



Republic of the Philippines
PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE
Malacañang, Manila

Presidential Communications
Operations Office
Malacañang, Manila

RELEASED

BY OFFICE _____
DATE 7-14-2017
RECORDS SECTION

DEPARTMENT ORDER NO. 013
Series of 2017

SUBJECT : CREATING THE PCOO SOCIAL MEDIA OFFICE

WHEREAS, Executive Order (EO) No. 4, s. 2010 provides that the Presidential Communications Operations Office (PCOO) is tasked with informing and communicating to the Filipino people the policies, programs, official activities, and achievements of the Office of the President and the Executive Branch;

WHEREAS, Section 2 of EO 4, s. 2010 mandates the PCOO to develop and implement necessary guidelines and mechanism's pertaining to the delivery and dissemination of information relating to the policies, programs, official activities and achievements of the President and the Executive Branch; and, to develop, manage and operate viable government-owned or controlled information dissemination structure / facilities to provide the Office of the President in particular, and the Executive Branch in general, access to the people as an alternative to the private mass media entities;

WHEREAS, it is imperative to create an Office that would handle dissemination of information through social media platforms and actively engage the public as part of participatory governance;

NOW, THEREFORE, in consideration of the foregoing, the following are hereby promulgated:

Section 1. Creation of the Social Media Office (SMO). There shall be a Social Media Office under the supervision of the Office of the Secretary.

Section 2. Functions of the SMO. The SMO shall perform the following functions:

- a) Build and execute a social media communication plan for the PCOO;
- b) Generate, edit, publish and share daily social media content for the PCOO;
- c) Capture and analyze the appropriate PCOO related social data/metrics, insights and best practices, and then acting on the information;
- d) Develop engaging, creative, innovative content for regularly scheduled posts, which enlighten the citizens and promote brand-focused messages;
- e) Act as the over-all coordinator for social media messaging vis-à-vis PCOO's attached agencies;
- f) Analyze social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement, subject to the availability of resources;
- g) Coordinate with other departments to develop social media timelines coinciding with releases, campaigns, or other brand messages; and
- h) Perform other functions as necessary in the exigency of service as determined by the PCOO Secretary.

Section 3. Head of SMO. The SMO shall be headed by the Assistant Secretary for Social Media.

Section 4. Staffing Requirements. The Assistant Secretary for Social Media, with the approval of the PCOO Secretary and in coordination with the PCOO Undersecretary for Administrative and Finance, may contract the service of personnel under SMO.

The Assistant Secretary for Social Media may also request for the reassignment or transfer of other PCOO personnel, subject to the approval of the direct supervisor of the affected personnel and in compliance with existing rules and regulations.

Section 5. Appropriations. The budget of the SMO herein created shall be sourced from the budget of the PCOO, as may be appropriate, for the current year, subject to existing and applicable laws, rules and regulations. The succeeding years' appropriations for the said office shall be prepared in accordance with regular government budget procedures.

Section 6. Separability. If any section or part of this Department Order is held unconstitutional or invalid, the other sections or provisions not otherwise affected shall remain in full force or effect.

Section 7. Repealing Clause. All orders, rules and regulations, memoranda, circulars and issuances or any part thereof inconsistent with the provisions of this Department Order are hereby repealed, amended or modified accordingly.

Section 8. Effectivity. This Order shall take effect immediately.

For your guidance and strict compliance.


JOSE RUPERTO MARTIN M. ANDANAR
Secretary

Manila, Philippines, _____ 2017.