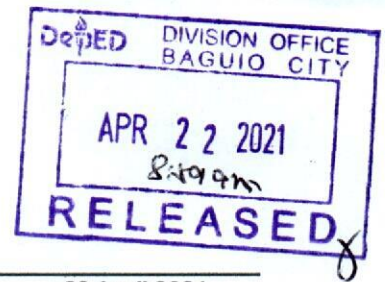




Republic of the Philippines  
Department of Education  
CORDILLERA ADMINISTRATIVE REGION  
SCHOOLS DIVISION OF BAGUIO CITY



20 April 2021

DIVISION MEMORANDUM

No. *110,* s. 2020

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To : Chief Education Supervisor – SGOD  
Chief Education Supervisor - CID  
Public Schools District Supervisors  
Division and District Information Officers  
Division and District Alternate Information Officers  
Public Elementary and Secondary School Heads  
All Others Concerned

1. Pursuant to DepEd Memorandum No. 17 S. 2021, and Regional Memorandum No. 148 S. 2021, a **School Information Coordinator (SIC)** shall be designated in every public elementary, secondary, and senior high school nationwide as counterparts of the Division and Regional Information Officers.
2. The designation of SICs shall ensure that communications convergence is coordinated and strengthened from the school to the national level. The specific tasks of the SICs are enumerated in the DepEd Central and Regional Memo (*see attached enclosures for reference*).
3. The designated SICs should be:
  - a. holding a teaching or non-teaching position in the school;
  - b. at least two or three years employed in DepEd;
  - c. able to communicate and write well, and have good public relations skills; and
  - d. able to respond to issues and concerns requested by the schools, division, regional or the Central Office.
4. The designated SICs shall be tasked to:
  - a. assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
  - b. facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
  - c. facilitate the communication of any untoward incidents in their respective areas and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Services (PAS) copy furnished their respective and regional and schools division offices;
  - d. provide updates to the schools division, region or CO that may be referred to in media releases to national media;



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- e. support their respective schools, schools division, and regional offices in responding to media queries on local issues;
  - f. coordinate with the schools division, regional or CO to request for official statements on existing issues;
  - g. perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
  - h. perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
5. The designation of a DepEd Personnel to perform as the School Information Coordinator shall be recommended by the school head to the Schools Division Office. The designations shall be approved by the Schools Division Superintendent once everything is collated. Refer to Enclosure 1 of DepEd Memo No. 17 S. 2021 for the template of the designation.
  6. Formerly designated district information officers or DepEd Tayo School Moderators can be the SIC as not to duplicate tasks already laid out in Regional Memorandum No. 446 S. 2019 and Regional Memorandum No. 158 S. 2020. *(see attached enclosures for reference).*
  7. School Heads shall fillout their recommended School Information Coordinators (SICs) on the following Google Form Signup provided on this link, <https://tinyurl.com/SchInfoCoordSignup> and shall be submitted on or before **April 26, 2021** to provide ample time for consolidation.
  8. For further inquiries, you may contact Elaine Cabuag, SEPS-SMN / Division Information Officer at **(074) 619-3492** or Christopher David Oliva, PDO II LRMS / Alternate Division Info Officer via Facebook Messenger.
  9. For information and strict compliance to all concerned

  
**MARIE CAROLYN B. VERANO, CESO V**  
 Schools Division Superintendent

Encl.: As stated

Reference:  
To be indicated in the Perpetual Index:  
under the following subjects:

COMMUNICATION  
INFORMATION

POLICY  
DMOS

DSVIM

EBC, CDO / SocMob/Division Information Services  
2021-04-19



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Republic of the Philippines  
Department of Education

05 APR 2021

DepEd MEMORANDUM  
No. **017** s. 2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd) issues this DepEd Memorandum titled **Designation of School Information Coordinators (SICs)**. An SIC shall be designated in every public elementary, secondary, and senior high school nationwide as counterparts of the Division and Regional Information Officers.
2. The Department fully recognizes the importance of SICs in ensuring that communications convergence are coordinated and strengthened from the schools to the national level.
3. The designated SICs shall be tasked to:
  - a. Assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
  - b. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
  - c. Facilitate the communication of any untoward incidents in their respective areas, and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Service (PAS) copy furnished their respective regional and schools division offices;
  - d. Provide updates to the schools division, region or CO that may be referred to in media releases to national media;
  - e. Support their respective schools, schools division, and regional offices in responding to media queries on local issues;
  - f. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
  - g. Perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
  - h. Perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
4. The designated SICs should be:
  - a. Holding a teaching or non-teaching position in the school;
  - b. At least two or three years employed in DepEd;
  - c. Able to communicate and write well, and have good public relations skills; and
  - d. Able to respond to issues and concerns requested by the schools division, regional, or the Central Office.

DepEd Complex, Meralco Avenue, Pasig City 1600 ☎ 8633-7208/8633-7228/8632-1361 📠 8636-4876/8637-6209 🌐 www.deped.gov.ph

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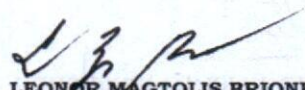
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5. The designation of a teacher to perform as School Information Coordinator shall be recommended by the school head to the Schools Division Superintendent (SDS) for approval.

6. The SDS, through the Division Information Officer, is requested to submit the enclosed form with the name of the designated School Information Coordinator to the Regional Information Officer, copy furnished the DepEd Public Affairs Service through email at pas.od@deped.gov.ph not later than **May 15, 2021**.

7. Immediate and wide dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encl.: As stated

References:  
DepEd Order No. 99, s. 2010  
DepEd Memorandum Nos.: 145, s. 2005; 219, s. 2012; and 72, s. 2013)

To be indicated in the Perpetual Index under the following subjects:

BUREAUS AND OFFICES  
OFFICIALS  
MEDIA  
POLICY  
PROGRAMS  
PROJECTS  
SERVICE  
TEACHERS

JDMC/SMMA/APA/MPC, DM Designation of School Information Coordinators  
0059 - February 24/March 22, 2021



To authenticate this document, please scan the QR code. DEPED-OSEC-418487



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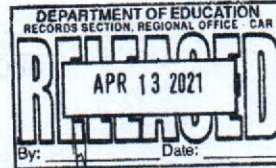


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Republic of the Philippines  
**Department of Education**  
Cordillera Administrative Region



March 12, 2021

**REGIONAL MEMORANDUM**  
No. 148-2021

**DESIGNATION OF SCHOOL INFORMATION COORDINATORS**

To: Schools Division Superintendents  
Division Information Officers  
Public Elementary and Secondary School Heads  
All Schools Division Offices  
All Others Concerned

- As per DepEd Memorandum No. 17, series 2021, a School Information Coordinator (SIC) shall be designated in every public elementary, secondary and senior high school nationwide as counterparts of the Division and Regional Information Officers.
- The designation of SICs shall ensure that communications convergence is coordinated and strengthened from the school to the national level. The specific tasks of the SICs are enumerated in the said DepEd Memo. (see enclosure 1)
- The designation of a teacher to perform as School Information Coordinator shall be recommended by the school head to the Schools Division Superintendent for approval. Refer to enclosure 1 of DepEd Memo No. 17, s. 2021 for the template of the designation. **The Schools Division Office may contextualize the designation template.**
- For uniformity, **the list of School Information Coordinators per SDO shall be consolidated by the Division Information Officer following the template below in Microsoft Excel Format and shall be submitted to the Regional Office via [pau.depedcar@gmail.com](mailto:pau.depedcar@gmail.com) on or before April 30, 2021:**

Name of SIC	School	District	Division	Email Address	Mobile Number	Facebook Account	Viber Number

- Designated district information officers or DepEd Tayo Facebook moderators in schools can be the SIC** so as not to duplicate tasks already laid out in Regional Memorandum No. 446, series 2019 and Regional Memorandum No. 158, series 2020.
- For further inquiries, you may contact Mr. Georaloy I. Palao-ay at 0905-279-3948 or email to [georaloy.palaoay@deped.gov.ph](mailto:georaloy.palaoay@deped.gov.ph).
- For information and strict compliance of all concerned.

**ESTELA L. CARILAO EdD, CESO III**  
Director IV/Regional Director

ORD/PAU/glip/SICs



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CORDILLERA ADMINISTRATIVE REGION  
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December 4, 2019

Regional Memorandum  
No. ~~446~~ .2019

**DESIGNATION OF DIVISION AND DISTRICT INFORMATION/ACTION OFFICERS**

**TO: Schools Division Superintendents  
All Schools Divisions  
All Others Concerned**

1. To strengthen, expand, and better facilitate its communication processes and linkage from the divisions and districts to the regional office, DepEd CAR enjoins all schools division superintendents to **designate division and district information/action officers** who will work with this Office through the Public Affairs Unit.

2. The presence of information officers as counterparts of the Public Affairs Unit is essential in filling-in communication gaps as well as make DepEd CAR, as a whole, more responsive to the needs of and transparent with the media, the public and DepEd Central Office. It is advised, however, that the existing designated division information officers be retained since they have already undergone several national and regional trainings relative to their appended duty unless he/she has been promoted or reassigned.

3. As culled from DepEd Order No. 99, series 2010 and other existing policies, the designated division and district information/action officers shall be tasked to:

- a. assist and act as point persons in addressing issues and concerns raised by the DepEd Central Office, the public, and the media involving their offices;
- b. inform this Office through the Public Affairs Unit of any untoward incidents in their respective areas and submit detailed report within 24 hours to this Office;
- c. provide news feeds (e.g. articles, photos) to the Public Affairs Unit for possible inclusion in media releases to local and national outlets, regional publications, and social media. This does not preclude any contributions submitted to existing division newsletters.
- d. promote DepEd programs, projects, and activities in their official SDO social media platforms;
- e. support their schools division superintendents in responding to media queries and local news issues;
- f. coordinate with the Public Affairs Unit on official statements and reactions on existing issues;
- g. promptly assist the regional office and division office during communications crises; and
- h. perform the duties of an information or action officer on top of their current duties.

4. The information officers should be:

- a. familiar with the operations of their respective offices and be able to quickly get information on specific concerns;
- b. able to accurately respond to concerns regarding their respective division office or district; and
- c. must have at least a background in journalism or communications.

**Contact Numbers (Area Code: 074):**

Office of the Regional Director 422-1318  
 Fax 422-4074  
 Office of the ARD 422-9590  
 ICT Unit 422-1318  
 Public Affairs Unit 422-1318  
 Legal Unit 423-2214

Administrative Division 422-1804  
 Cash Section 423-2215  
 Payroll Section 424-3993  
 Records Section 423-2213  
 Supply Section 422-2198  
 General Services Unit 422-1804

CLMD 422-7096  
 LRMSD 422-0615  
 ESSD 423-2218  
 Finance Division 422-5155  
 FTAD 424-5187

HRDD 422-9690  
 NEAP-R 422-5500  
 PPRD 422-9590  
 QuAD 422-5187  
 COA 422-7434



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5. **The information officers shall have alternates** should they be unavailable to respond to issues and concerns requested by this Office through the Public Affairs Unit.


6. Each designated information/action officer must be given a designation order/memorandum/letter by the schools division superintendent, copy furnished the regional office for documentation purposes.

7. All concerned are requested to send the names and contact details of their designated information/action officers with alternates following the format below to the Office of the Regional Director, attention: Mr. Georoloy I. Palao-ay, Public Affairs Officer, through e-mail addresses: [pau.depdedcar@gmail.com](mailto:pau.depdedcar@gmail.com) and [car@depded.gov.ph](mailto:car@depded.gov.ph).

Name	Position	Division/District	CP Numbers (Include both smart and globe if applicable)	(Indicate if Lead Information Officer or Alternate)	DepEd Email Address	FB Account	Workplace Account

8. Deadline of submission of names and contact details and designation order/memo shall be on or before December 23, 2019.

9. Immediate dissemination of and compliance with this Memorandum is desired.

  
**MAY B. ECLAR, Ph.D., CESO V**  
 Regional Director

ORD/PAU/glip



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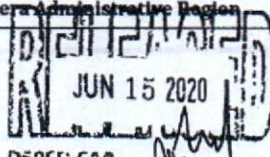




Republic of the Philippines  
**Department of Education**

Cordillera Administrative Region

Office of the Regional Director



June 15, 2020

Regional Memorandum  
No. **158-2020**

**ESTABLISHMENT OF A UNIFIED SOCIAL MEDIA PLATFORM  
FOR DEPED CAR OFFICES AND SCHOOLS**

To: Schools Division Superintendents  
School Heads, Public and Private  
All Divisions  
All Others Concerned

1. To sustain a communication system within DepEd CAR adaptive to the digital rise and to amplify relevant information and advocacies to both internal and external stakeholders, **all DepEd CAR offices and schools shall create their official Facebook pages or DepEd Tayo pages.**
2. The unified social media platform or Project #IAMDepEdCAR primarily aims to:
  - a. build a comprehensive and interactive advocacy platform for the different programs, projects, activities and other initiatives of DepEd CAR and of the whole Department of Education;
  - b. provide offices and schools an official avenue for instruction or distance learning during disaster and health emergencies;
  - c. unify all social media pages for easier validation, authentication or vetting of information to be circulated via digital media;
  - d. widen both the internal information dissemination and information gathering network of DepEd CAR;
  - e. professionalize social media usage or social media management within DepEd CAR;
  - f. inculcate social media ethics to all DepEd CAR personnel including learners; and
  - g. reinvigorate the unity and support between and among DepEd personnel and all other stakeholders through publication of unifying news, views, announcements and all other social media postings.
3. With a uniform platform anchored on the Vision and Mission of the Department, **the Facebook Pages shall be carried as the official social media arm of the Schools Division Offices and schools whether elementary or secondary.**
4. Relative to this, all Schools Division Offices and schools with existing Facebook Pages or accounts must re-organize and identify those who will remain as allied sources of information. Existing Facebook Pages may also be renamed (to capture existing followers) in accordance to the official naming convention. *(refer to enclosed guidelines)*



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**Department of Education**  
 Cordillera Administrative Region

5. These Facebook Pages shall be managed by social media teams or moderators. In the regional level, the team shall be led by the Public Affairs Unit while in the Schools Division Office Level, the team shall be led by the Division Information Officer and his/her alternates.

6. In the school level, the social media team shall be supervised by the school head and shall be composed, preferably, of school paper advisers (both Filipino and English), the Supreme Pupil Government (SPG) or Supreme Student Government (SSG) advisers, and school ICT coordinator.

7. **Submission (per SDO) of the list of official Facebook Pages of Schools Division Offices and schools shall not be later than July 3, 2020. Submitted list must be in Microsoft Excel format and shall be coursed through [car@deped.gov.ph](mailto:car@deped.gov.ph) and [pau.depedcar@gmail.com](mailto:pau.depedcar@gmail.com). Include in the list the approved allied Facebook Pages in the division level. The format is as follows:**

School	District	Facebook Page Name	Moderators/ Social Media Team (include positions/designations)

Division	Name of Allied Facebook Pages	Moderators/ Social Media Team (include positions/designations)	What are the purposes and objectives of the page?

8. The division information officers and their alternates who have undergone training on DepEd Tayo pages under the Office of the Undersecretary for Administration shall provide technical assistance to the schools.

9. Each Division shall also design a uniform profile picture and cover photo for their division's and schools' Facebook pages.

10. **All DepEd CAR employees are enjoined to Follow and Like the Regional or DepEd Tayo Cordillera Facebook Page and their Division Pages as well as Share relevant postings to ensure magnification of reach to all internal and external stakeholders.**

10. For further inquiries, please contact Mr. Georaloy I. Palao-ay, public affairs officer, at [georaloy.palaoay@deped.gov.ph](mailto:georaloy.palaoay@deped.gov.ph) and at Facebook Page – DepEd Tayo Cordillera.

11. Enclosed are the Definition of Terms and Guidelines specified in Project #IAmDepEdCAR.

12. For information, guidance and immediate compliance.

**MAY B. ECLAR, PhD, CESO V**  
 Regional Director

ORD/PAU/glp  
 Enclosure No. 1 to Regional Memorandum



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Republic of the Philippines  
**Department of Education**  
 Cordillera Administrative Region

Number \_\_\_\_\_

**A. DEFINITION OF TERMS:**

**Social Media** –pertains to websites and applications that enable users to create and share content via social networking. It includes Facebook, Youtube, Twitter, Instagram, Tumblr, Pinterest, LinkedIn, TikTok, blogs, among others.

**Facebook Page** –is a public profile specifically created for business, government organizations, brands, causes, celebrities and other organizations.

**Social Media Managers** – an individual or a group who maintains and manages the social media page in the school, schools division office, and the regional office. They can be of different page roles.

**Social Media Correspondent** – any individual in-charge of gathering news and photos for publication.

**Verifier/Editor/Consultant** – in-charge of quality assuring the contents to be published.

**Naming Convention** – pertains to the set of rules in choosing the characters for the naming of a social media page

**Page Role** – refers to the role of the social media manager or social media correspondent. It can be as the Admin, Editor, Moderator, Advertiser, or Analyst.

**Hashtag** – is a word or a phrase preceded by a hash, also known as the pound sign (#). It is used as a keyword within a social media post and can help those who may be interested in your topic to be able to find when searching in the internet.

**B. GUIDELINES ON THE CREATION AND MAINTENANCE OF THE OFFICIAL SOCIAL MEDIA PAGES OF DEPED CAR OFFICES AND SCHOOLS**

**I. REGIONAL OFFICE**

1. In keeping with the directive of the DepEd Central Office, the Official Facebook Page of the Regional Office shall be known as **DepEd Tayo Cordillera**.
2. The administrators of the FB Page shall be the Public Affairs Unit (PAU) staff and shall take the lead in organizing a Regional Social Media Management Team or the **RSMMT**
3. Each Functional Regional Office Division and selected units/sections shall have representatives to be members of the RSMMT. The representatives shall be authorized to post, share, and provide content relative to their own programs, projects and activities.



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Republic of the Philippines  
**Department of Education**  
 Cordillera Administrative Region

4. The PAU shall determine the page roles of the members of the RSMMT as well as develop a comprehensive mechanism for vetting and editing of content as well as feed backing.
5. An orientation or training shall be done for the RSMMT members prior to the re-launching of the Regional Office's Facebook Page.
6. The Public Affairs Unit shall also continuously monitor the social media pages of division offices and schools and shall provide guidance, directives and guidelines for sustaining and improving the unified social media platform of DepEd CAR.
7. The Public Affairs Unit and Division Social Media Moderators and/or Division Information Officers shall review the guidelines of this project annually to guarantee alignment with new DepEd Orders and Memoranda on online publications and social media policies.
8. The regional Facebook Page shall also be the official social media arm or platform of DepEd CAR Regional Office in terms of learning, training, and all other plans and objectives underscored in the region's learning continuity plan.
9. Every post shall include hashtags: #IamDepEdCAR and #SETCARGo. #SETCARGo stands for Sustaining Excellence Through Creative, Active, and Resilient Governance - The Regional Office's ISO tagline.

**II. SCHOOLS DIVISION OFFICE**

1. All Schools Division Offices in DepEd Cordillera shall likewise create a singular official Facebook Page that can be their tool for disseminating updates and announcements, publication of stories, photos, and division activities as well as delivery of trainings and all other approaches aligned with their division learning continuity plan.
2. For Facebook Page Setup - Select "Brand, Product, or Organization" and create "Government" Page.
3. The naming convention for the Division Facebook Page shall be:  
 - DepEd Tayo + *Name of Province*  
 e.g. DepEd Tayo Ifugao,  
 DepEd Tayo Apayao
4. The Designated Division Information Officer, Designated Division DepEd Tayo Manager/s, and Division Information and Communication Technologies Officer shall serve as the Facebook Page's administrators.
5. The Division Facebook Page administrators shall lead a Division Social Media Management Team (DSMMT) composed of representatives from the different units/sections or program owners under the Curriculum Implementation Division (CID) and School Governance and Operations Division (SGOD).
6. The representatives shall be authorized to post, share, and provide content relative to their own programs, projects and activities.



**Address:** Wangal, La Trinidad, Benguet, 2601  
**Telephone No:** (074) 422 - 1318 | **Fax No.:** (074) 422-4074  
**Website:** [www.depedcar.ph](http://www.depedcar.ph) | **Email Address:** [car@deped.gov.ph](mailto:car@deped.gov.ph)



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"DepEd SDO Baguio City: We Serve. We Care."

**Address:** 82 Military Cut-off Road, Baguio City  
**Telephone/Fax:** 074-442-4326 / 074-442-7819 | **Email:** [depedbaguioicity@gmail.com](mailto:depedbaguioicity@gmail.com)  
**Website:** [www.depedpines.com](http://www.depedpines.com) | **Facebook Page:** [facebook.com/DepedTayoBaguioCity](https://www.facebook.com/DepedTayoBaguioCity)



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 Issued on 12/27/2019





Republic of the Philippines  
**Department of Education**  
 Cordillera Administrative Region

8. The school Facebook page shall be the official avenue for teacher innovations, student lessons, teacher and student trainings, and all other activities to ensure the delivery of basic education stressed in the school's learning continuity plan.
9. Upon posting, the SSMMT shall tag their respective Division Facebook Page. Every post **MUST INCLUDE #IAmDepEdCAR**.
10. Schools are encouraged to publish on regular basis information for dissemination such as but not limited to news, photos, features, videos, social media cards, etc.
11. The Facebook Pages of the Regional Office, Schools Division Office, and the school must be publicized or advocated during meetings with stakeholders such as PTA assemblies, among others for their information and for such stakeholders to Like and Follow.

**ORD/PAU/gtip/#IAmDepEdCARProject**

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**ORD/PAU/g/tp/#IAMDepEdCARProject**

Item No.	Description	Quantity	Unit	Remarks
1	...	...	...	...
2	...	...	...	...

The details of the resulting resources are as follows:

Division Resource Management and Development Section



Address: Wangal, La Trinidad, Benguet, 2601  
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Republic of the Philippines  
**Department of Education**  
CORDILLERA ADMINISTRATIVE REGION  
SCHOOLS DIVISION OF BAGUIO CITY

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**DIVISION MEMORANDUM**

DATE : April 30, 2021

TO : <FULL NAME OF RECOMMENDED SIC>  
<Item / Position>  
<District - School>

FROM : **MARIE CAROLYN B. VERANO, CESO V**  
Schools Division Superintendent

SUBJECT : **DESIGNATION AS INTERNATIONAL ORGANIZATION FOR  
STANDARDIZATION (ISO) - Document Controller (DC)**

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1. In addition to your functions as <ITEM – POSITION>, you are hereby designated as the School Information Coordinator for <ENCODE SCHOOL HERE> effective **April 30, 2021**.
2. As the School Information Coordinator (SIC), you shall have the following functions (reference DepEd Memo No. 17 S. 2021):
  - a. assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
  - b. facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
  - c. facilitate the communication of any untoward incidents in their respective areas and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Services (PAS) copy furnished their respective and regional and schools division offices;
  - d. provide updates to the schools division, region or CO that may be referred to in media releases to national media;
  - e. support their respective schools, schools division, and regional offices in responding to media queries on local issues;
  - f. coordinate with the schools division, regional or CO to request for official statements on existing issues;
  - g. perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
  - h. perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.
3. This designation, which shall be in effect until its recall, shall not however entitle you to additional remuneration or compensation but an opportunity to enhance knowledge and personal skills.
4. For your information and guidance.

CONFORME:

**JUAN DELA T. DELA CRUZ**  
Teacher I  
District 1 – Manuel L. Quezon ES