attached agencies. He/she curates quality and relevant posts and shares them on the official social media accounts of the DENR.

III. Materials subject for final approval of the SCIS Director and/or Assistant Director

1. Messages/speeches

- Approved message/speech for posting is referred to the SocMed Team.
- The assigned SocMed member then requests the head of Art Group to layout the material.
- Assigned artist submits the proposed layout to the SocMed Team, including the DCD chief, for review.
- The layout is then forwarded to the SCIS Director for final review and approval. Artist edits or revises layout as needed.
- Once approved, the SocMed member posts the material on the official social media accounts.

2. Public Advisories/Statements

- The assigned writer prepares the content of the advisory/statement and submits to DCD Chief for review and approval. The writer edits or revises content based on the instruction and/or comment of the DCD chief. Clearance of DCD chief is sought.
- The writer then requests the Art Group to prepare layout the material.
- The assigned artist submits layout to SocMed Team for review. Proposed layout is referred to the DCD chief who thereafter submits the same to the SCIS Director for review and approval.
- Once approved, the layout of the advisory is referred to the SocMed Team for posting on the official social media accounts.

3. Other materials that DCD chief deems sensitive are referred to the SCIS Director and/or Assistant Director for clearance and approval.

- IV. The SocMed Manager has the discretion to post curated materials featuring DENR activities, programs, and projects which are sourced from other websites and social media platforms.
- V. Approval of materials should be in a timely manner to avoid delays in posting highly relevant content.
- VI. In case approving authority is not available, he/she may designate a senior staff to assume the role for the time being.