



Republic of the Philippines
Department of Environment and Natural Resources

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01 JUL 2022

MEMORANDUM

FOR : **REGIONAL EXECUTIVE DIRECTORS**
Regions 1, 2, 3, 4A, 4B, 5, 6, 7, 8, 9, 10, 11, 12,
CAR, NCR and Caraga

BUREAU DIRECTORS
FMB, MGB, EMB, LMB, ERDB, BMB

**PROJECT DIRECTORS/COORDINATORS/
MANAGERS/KM FOCAL**

FROM : **THE DIRECTOR**
Foreign Assisted and Special Projects Service (FASPS)

SUBJECT : **FOREIGN-ASSISTED AND SPECIAL PROJECTS'
INSTAGRAM**

The Foreign-Assisted and Special Projects Service remains to its mandate to develop, implement and document foreign-assisted and special projects (FASPs). In line with this, the Service would like to broaden awareness and increase exposure of FASPs' various initiatives using the Instagram (IG) platform to cater to online viewers.

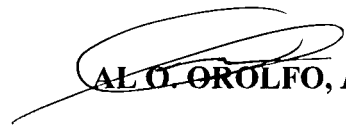
In strengthening the social media presence of FASPs, the Regions, Bureaus and Projects are encouraged to submit set of instagrammable photos and reels of FASPs. These photos and reels can showcase one specific component of the project or more. Corresponding hashtag/s must be provided together with the brief article about the projects' event/component which shall be connected to the photo/reel through biolink of the FASPS website. The submitted photos/reels shall be curated and forwarded to SCIS for posting on the Official DENR IG page as guided by the FASPS IG calendar (see attached guideline) which is to commence by July 1, 2022. Please note, as indicated in the MC 2021-09 Section 6, queries will be forwarded to the appropriate DENR office and/or Projects concerned for proper response.

MEMO NO. 2022 - 461

You may submit photos/reels together with the article through e-mail alliahzaind@gmail.com/ lvmarciano@denr.gov.ph or upload the photographs/reels using the FASPS drive accessible at bit.ly/FASPSIG.

For queries/clarifications, you may contact Ms. Alliah Zain Delgado of the Project Monitoring and Evaluation Division, FASPS at tel. no. 8926-8052 or thru email at alliahzaind@gmail.com.

For your information.


AL O. OROLFO, Ph.D.

*cc: Khalil S. Bayam, Director, SCIS,
Adona P. San Diego, Chief, DCD-SCIS
OD, PPD, PAMD, PMD, PMED - FASPS
Attachment: FASPS Instagram Posting Guidelines*

FASPS INSTAGRAM POSTING GUIDELINES

In close coordination with the Strategic Communication and Initiatives Service (SCIS), the Foreign-Assisted and Special Project Service (FASPS) shall submit for Instagram Posting, photographs and reels of foreign-assisted and special projects to ensure that the planning, crafting, and posting of content are managed, monitored, and followed according to the FASPS Instagram calendar. This is also to guarantee that each post is properly assessed and aligned to DENR integrity on public information and dissemination pursuant to DENR MC 2021-19: Social Media Guidelines for DENR Regional Offices, Staff and Line Bureaus, and Attached Agencies. Submitted photographs / reels are guided by:

I. Contents

A. May include

1. People's Organization (PO) in action
2. PO Products (livelihood, enterprise developed)
3. Project Infrastructures (e.g. plantation establishment, road rehabilitation, buildings)
4. Development Partners (i.e. LGU, NGO with projects in action)
5. IEC Stories (testimonies, anecdotes from beneficiaries)
6. Project sites
7. Knowledge Products (posters, infographics, etc.)
8. Projects' major events and activities (e.g. launch, partners' forum)

B. Materials

1. Photos/reels to be curated will be related to ongoing foreign-assisted and special projects (FASPs)
2. Photos should be of high quality with more than ~300dpi, with aspect ratio of 1:1 or 4:3, not blurred or pixelated
3. Reels should be of high quality with more than ~24fps and frame size of 9:16 (1080 x 1920), not blurred
4. Article shall not exceed two paragraphs with 150-200 words
5. Official hashtags must be used at all times.
 - a) #DENR
 - b) #DENRFASPS

Optional hashtag may be added as necessary

- c) #Project (e.g. #BIOFIN, #FMP, #E2RB)
- d) #Event (e.g. #BikeHikePlant, #Trechuggingday)
- e) #Hugotlines (e.g. #OneTreeLove, #PunoNgPagmamahal)
- f) #Sector (e.g. #biodiversity, #forestry, #lands, #mines, #environment, #r&d)

II. Roles and Responsibilities

- A. FASPS PEOs, DMOs, and staff handling or have participated in special events to curate, validate, write/edit captions and submit original or project-sourced photos.

- B. FASPS KM focal shall prepare the Instagram quarterly content plan and Instagram content calendar
- C. The FASPS Instagram quarterly content plan and monthly instagram content calendar shall be approved by the Assistant Director. FASPS.

III. Process : Guided by the FASPS Quarterly Instagram content plan,

- 1. Materials coming from the Project's IEC officer/KM focal, as approved by their respective Project Director/Manager/Coordinator shall be forwarded to the concerned FASPS Divisions for initial clearance.
- 2. KM Team will create the Instagram content calendar with the selected photos gathered for approval.
- 3. KM Team shall submit to SCIS an approved Instagram Calendar with the corresponding photos with caption and hashtags
- 4. In coordination with SCIS, the team will have the discretion to move or reschedule the posting of a certain content, as needed, for example, conflicts in schedule with:
 - DENR environmental events
 - Launching and closing event of projects
 - FASPS/Project activities that need to be highlighted for day/week/month (MOA signing, mission visits, field visits, etc.)

IV. Timeline

- 1. A three month Instagram Content Plan shall be submitted to FASPS Assistant Director at the end of every quarter.
- 2. All project photos must be submitted on or before the 3rd week of the month.
- 3. Instagram monthly calendar must be approved and submitted to SCIS at least three day before posting for the succeeding month.

V. Public engagement: Guided by MC 2021-19 Section 6

The Instagram Administrator shall distinguish legitimate queries or comments from trolls, and act accordingly outright or acknowledge receipt of the query. feedback, complaint. issues, concern, or information and thereafter forward the same to the appropriate FASPS Project Officers/ Project KM focal.

VI. This guideline shall be reviewed and revised as necessary.

Approved by:


AL O. OROLFO, Ph.D.
Director *AO*

Foreign-Assisted and Special Projects Service

FASPS Social Media Calendar

July						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					<p>IEC STORIES</p> <p>Sustainable Coastal Protection through Biodiversity Conservation in Coastal Ecosystems Affected by Typhoons in the Philippines (ProCoast)</p>	
	<p>3 LANDSCAPE</p>	<p>PARTNERS</p> <p>Improved Ecosystem Services and Reduced Vulnerability to Climate Change through Ecosystem Value in Two River Basins in the Philippines (E2RB)</p>	<p>PO</p> <p>Responsible Land Governance in Mindanao (RLGM) Project</p>	<p>PRODUCTS</p> <p>Survey and Characterization of Native Fruits and Ethnomedicinal Important Trees of Apayao Province</p>	<p>IEC STORIES</p> <p>Development (GOLD) Mongolia-Philippines: Contribution Towards the Elimination of Mercury in the Artisanal and Small Scale Gold</p>	
	<p>10 PROFILES</p> <p>Phil-Sustainable Interventions for Biodiversity, Oceans and Landscape (Phil-SIBOL)</p>	<p>PARTNERS</p> <p>Implementation of PCB Management Programs for Electric Cooperatives (ECs) and Safe e-waste Management</p>	<p>PO</p> <p>Beekeping as Biodiversity-Friendly Enterprise in Mount Hamiguitan Range Wildlife Sanctuary and Expansion Areas</p>	<p>PRODUCTS</p> <p>Global Partnership for Improving the food cold chain in the Philippines (FCC)</p>	<p>IEC STORIES</p> <p>National Framework on Access and Benefit Sharing (ABS) of Genetic Resources and Associated Traditional Knowledge in the Philippines</p>	
	<p>17 PROFILES</p>	<p>PARTNERS</p>	<p>PO</p> <p>Sustainable Coastal Protection through Biodiversity Conservation in Coastal Ecosystems Affected by Typhoons in the Philippines (ProCoast)</p>	<p>PRODUCTS</p> <p>Promotion of Vertical Integration in Wood Processing through People's Organization in Community Based Forest Management Areas in the Philippines (AFOCO)</p>	<p>IEC STORIES</p> <p>Forest for a Sustainable Future: Educating Children Project</p>	
	<p>24 PROFILES</p>	<p>PARTNERS</p> <p>Action: Upscaling Forest and Landscape Restoration to Achieve Nationally Determined Contributions Project</p>	<p>PO</p> <p>Forest for a Sustainable Future: Educating Children Project</p>	<p>PRODUCTS</p> <p>Establishing Knowledge on the International Importance of Sibugay Wetlands: A Means to Enhance Wise Use of the Proposed Ramsar Site</p>	<p>IEC STORIES</p> <p>Integrated Approach in the Management of Major Biodiversity Corridors (BD Corridor) in the Philippines</p>	
	<p>31</p>	<p>24 PROFILES</p> <p>Research on the Meta-population of Tamraw in Mindoro</p>	<p>PO</p> <p>Forest for a Sustainable Future: Educating Children Project</p>	<p>PRODUCTS</p> <p>Establishing Knowledge on the International Importance of Sibugay Wetlands: A Means to Enhance Wise Use of the Proposed Ramsar Site</p>	<p>IEC STORIES</p> <p>Integrated Approach in the Management of Major Biodiversity Corridors (BD Corridor) in the Philippines</p>	