



Republic of the Philippines
Professional Regulation Commission
Manila



PROFESSIONAL REGULATION COMMISSION

MEMORANDUM ORDER NO. 48

Series of 2020
August 4, 2020

TO : **CONCERNED CENTRAL OFFICES
ALL REGIONAL OFFICES**

SUBJECT : **GUIDELINES ON THE CREATION AND ADMINISTRATION OF
PRC REGIONAL FACEBOOK ACCOUNT**

In line with the government's thrust to further expand public assistance through the regional provision of accurate, timely, and relevant response to inquiries and concerns posed by the transacting public, and to intensify its information dissemination drive through a geographically centered digital platform, the Commission hereby allows the creation of Regional Facebook (FB) Account for all its Regional Offices (ROs) under the following rules:

I. Coverage

This guideline shall cover the creation of Facebook Account for all ROs including the administration and maintenance thereof.

II. Objectives

- a. To prescribe the procedures and requirements in the creation and administration of PRC Regional Facebook Account;
- b. To assure and provide the transacting public real-time and direct response to urgent queries pertaining to regional concerns; and
- c. To aid the ROs in their efficient, effective and intensified dissemination of the regional information on services.

III. Creation of the FB Account

- a. All ROs shall create their Regional Official Facebook Account using their designated email for such purpose;
- b. For all ROs already with existing FB accounts, they shall be required to modify their FB pages in accordance with the format as prescribed in this guideline and shall comply with all other provisions herein provided;
- c. For uniformity of page identity, the RO FB Page shall bear the name of the concerned RO. The FB cover shall bear the picture of the concerned RO's office including the official name of the said RO and its existing Service centers. PIMRU shall provide the standard profile and/or cover picture to all ROs (See Annex A).
- d. The following details shall be made visible on the Facebook Page of the concerned RO:
 1. Official Name of the RO (e.g. PRC Region I – Rosales, PRC Region II – Tuguegarao City);
 2. Complete address of the RO including directions;
 3. PRC Website details;
 4. Official Contact Information of the RO;

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5. Type of Organization – Government Organization/Public & Government Service
 6. Opening Hours
 7. Popular Hour Display
- e. Upon creation, the log-in name including the password shall be endorsed to PIMRU through the Commission Secretary for record and monitoring purposes. For the security of the RO's FB account and password, endorsement with the Commission Secretary shall be done through phone call. An email shall be sent to ROs to confirm and acknowledge receipt of such account and password.
 - f. Once the creation of the FB account is completed, the concerned RO shall be required to apply for the FB verified badge to make the account officially verified by Facebook.

IV. Designation of FB Account Administrator

- a. The Regional Director shall designate a principal and alternate administrator of their respective FB account and shall furnish the PIMRU a copy of such designation for record purposes;
- b. The principal administrator shall act as the Regional PIMRU Officer (RPO) of the RO;
- c. In absence of the principal administrator, the alternate administrator shall assume the duties and responsibilities of the principal administrator.

V. General Administration and Maintenance of the FB Account

- a. The primary administration and maintenance of the Regional FB Account shall be the responsibility of the concerned RO through the designated account administrator;
- b. PIMRU shall however monitor the administration and maintenance of the Regional FB account in accordance with the existing policies of the Commission.

VI. Specific Rules in the Administration and Maintenance of the FB Account

The administration and maintenance of the RO Facebook Account shall be governed by the following rules:

a. Access and Security

1. Access to the account shall be limited to the Director/OIC/Coordinator, FB Administrator/RPO and his/her Alternate, and the PIMRU;
2. Password shall be secured and shall not be shared to anyone except by those authorized under this guideline.
3. In case of technical issues including the conduct of cybersecurity measures, access shall be provided to the Information and Communication Technology Service (ICTS) when required.
4. The FB Administrator/RPO shall be required to conduct Facebook Security Checkup at least once a month.
5. To effectively monitor and manage the RO's FB timeline and avoid the flooding of unnecessary commercial advertisements, ROs are prohibited from adding private persons or entities as

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friends, or to browse any commercial/marketing related posts. FB pages of other government agencies may however be added for inter-agency information purposes;

b. Modification of Account Features, Change of Password

1. Change of Account Name, Profile and Cover picture shall not be allowed without the approval of the Oversight Commissioner through the PIMRU;
2. Any necessary changes in the password shall be with the approval of the RO Director/OIC/Coordinator and the new password shall immediately be endorsed to the PIMRU through the Commission Secretary;
3. In case of changes without the above approval, PIMRU shall have the authority to revert the standard profile and cover picture for the subject FB Account with notice to the concerned RO.

c. Breach of Cybersecurity

1. In case the FB account is compromised due to breach of security or cyber hacking, the same shall be immediately reported to the RO ITO by the Account Administrator/RPO for possible trouble shooting. In case the RO ITO failed to resolve the cybersecurity breach, the same shall be immediately reported to the ICTS for appropriate action if necessary. The hacked account shall be immediately reported to Facebook;
2. The RO shall be required to submit the necessary incident report to PIMRU for record purposes.
3. In case of unresolved hacking or online security breaches, a new FB account shall be created under the same process as provided in this guideline. The public shall be properly notified of such information through an advisory to be posted by PIMRU at the PRC Official FB Account upon notice by the concerned RO.

d. Posting of Advisories, Announcements, Notices, New Articles, Photo or Video Releases, and/or Live Streaming

1. The RO Official FB Account shall remain in public mode/status, and all approved postings at the FB page shall be available to the public for viewing or sharing purposes.
2. All postings at the PRC Website except for advisories, announcements, public notices, news articles, photo or video releases on matters pertaining to the Central or NCR offices shall be shared by the ROs through their Official FB Accounts/Page. Website or FB postings that are done on weekends due to urgency such as suspension of works or services shall be immediately shared by the RPO within the same day;
3. The following advisories, announcements, public notices, news articles, photo or video releases, shall be within the jurisdiction of the RO PIMRU (do not need approval of the PIMRU Oversight Commissioner):

Those pertaining to:

- i. Availability/non-availability of certain/specific services (except in cases of suspension of operation/frontline services) due to technical, mechanical or procedural issues provided that the same was duly reported to the Commission through the Oversight Commissioner of PIMRU;
- ii. Instructions on the RO's respective Queuing Management System, specific office protocols (e.g. prescribed waiting areas, ingress/egress, allowable number of transacting clients, applicable cut-off period, precautionary measures etc.)
- iii. Immediate suspension of work or adjustments on operational hours due to emergency matters such as in cases of man-made or natural calamities;
- iv. Conduct of Regional Seminars/Activities related to GAD or RO projects and programs, PRC or RO anniversary commemoration, and other activities in support of the programs/projects of the Local Government Units;

The approver of the above advisories, announcements, public notices, news articles, photo or video releases, shall be the Regional Director/OIC/Coordinator.

4. The Advisories/Announcements/Notices/News Articles/Video Materials that are within the jurisdiction of the RO should not be in contrary to the existing policies of the Commission or applicable local government ordinances;
5. All other proposed advisories, announcements, public notices, news articles, photo or video releases, not mentioned in No. 3, by the ROs, shall be subject to the approval of the Oversight Commissioner through the PIMRU.

e. Responding to Comments, Inquiries and Concerns

1. The messaging/commenting feature of the RO FB page shall be available only from 8:00AM to 5:00PM. After 5PM, the RPO shall disable the messaging/commenting feature and shall enable the same at 8AM the following working day. The disabling shall include weekends including holidays;
2. Responses to relevant comments, inquiries or concerns posted by the public shall be done within the day upon receipt;
3. Only those relevant comments, inquiries or concerns raised either through the comment section or through messaging that are related to PRC services shall be responded to by the RPO;
4. Malicious statements, vulgar languages, spam, unsolicited digital communication and other opinions that are causing misinformation to the public shall be removed in the comment section by the RPO.

VII. Duties and responsibilities

a. Regional Director

The Regional Director shall:

1. Ensure that the FB Account is properly managed and maintained in accordance with this guideline;
2. Monitor the postings and contents of the RO Official FB Accounts/Page;
3. Ensure that the access to the account is secured;
4. Ensure that only those mentioned in Item VI.d.3 are approved within the RO level and only those approved by the Director shall be posted directly by the RPO to the RO's Official FB Page;
5. Ensure that official advisories, announcements, public notices, news articles, photo or video releases posted in the PRC Official Facebook Page are duly and timely shared at the RO Official FB Page;
6. Secure approval of the Oversight Commissioner, through the PIMRU, for the proposed advisories, announcements, public notices, news articles, photo or video releases that are not included in Item VI.d.3. Endorsement for approval shall be in accordance with Memorandum Order No. 5, s. 2020;¹ and
7. Ensure that the required monthly report is submitted on time.

b. Regional FB Administrator/Regional PIMRU Officer

1. Shall secure the RO's FB account and password and shall not share the same to any unauthorized person;
2. Shall be responsible in sharing official advisories, announcements, public notices, news articles, photo or video releases posted in the PRC Official Facebook Page;
3. Shall properly, timely and appropriately respond to relevant queries and concerns posed by the public;
4. Shall ensure that answers to said queries and concerns are in accordance with the existing policies of the Commission;
5. Shall ensure that approved advisories, announcements, public notices, news articles, photo or video releases by the RO Director are timely posted in the RO Official FB Page; and
6. Shall prepare and submit the required report as provided under Item VIII of this Guideline.

c. PIMRU

1. The PIMRU shall assist the ROs should there be concerns in the administration and maintenance of the account;
2. Monitor the RO's Official FB Account/Page in accordance with this guideline. All posting that are not in accordance with this Order shall be deleted by the Central PIMRU upon approval of the Oversight Commissioner and with proper notice to the concern RO;
3. Coordinate with the ICTS the conduct of trouble shooting in case of compromised RO FB Account;

¹ Guidelines in the Posting and Regular Updating of the PRC Website

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4. Prepare the necessary standard profile picture and/or cover picture for the RO Official FB Pages and shall ensure that the same are used by the ROs accordingly; and
5. Record and consolidate the monthly statistical reports of the ROs.
6. The PIMRU shall ensure that the endorsed RO FB password is secured and shall not be shared to any unauthorized person.

VIII. Reporting and Monitoring

For monitoring purposes, the ROs shall maintain a monthly statistical report (Monthly Social Media Report) reflecting the number of posted and shared advisories, announcements, news articles, public notices or video materials, the monthly FB Page rating, the queries and concerns received and responded, a copy of which shall be submitted to the PIMRU every 5th working day of the month following the reference month. A template for monthly statistical report is attached hereto as "Annex B".

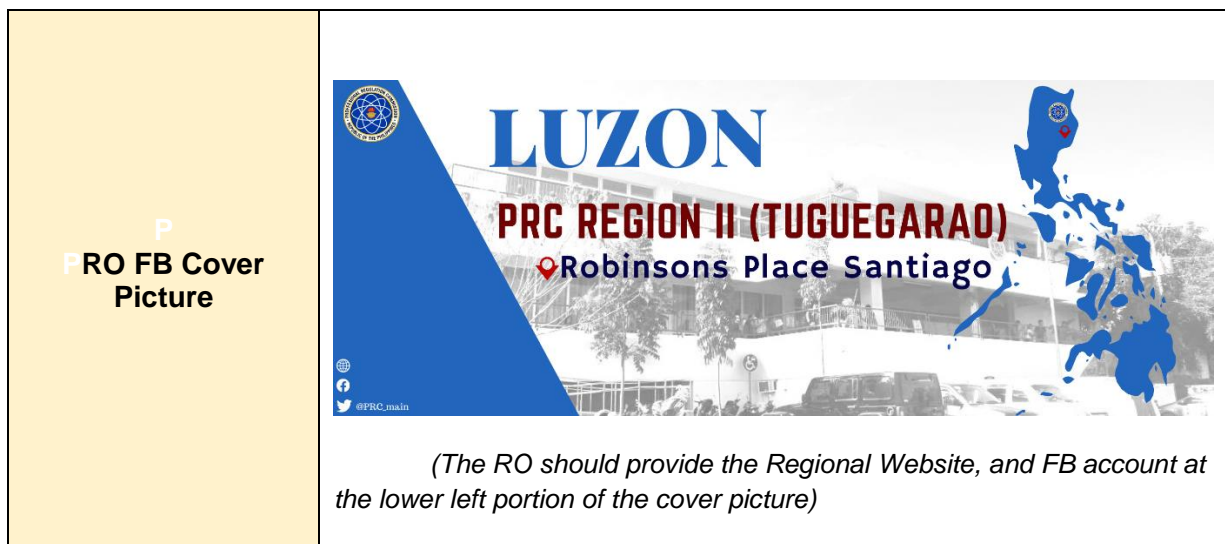
IX. Sanctions

Failure of the responsible Officers to comply with this Order may render them liable for applicable sanctions as may be warranted under existing Civil Service Rules and PRC policies on administrative investigation.

This Order shall be effective immediately.


TEOFILO S. PILANDO, JR.
Chairman 

ANNEX A



**MONTHLY SOCIAL MEDIA REPORT
(FACEBOOK)**

For the Month of _____

I. ACCOMPLISHMENT

Timeline Posts		No.
Originally Posted		
Shared	From PRC Website	
	From PRC Official FB Page	
Total		

Monthly FB Page Average Rating	
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II. FEEDBACK

(Facebook Page)	Inquiries/Concerns	No.
	Received	
	Responded	
	Unattended	
		<i>(Please state here also the reason/s why the above inquiries/concerns were unattended)</i>

Top Inquiries/Concerns	
Nature of Inquiries/Concerns	No. of Inquiries/Concerns

Commendation/s Received		
FB Account who rendered commendation	Date Received	Commendation

Prepared by:

PRINTED NAME & SIGNATURE

RO – PIMRU OFFICER

Date: _____

Submitted by:

PRINTED NAME & SIGNATURE

REGIONAL DIRECTOR/OIC

Date: _____