



Republic of the Philippines
SANGGUNIANG BAYAN
Taytay, Rizal

DO No. 2207-003

ORDINANCE NO. 778 series of 2023

**AN ORDINANCE ESTABLISHING THE OFFICIAL SOCIAL MEDIA
ACCOUNTS, PLATFORMS AND PAGES OF THE MUNICIPALITY OF
TAYTAY AND PROVIDING GUIDELINES FOR USE, MANAGEMENT AND
PROPER TURNOVER**

Introduced and Authored by: Coun. John Tobit E. Cruz
Co-Sponsored by: SK Fed. Pres. Zyrell May B. Villanueva

WHEREAS, pursuant to Section 24, Article II of the 1987 Constitution, the State recognizes the vital role of communication and information in nation-building;

WHEREAS, Section 28, Article II of the 1987 Constitution, the State adopts and implements policy of full public disclosure of all its transaction involving public interests, subject to reasonable conditions prescribed by law;

WHEREAS, Social Media has introduced new opportunities for the government to communicate to, interact with and engage the public in matters of public interest, including its policy-making processes, and in creating awareness of its programs and policies and receive feedback thereon;

WHEREAS, there is a need to establish guidelines on the safe and productive use of social media in government offices to standardize, establish and define acceptable norms and feedback mechanism;

WHEREAS, the use of social media has become an integral part of the public and personal lives of the government and their constituents, thus, the former must be responsible to use the platform to improve productivity and governance;

WHEREAS, it is imperative to formulate a policy that will guide government agencies and employees on the responsible use of social media and ensure that such will contribute greatly to performance accountability, shared governance, organizational effectiveness and service excellence;

WHEREAS, this August body believes that establishing the local government's official social media platforms will ensure continuity in providing important online information, even amidst changes in leadership;

NOW THEREFORE, BE IT ORDAINED, by the 12th Sangguniang Bayan of Taytay, Rizal, in session duly assembled, that:

Section 1. Short Title - This Ordinance shall be known as the “Responsible Social Media Use of the Local Government Unit of Taytay”.

Section 2. Declaration of Policy - The Municipality of Taytay, Rizal recognizes the importance of providing a framework and technical guidance in managing their Social Media

Accounts and in crafting internal policies for the purpose. This ordinance shall establish a basic set of rules for a productive, responsible and safe use of social media, taking into consideration their right to privacy and freedom of expression.

This shall promote and advocate the use of social media to foster good governance, transparency and accountability, citizen participation, productivity and organizational performance and improvement of public service delivery.

This shall also ensure that there will be proper turnover of official social media accounts, platforms, and/or pages to every succeeding administration, maximizing online information reach regardless of changes in leadership.

Section 3. Scope - This Ordinance shall apply to government offices and instrumentalities in Taytay, Rizal, that use social media as essential to their mandate.

Local Government Units (LGUs), including Barangays, and other Government Offices which have social media pages that are created for “official use” and are created using government resources and funds are mandated to adopt this Ordinance.

Section 4. Definitions - For the purpose of this Ordinance, the following term shall mean:

- a. Civil Servants - any person employed in the public sector by any government agency for public sector undertaking;
- b. ICT - acronym for Information and Communications Technology;
- c. Local Government Units - refers to the Municipal Government and the Barangays;
- d. MIS - refers to Management Information System office in the municipality;
- e. PIO - refers to the Municipal Public Information Office; and
- f. Social Media - refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks, which include Facebook, Instagram, Twitter, and Tiktok among many others.

Section 5. Social Media Account Creation - All pertinent government offices under the Local Government Unit of Taytay are encouraged to create and use social media to improve access to government information to listen to public concerns and to engage people in deeper consultation.

1. Only official email addresses coming from the Management Information System (MIS) office shall be used when creating new social media accounts.
2. For existing accounts, and for it to be official, the office social media officer shall:
 - a. Secure an official email address from the Management Information System Office;
 - b. Create a social media account using the official email of the office; if asked for backup email, the official MIS email shall be used;
 - c. Add the new social media account as a page administrator / editor; and
 - d. Leave the page as an administrator / editor (if personal account was used).
3. The Municipal Public Information Office (PIO) must get a copy of the official email address used in the social media pages. The social media officer assigned to a particular office shall be held liable in the event any of the login details is changed without informing the PIO.
4. If items (1) and (2) in this Section 5 are not observed, the social media account shall be deemed “unofficial” and shall be deleted. A new one shall be created immediately. Prior to the deletion of the account, the administrator must announce in the official social media account that its followers should transfer to the new one.
5. All official pages, bearing the name and/or the logo of the local government units or its offices shall be officially registered to the PIO; and
6. The Social Media Officer / Public Information Officer shall submit / re-submit the necessary requirements for the account to be verified or certified as “official”.

Section 6. Naming Convention - The following naming convention, to the extent possible, shall be used by the offices / departments in naming their social media accounts:

1. Department, offices and instrumentalities shall spell out their entire name (i.e., Taytay Agriculture Office, Taytay Municipal Environment and Natural Resources Office);
2. If there are limits on the number of characters that may be used, the official acronym shall be used;
3. If the account name is already taken, the agency shall contact the account name holder and/or the social media platform and request for the use of the said name or request the revocation of the name in favor of the agency.

Existing accounts not compliant to this format shall be given at least thirty (30) days to comply by requesting change of name through the social media platform's setting.

Section 7. Agency Description - Whenever possible, offices and departments must include the following information either in a prominent page in their social media accounts or as a link to their official website:

1. Mandate and/or creation of the office / department
2. Description of the office / department with its mission, vision, goals, etc.
3. Citizen's Charter
4. Organizational Chart, if applicable
5. Contact details including address, telephone numbers, email addresses, official websites, etc.
6. Participation and moderation rules, if applicable.

Section 8. Social Media Team - Each local government unit and/or office / department, who deemed it necessary to create a social media page, shall create a social media team who shall ensure: (a) that this ordinance is properly executed, (b) that the use of social media aligns with the office / department's objectives, and (c) that the social media approach suits the program and the type of audience which the program needs to capture and complements the other forms of media used by the office / department.

The Social Media Team shall be composed of the following:

- a. A Social Media Officer who shall act as advocate and provide overall supervision and control on matters involving the implementation of the social media policy. The Social Media Officer shall directly report to the Municipal PIO and shall be a regular employee; and
- b. An Account Administrator who shall create and maintain social media account/s that would represent the agency or any of its units or programs for a specific audience, program or purpose.

Upon formation, the team shall coordinate with the Municipal PIO for guidelines on branding, messaging, and proper management of the social media accounts.

Section 9. Responsibilities and Guidelines for the Social Media Team

The Social Media Officer shall have the responsibility, but shall not be limited to:

1. Prepare an annual social media communications plan that has to be presented to the Municipal PIO for comments and approval every last week of September of the fiscal year; Template to be provided by the PIO;
2. Initiate the development and periodic review of social media policy;
3. Act as social media advocate and ensure that resources are allocated for the purpose;
4. Initiate social media analytics; and
5. Recommend to the Head of Agency the approval of, request for creation of social media accounts in the desired social media platform that would represent the agency or any of its programs and projects.

Sangguniang Barangays, including its Sangguniang Kabataan shall be autonomous in managing, monitoring, and evaluating their social media content, and are not required to report to the Municipal PIO.

The Account Administrator shall be guided by the following when posting in behalf of the agency:

1. Ensure consistency of posts with agency policies and pronouncements;
2. Plan and manage the content of the account, such as posting of original content or sharing of content from other websites, to keep it active and updated;
3. Review and delete posts based on participation and moderation rules of the social media accounts;
4. Interact with users of the social media platforms with good faith and in accordance with the code of conduct prescribed under RA 6713. Social Media Account Administrators shall be responsive, prompt and courteous;
5. Acknowledge concerns within 24 hours of receipt.
6. Answer queries from users which shall be processed as follows:
 - a. Refer the user to a post or page of Frequently Asked Questions (FAQs) or provide an answer based on the FAQs;
 - b. Refer the user to any relevant prior posts;
 - c. Refer the user to the office or agency in charge of the matter under inquiry or to the Help Desk / Information Desk;
 - d. Refer the client to the appropriate agency.
7. Be as accurate as possible. The administrator shall be able to verify information, check grammar, spelling and punctuation; and be quick in admitting mistakes in correcting inaccuracies. Content must be sourced from credible, reliable or validated entities and websites only;
8. Disclose his / her position as representative of the agency; and
9. Know his / her limitations when answering posts.

Complaints and request done through the official social media platforms shall be considered valid and shall be acknowledged by the social media manager. However, if the complaint and/or request will require legal action or considerable budgetary requirement, the social media officer may require a formal communication letter to be submitted to the appropriate office or department.

Section 10. Content Management - Offices and departments should be guided by pertinent provisions from higher agencies and other relevant laws and issuances when publishing information. In addition, the following guidelines shall govern the content that may be posted, uploaded and shared in a social media platform of the agency.

10.1 Restrictions:

- a. Posting or uploading of content shall only be done by authorized personnel, including social media team and head of agency;
- b. Unauthorized posting of copyright material - content that is copyright-protected materials such as books, publications or research that is posted without the permission of the author / issuing organization, except as may be allowed under RA 8293 as amended by RA 10372 - the Intellectual Property Code of the Philippines;
- c. Posting of unrelated information, jokes or promotions - content containing unrelated or irrelevant advertisements, links, personal jokes, social media pages, and other information not of value to the agency;
- d. Posting or sharing of suspicious links and viruses - content with links to files or websites which may post security threats to the agency;
- e. Posting of personal opinion - content made by employees / individuals, which do not represent the departments or office's view;
- f. Sharing of personal or confidential information disclosed by clients;
- g. Unjustified blocking of social media users; and

- h. Unnecessary or unjustified deleting of social media contents of the official page being managed.

10.2 Recommended and allowed content such as, but not limited to:

- a. Official statements, announcements, office updates, including official photos and videos;
- b. Publication of advisories and memorandum circulars, and order that are for public consumption; and
- c. Original materials produced by the office or department, related to dispensing its function / mandate.

In case the social media team is unsure of any possible violations, the team shall consult with the municipal PIO for further checking of content.

Section 11. Permission, Privacy and Confidentiality - Private information or information shared privately by a social media platform user to his/her account or to the office / department through private channels such as private messages shall be presumed private and shall not be shared or publicly used by the agency without the consent of the user.

Section 12. Records Management - For reasons of accountability and transparency, records management policies apply to information captured and stored through social media as they do in other information.

Section 13. Account Management - Units / Individuals that would like to create or maintain a social media account that would represent the agency or any of its units or programs for a specific audience, program, activity, or purpose must seek approval from the Municipal Public Information Officer and the head of agency through the social media officer.

The proponent must define the following:

- a. Social Media Account Name
- b. Platform
- c. Account Administrator/s
- d. Target Audience
- e. Duration of Activity/Account
- f. Content Management Plan
- g. Content Creation and Publishing Approval Process
- h. Participation and Moderation Policy
- i. Record Management

The office may set a standard as to who qualifies as an account administrator and/or social media contributor. Likewise, the office must identify employees who shall be authorized to engage in social media in an official capacity and become social media administrators.

Accounts that are made for plans, programs, activities, events, or projects shall be deleted when the same has ended.

When a member of the Social Media Team surrenders the Social Media Account via resignation, termination or end of contract / term, the account credentials, access and/or passwords must be turned over five (5) working days before his/her last day in the office. This should be a requirement for the employee's clearance.

Municipal employees shall surrender account credentials to the Management Information System Office. For Barangays and SK, social media account credentials shall be turned-over to the DILG MLGOO of the municipality.

In the event a social media account is hacked, the social media manager shall submit a sworn affidavit to the Municipal Legal Office.

Section 14. Boosting and Ads - The Commission on Audit does not allow advertisements beyond newspaper ads for bidding and ordinance posting. Therefore, any type of paid social media boosting and/or ads cannot be charged to government funds.

Section 15. Guidelines for Civil Servants, Employees, Job Orders and Volunteers - Civil Servants, employees, job orders and volunteers, are encouraged to participate in social media in order to improve efficiency and productivity. In all aspects of work, they are duty-bound to use social media responsibly. They shall comply with the RA 6713 with respect to their actions on social media.

Thus, the following similar acts shall be prohibited:

1. Use of office email addresses to establish personal social media accounts as an identifier during participation in personal otherwise unofficial social media activities;
2. Making comment or contributions on behalf of the office/department without express approval or authority;
3. Disclosure and misuse of confidential / proprietary information to further private interests or to prejudice public interest;
4. Excessive use of social media that interferes with official work duties and performance;
5. Endorsement of private and commercial products, services, or entities/brands when using an official or the office/departments account;
6. Behavior that would bring disrepute to public service, that discourage confidence and trust in public servants, or that adversely reflect on the office / department, co-employees or as a public sector employee, and
7. Post that might appear to support for or against political parties, as applicable.

Public officials and employees in social media must bear in mind that there are legal restrictions that must be observed, such as but not limited to:

- a. Intellectual property rights - RA 8293, as amended by RA 10372;
- b. Confidentiality of information - RA 8792 (Electronic Commerce Act), RA 6713 and RA 10173;
- c. Cybercrime offenses including libel - RA 10175 (Cybercrime Prevention Act), and
- d. Political activities - COMELEC-CSC Joint Circular No. 1, series of 2016 (Advisory on Electioneering and Partisan Political Activities).

Section 16. Security - Security protocols shall be installed to mitigate the risks of cyber-attacks and other threats on the office / department's social media account. The account shall be accessed through a secure computer, web browser and virtual private network (VPN) and any other secure network. To the extent possible, all security features, including two-factor authentication and alternate credentials offered by the social media platform shall be utilized.

Section 17. Social Media Activity Monitoring and Evaluation - The Social Media Officer shall identify specific and relevant performance metrics to determine if the social media initiative has achieved its intended purpose.

Incident reporting mechanisms shall be installed to document issues arising from the activity and the action taken.

As part of evaluation, accounts that are made for plans, programs, activities, events or projects shall be deleted with the same has ended.

Section 18. Social Media Education - The Municipal Information System (MIS) and the Municipal Public Information Office, together with relevant agencies shall take the lead among concerned offices / departments in ensuring the proper use of social media through employee education and capacity-building where they will be made aware of the risks, legal restrictions, and responsibilities of social media.

A bi-annual training and/or seminar shall be organized by the PIO, facilitated by the MIS to all Social Media Teams.

Section 19. Penalties - The commission of prohibited acts and the failure to comply with the provision of this Ordinance shall constitute misconduct and shall subject the offending personnel to appropriate administrative sanctions.

For personnel under Contract of Service or Job Orders, commission of prohibited acts shall be a valid ground for termination or cancellation of contract depending on the gravity of the offense committed.


Section 20. Separability Clause - If, for any reasons, any part of the provision of this Ordinance shall be held unconstitutional or invalid, other parts hereof which are not affected thereby shall continue to be in full force and effect.

Section 21. Repealing Clause - All Ordinance, Resolutions, Circular, Memorandums, or Rules and Regulation inconsistent with the provision of this Code are hereby repealed and modified accordingly.

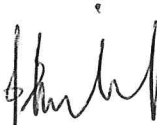
Section 22. Effectivity Clause - This Ordinance shall take effect ten (10) days after its posting at Taytay Transparency Boards.

ENACTED, this 15th day of March, 2023, 3:29 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.


I HEREBY CERTIFY, to the correctness of the foregoing Ordinance which was duly enacted by the Sangguniang Bayan of Taytay on second reading on March 8, 2022 and was passed on third and final reading on March 15, 2023, during the 36th Regular Session held on the 15th day of March, 2023.


ATTY. STANLEE D. CALMA
Secretary to the Sanggunian

ATTESTED AND CERTIFIED TO BE DULY
ADOPTED BY HER HONOR


HON. SOPHIA PRISCILLA L. CABRAL
Municipal Vice Mayor / Presiding Officer

APPROVED BY HIS HONOR
DATE 24 APR 2023


HON. ALLAN MARTINE S. DE LEON
Municipal Mayor