



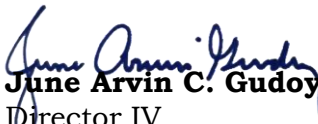
Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

---

**Office of the Director IV**

**MEMORANDUM**  
**PAS-OD-2022-004**

**FOR** : **DepEd Central Office Units**  
**Regional Information Officers**  
**Division Information Officers**

**FROM** :   
**June Arvin C. Gudoy**  
Director IV  
Public Affairs Service

**SUBJECT** : **Interim Guidelines for the Crossposting of Live Videos on the DepEd Philippines Facebook page**

**DATE** : **January 20, 2022**

---

With its aim to continuously provide quality, relevant, and timely information about the programs and initiatives of the Department of Education, the Public Affairs Service (PAS) seeks to partner with Central Office units, Regional and Division Offices, and external partners to promote and raise support to various national and local education efforts.

To further reinforce a unified branding and messaging and to streamline the communication efforts of the Central, Regional, and Division pages, PAS issues the following interim guidelines for the crossposting of live videos and content to the DepEd Philippines platforms.

1. The following contents are allowed for crossposting on the social media platforms of DepEd Philippines:
  - a. Events attended by the Secretary or Executive Committee members (visit, speakership, etc.)
  - b. Special events and programs with national significance and impact
  - c. Primary regional news program of DepEd regional offices
  - d. National events of DepEd hosted by regional or division offices
  - e. Other events endorsed by the Office of the Secretary
2. The requesting office shall accomplish and submit the Crossposting Request Form in Annex A of this Memorandum. The form can also be downloaded at <https://bit.ly/DepEdCrosspostingRequest>.
  - a. The request form signed by the requesting office's head must be submitted in .pdf or .docx format at least five (5) working days before the date of event or activity.





Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

---

**Office of the Director IV**

- b. The accomplished form shall be submitted to [cmu@deped.gov.ph](mailto:cmu@deped.gov.ph) and [janssen.cabrera@deped.gov.ph](mailto:janssen.cabrera@deped.gov.ph) together with the requested supporting documents.
  - c. The PAS Director shall approve the requests for crossposting.
3. The page administrator of the requesting office shall establish a crossposting relationship with the DepEd Philippines page once their request to crosspost is approved.
  - a. Crossposting of the requesting office's page to DepEd Philippines shall be set to manual crossposting by default. Automatic crossposting shall be allowed temporarily during the conduct of the program/activity.
  - b. Crossposting of the DepEd Philippines page to Central Office, regional and division pages shall be set to automatic crossposting.
4. The assigned staff of the requesting office may be granted temporary access to the specified DepEd Philippines platform/s during the indicated date and time, if necessary. Access to the platform shall be removed after the conduct of the event or program.
5. The page administrators of DepEd Philippines shall follow a program grid to avoid congestion of content and to ensure maximum reach for the page. Only a maximum of three (3) live and non-live videos from any source shall stream per hour block.
6. Division pages are enjoined to crosspost to their respective regional office's page if the content specifically concerns their regional and division stakeholders.
7. The post caption shall be included in the request and shall be reviewed/approved by the DepEd Philippines page administrator or the PAS Director. See Annex B for tips and samples in writing captions.

For clarifications and inquiries, email [pas@deped.gov.ph](mailto:pas@deped.gov.ph).

Immediate dissemination of this Memorandum is desired. For appropriate action and compliance.



Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**Office of the Director IV**

**Annex A: Crossposting Request Form**

PAS-PD, CMU  
Tracking No. \_\_\_\_\_

<b>DepEd platform requested for crossposting</b>	<input type="checkbox"/> Facebook <i>(DepEd Philippines)</i>	<input type="checkbox"/> YouTube <i>(DepEd Philippines)</i>	<input type="checkbox"/> Others: _____
--	---	--	---

<b>Requesting office</b>		<b>Date of application</b>	
<b>Title of event/activity</b>		<b>No. of participants</b>	
<b>Background or purpose of request</b> <i>Give a short introduction about the event/activity</i>			
<b>Date of event/activity</b>		<b>Time of event/activity</b>	
<b>Venue</b>	<input type="checkbox"/> Virtual <i>(specify platform):</i>	<input type="checkbox"/> Onsite <i>(specify location):</i>	
<b>List of DepEd officials present</b> <i>Specify name of official and designation</i>	1. 2. 3.		
<b>List of other key officials/VIPs present</b> <i>Specify name of official, designation, and agency/office</i>	1. 2. 3.		
<b>Suggested post caption</b> <i>Include relevant hashtags</i>			
<i>For offices requesting access to DepEd Philippines platforms</i>			
<b>Name of staff requesting access:</b>	<b>Email address of their Facebook account:</b>	<b>URL of Facebook account:</b>	

<b>Prepared by:</b> <i>(signature over printed name)</i>	<b>Authorized by:</b> <i>(signature over printed name)</i>
_____ Requesting staff	_____ Head of office
Position: _____ Date: _____	Position: _____ Date: _____





Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**Office of the Director IV**

<b>Action Slip</b> (to be filled out by CMU staff)		
<b>Received by:</b> (signature over printed name)	<input type="checkbox"/> <b>Approved</b>	<input type="checkbox"/> <b>Declined</b> Reason/s:
Position:	Date:	

<b>PAS-PD, CMU</b>	<b>PAS</b>
<b>Janssen S. Cabrera</b> Administrative Officer IV	<b>June Arvin C. Gudoy</b> Director IV
Date:	Date:

<b>Terms of request</b>
<ol style="list-style-type: none"><li>1. The request form signed by the requesting office's head must be submitted in <b>.pdf or .docx format at least five (5) working days</b> before the date of event or activity.</li><li>2. The accomplished form shall be submitted to <a href="mailto:cmu@deped.gov.ph">cmu@deped.gov.ph</a> and <a href="mailto:janssen.cabrera@deped.gov.ph">janssen.cabrera@deped.gov.ph</a> together with the requested supporting documents:<ol style="list-style-type: none"><li>a. Event briefer or concept note</li><li>b. Program of activities</li><li>c. Social media card or promotional materials in .png format (with post captions)</li><li>d. Other relevant supporting documents</li></ol></li></ol>



Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**Office of the Director IV**

**Annex B: Tips and samples in writing captions**

- To ensure consistency in tone and style, the following shall be considered when drafting a caption:
  - Language must be in Filipino or English;
  - The title of the event/activity/material and a short background must be stated in one or two paragraphs;
  - A copyright disclaimer must be stated if the video contains copyrighted content; and
  - A maximum of six (6) hashtags may be added to the caption including the default hashtags #SulongEduKalidad, #DepEdPhilippines, and #DepEdTayo.
- Refer to the following samples for the recommended format, tone, and style:

News program	<p><i>PANOORIN: Sama-samang manood at makinig sa mga bagong update patungkol sa pagsulong ng EduKalidad sa (region) dito sa (title of program)!</i></p> <p><i>Copyright disclaimer sa ilalim ng Seksyon 185 ng Batas Republika Blg. 8293, s. 1997: Ang patas na paggamit ng isang gawaing naka-copyright para sa pagpuna, pag-uulat ng balita, at pagtuturo ay hindi isang paglabag ng copyright.</i></p> <p><i>#SulongEduKalidad #DepEdPhilippines #DepEdTayo</i></p>
Special event	<p><i>Live at the Bulwagan ng Karunungan, join us for today's (title of activity)!</i></p> <p><i>Education Secretary Leonor Magtolis Briones and the members of our Executive Committee will present updates on the operations and projects of the Department of Education, as well as the strategies we do to ensure learning continuity and to protect the well-being of our employees in these challenging times.</i></p> <p><i>#SulongEduKalidad #DepEdPhilippines #DepEdTayo</i></p>
Webinar	<p><i>Magandang araw, mga Ka-DepEd!</i></p> <p><i>Samahan natin si (speaker) ng (office) sa kanyang tatalakaying topic ngayong araw na (topic/theme). Halina't sabay-sabay tayong matuto sa (episode number) ng (title of program)!</i></p> <p><i>Para sa replay ng mga naunang episodes at iba pang videos, bisitahin lamang ang (platform): (link)</i></p> <p><i>#SulongEduKalidad #DepEdPhilippines #DepEdTayo</i></p>