



COUNCIL RESOLUTION NO. 03
Series of 2021

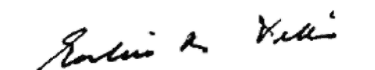
Resolution Adopting the JJWC Guidelines on Social Media Management

WHEREAS, Rule 10.c of the Revised Rules and Regulations Implementing Republic Act No. 9344, as amended by R.A. No. 10630, mandates the JJWC and RJJWC Secretariat to undertake advocacy and social marketing activities to educate and raise the awareness and understanding of all the stakeholders, duty-bearers and the general public on program and policy reforms, global best practices, trends and directions in juvenile justice and welfare;

WHEREAS, the JJWC developed the Guidelines on Social Media Management to provide guidance to the national and regional secretariats in managing their official social media pages and to establish a common brand for JJWC and RJJWC;


RESOLVED, THEREFORE, AS IT IS HEREBY RESOLVED, that the Council formally adopts the JJWC Guidelines on Social Media Management.


Adopted and approved this **21st** day of **June, 2021** at Quezon City, Philippines.



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Department of Justice



ASEC. MARJORIE JALOSJOS
Department of Interior and
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USEC. JOSEPHINE G. MARIBOJOC
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COMM. LEAH TANODRA-ARMAMENTO
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DSWD Undersecretary for Operation and
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ANNEX 2

JJWC-QMS- Knowledge Management
Form No. 5
Revision No. 1
As of March 2019

	GUIDELINES	Date Prepared	22 December 2020
		Rev. No.	0
	SOCIAL MEDIA MANAGEMENT	Date Effective:	21 June 2021
		Page No.	32

I. RATIONALE

The Philippine government through the Department of Information and Communications Technology (DICT) is encouraging government agencies to utilize social media to create awareness on its various programs and policies and ensure the participation of citizens.¹ 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; create awareness of its programs and policies; and receive feedback thereon.²

Since 2017, the Juvenile Justice and Welfare Council (JJWC) and Regional Juvenile Justice and Welfare Committee (RJJWC) Secretariat have been undertaking various advocacy and social marketing initiatives through social media platforms to educate and raise the awareness of various stakeholders and the public on the Juvenile Justice and Welfare Act (JJWA) pursuant to their functions under Rule 10.c of the Revised Rules and Regulations Implementing Republic Act No. 9344, as amended by R.A. No. 10630. Announcements, activities, campaigns, IEC materials, etc., relative to the implementation of the law, are being posted for easier access and engagement by the stakeholders, duty bearers, and the general public. The JJWC Secretariat through the Advocacy and Communication Division (ACD) is maintaining one (1) Facebook Page and one (1) Twitter Account while all RJJWC Secretariats are managing their respective Facebook Accounts.

Thus, it is imperative to formulate standards to provide guidance for the National and Regional Secretariats staff in managing their official social media accounts and to establish a common brand for JJWC and RJJWC.

¹<https://www.pna.gov.ph/articles/1024182>

²<https://dict.gov.ph/wp-content/uploads/2017/10/DRAFT-AO-Social-Media-Use-for-Government.pdf>

II. LEGAL BASIS

- Section 24, Article II of the 1987 Philippine Constitution states that “The State recognizes the vital role of communication and information in nation-building.”
- Section 28, Article II of the 1987 Constitution, the State adopts and implements a policy of full disclosure of all its transactions involving public interest, subject to reasonable conditions prescribed by law.
- Section 4, Article III of the 1987 Philippine Constitution, which guarantees the freedoms of speech, expression, and press.
- Rule 10.c, Revised Rules and Regulations Implementing Republic Act No. 9344, as amended by R.A. No. 10630, which provides for the function of the JJWC National Secretariat to undertake advocacy and social mobilization activities to educate and raise awareness and understanding of all the stakeholders, duty-bearers and the general public on program and policy reforms, global best practices, trends and direction in juvenile justice and welfare.

III. OBJECTIVES

This guidelines seek to:

1. Provide a basic standard for productive and responsible utilization of social media platforms in representing the JJWC and RJJWC as a whole;
2. Establish a common brand both for JJWC and RJJWC; and
3. 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.

IV. SCOPE

This applies to all officials and employees of both JJWC and RJJWC Secretariats as a basis for managing their official Social Media Pages and Accounts.

V. DEFINITION OF TERMS

- a. **Analytics** the analysis of data generated by people’s activity on websites or mobile applications, for the purpose of discovering ways to improve websites and marketing campaigns.
- b. **Engagement** is an action someone takes on your social media account. it comes in the form of metrics such as likes, follows, shares, comments, retweets, and click-throughs.

- c. **Social Media** are internet-based technologies that facilitate the creation and sharing of information, ideas, and other forms of expressions, and content via social media platforms and virtual networks.
- d. **Social Media Account** is an agency's or an individual's registered account or page on any given social media platform.
- e. **Social Media Platforms** are internet-based applications or sites that enable the users to share information and interact with each other, such as, but not limited to, Facebook, Twitter, and Instagram.
- f. **Social Media Team (SMT)** refers to the identified group of officials and staff of the national and regional secretariats that manages the social media accounts of the JJWC and their respective RJJWCs.
- g. **Social Media Tools** refer to any electronic medium that allows users to create, share and view user-generated content, including, but not limited to, uploading downloading videos, still photographs, blogs, video blogs, podcasts, install messages, electronic mail or internet website or locations.

VI. SOCIAL MEDIA TEAM

To ensure that this guidelines is properly executed and that the use of social media platforms aligns with the agency's objectives, a SMT shall be created to manage the social media accounts of the JJWC or the RJJWC.

The SMT shall be composed of the following:

National Secretariat	Regional Secretariat
TEAM LEADER	
<p><i>Chief of the Advocacy and Communication Division (ACD)</i></p> <ul style="list-style-type: none"> Leads the development of strategies, policies and implementation of protocols and procedures of all social media activities; Reviews/approves and endorses draft contents and proposed captions for posting on JJWC social media accounts to the Deputy Executive Director for review and recommendation for approval; and approval of the of the Executive Director; Oversees the management and administration of JJWC social media platforms; and Provides guidance to the regional team leaders in implementing 	<p><i>Social Welfare Officer III</i></p> <ul style="list-style-type: none"> Leads the development of strategies, materials and contents of RJJWC social media accounts. Reviews and approves contents to be posted in the RJJWC social media accounts. Oversees the management and administration of the RJJWC social media account.

National Secretariat	Regional Secretariat
social media campaign plans and other communication initiatives using social media strategies and technologies.	
ADMINISTRATOR	
<p><i>Technical Staff of ACD</i></p> <ul style="list-style-type: none"> • Authorized staff who has full access to the social media accounts of JJWC; • Authorized staff who has knowledge of and secures the usernames and passwords of all the JJWC social media accounts; • Edits the settings of the JJWC social media accounts (i.e. manage password, contact details, and login verification, and add applications); • Creates, schedules, pins, hides, reposts, and deletes posts on the JJWC social media accounts; • Responds to and deletes comments that violate the JJWC's social media participation and moderation policy; • Removes and blocks users who violate the JJWC Social Media participation and moderation policy; • Create Advertisements; • Monitor the social media accounts' analytics; • Assigns social media account roles to contributors; • Monitors activities (i.e., contributor's posts; edits made) on the social media accounts; and • Monitors social media accounts of all the regions. 	<p><i>Administrative Assistant III</i></p> <ul style="list-style-type: none"> • Authorized staff who has full access to the social media account of the RJJWC; • Authorized staff who has knowledge of and secures the usernames and passwords of all the RJJWC social media account; • Edits the settings of the social media accounts (i.e. manage password, contact details, and login verification, and add applications); • Creates, schedules, pins, hides, reposts, and deletes posts on the RJJWC social media account; • Responds to and deletes comments that violate the JJWC's social media participation and moderation policy; • Removes and blocks users who violate the JJWC's social media participation and moderation policy; • Create Advertisements; • Monitor the social media account's analytics; • Assigns social media account roles to contributors; and • Monitors activities (i.e., contributor's posts; edits made) on the social media accounts.
CONTRIBUTORS	
Other members of the social media team who have limited access to the social media accounts. They are responsible for creating social media content and on assisting the administrator in managing the social media accounts.	

VII. SOCIAL MEDIA ACCOUNTS

In order to standardize the social media accounts of the JJWC and RJJWC, the SMT shall guarantee that JJWC and RJJWC social media accounts shall:

- a. Be managed by a designated and trained social media team;
- b. Only be used in promoting the JJWC and RJJWC advocacies, policies, and campaigns;
- c. Represent the Council and Committees and serve as one of the channels in reaching out to its audiences and stakeholders;
- d. Observe ethical standards and privacy in handling and managing social media content; and
- e. Not be used to promote political and personal agenda;

The JJWC through the Advocacy and Communication Division shall manage Facebook, Twitter, and YouTube accounts while the RJJWCs thru regional secretariats shall only manage a Facebook fan page.

VIII. SOCIAL MEDIA ACCOUNTS MANAGEMENT

a. Account Format and Design

1. Format

For Facebook, accounts shall be in the form of a Page and not a profile. A Facebook Page is recommended as it represents public figures, businesses, brands, institutions, and non-profit organizations while a profile is intended for personal use.

2. Username

There shall be a standard page name and username for all the RJJWC social media accounts. The following shall be the page name and username format for the RJJWC Facebook Pages:

Region	Page Name	@user name
I	Regional Juvenile Justice and Welfare Committee – I	@RJJWC.regionIOfficial
II	Regional Juvenile Justice and Welfare Committee – II	@RJJWC.regionIIOfficial
III	Regional Juvenile Justice and Welfare Committee – III	@RJJWC.regionIIIOfficial
IV-A	Regional Juvenile Justice and Welfare Committee – IV CALABARZON	@RJJWC.regionIV-AOfficial

Region	Page Name	@user name
IV-B	Regional Juvenile Justice and Welfare Committee – IV MIMAROPA	@RJJWC.regionIV-BOfficial
V	Regional Juvenile Justice and Welfare Committee – V	@RJJWC.regionVOfficial
VI	Regional Juvenile Justice and Welfare Committee – VI	@RJJWC.regionVIOfficial
VII	Regional Juvenile Justice and Welfare Committee – VII	@RJJWC.regionVIIOfficial
VIII	Regional Juvenile Justice and Welfare Committee – VIII	@RJJWC.regionVIIIOfficial
IX	Regional Juvenile Justice and Welfare Committee – IX	@RJJWC.regionIXOfficial
X	Regional Juvenile Justice and Welfare Committee – X	@RJJWC.regionXOfficial
XI	Regional Juvenile Justice and Welfare Committee - XI	@RJJWC.regionXIOfficial
XII	Regional Juvenile Justice and Welfare Committee - XII	@RJJWC.regionXIIOfficial
BARMM	Regional Juvenile Justice and Welfare Committee - BARMM	@RJJWC.BARMMOfficial
CAR	Regional Juvenile Justice and Welfare Committee - CAR	@RJJWC.CAROfficial
CaRaGa	Regional Juvenile Justice and Welfare Committee - CARAGA	@RJJWC.CaRaGaOfficial
NCR	Regional Juvenile Justice and Welfare Committee - NCR	@RJJWC.NCROfficial

3. Template

The following information and contents must be made available in all the social media accounts:

a. Profile Photos

Photo to be used shall be provided by Advocacy and Communication Division

b. Cover Photos

Shall be provided by ACD.

Shall meet the prescribed file size of the social media platforms.

Shall observe branding guidelines.

Should best represent the region they are in.

c. About Info

For Facebook, the following information should be posted:

The Juvenile Justice and Welfare Council (JJWC) is a policy-making, coordinating, and monitoring body tasked through its members and coordinating agencies with the implementation of the Juvenile Justice and Welfare Act, as amended.

Vision: Council leading a society that promotes and protects the rights of children at risk and children in conflict with the law under a restorative justice and welfare system.

Mission: To institutionalize a restorative justice and welfare system for children at risk and children in conflict with the law through the effective implementation of the law and coordination among stakeholders in a protective and enabling environment.

Goals: For Beneficiaries: To prevent children at risk from committing crimes and to ensure that children in conflict with the law are rehabilitated and reintegrated with their families and communities.

For the Council and its partners: To strengthen institutional partnerships in pursuing collectively and effectively the Council's mission.

Member Agencies (for JJWC):

- Commission on Human Rights
- Council for the Welfare of Children
- Department of Education
- Department of Health
- Department of the Interior and Local Government
- Department of Justice
- Department of Social Welfare and Development
- League of Provinces of the Philippines
- League of Cities of the Philippines
- League of Municipalities of the Philippines
- Liga ng mga Barangay
- National Youth Commission
- Two (2) Non-Government Organizations Representative

Member Agencies (for RJJWC):

- Commission on Human Rights
- Department of Education
- Department of Health
- Department of the Interior and Local Government
- Department of Justice
- Department of Social Welfare and Development
- League of Provinces of the Philippines

- League of Cities of the Philippines
- League of Municipalities of the Philippines
- Liga ng mga Barangay
- One (1) representative of the children sector
- One (1) representative of the youth sector
- Public Attorney's Office
- Two (2) Non-Government Organizations Representative

d. Contact Information

This includes the office address, telephone number/s, email address/es, website link/s and mobile numbers, if any.

e. Participation and Moderation Policy (*See Annex A*)

To ensure brand's identity and to filter out "hate speech", "fake news" and illegal cyber-attacks, a moderation policy shall be posted and must be pinned.

4. Verification

- a. Accounts that complied with this guideline shall be regarded as official social media accounts of the Council.
- b. Administrators shall be responsible for coordinating the account verification of their social media accounts.
- c. A list of official and active accounts of the Council and Committees shall be posted annually in the JJWC Website and social media accounts. This is to inform the public on all the verified and official accounts of the Council and Committees.

5. Termination

An account shall be reported for termination if:

- a. It is no longer active, has been hacked or used for unauthorized/unofficial transactions; and
- b. it is an unofficial or fake account.

6. Turn-over

There must be a proper turn-over of administration within the SMT to ensure proper maintenance of the social media accounts. If the administrator will no longer be in the position to handle the social media accounts, he/she should prepare a turn-over report which shall include the items listed below and submit this to the Team Leader. The report shall be one of the requirements for his/her clearance.

- a. Emails and passwords used in creating the social media accounts;
- b. Usernames and Passwords; and
- c. Recommendations for improving management of the social media accounts.

All existing passwords used in social media accounts shall immediately be changed once the report has been submitted.

IX. CONTENT MANAGEMENT

a. Scope

Contents that shall be posted in all social media accounts are:

1. Official statements, official activities, press releases, success stories, feature stories, including photos and videos, and other activities relative to the promotion of JJWA.

Contents such as official statements and press releases shall be drafted by the ACD. Contents such as success stories and feature stories shall either be drafted by the regional and national secretariat or drafted by the regional secretariat then submitted to JJWC for packaging or repackaging of the story;

2. Advisories, memorandums, circulars, and orders that are for public consumption;
3. Announcements such as job vacancies, employee and office recognitions, and conduct of official activities/events; and
4. Original contents such as photos, bite-sized videos, teaser ads, GIFs, soundbites, animations, infographics, social media cards, web links, notes, etc.

Contents that shall be prohibited to be posted are:

1. **Blackmail/insulting content** – threatens the Council/Committee with possible problems in exchange for money, other things of value, or personal advantage;
2. **Pornographic content** – contains lewd, indecent, or sexually connotative words, graphics, photographs, videos, advertisements, and the like;
3. **Malicious content** – shows an intention to discredit an entity/office or a government representative without basis of substantial proof or evidence;
4. **Unauthorized posting of copyrighted material** – copyright protected materials such as books, publication, or research that is posted without the permission of the author/issuing organization, except as may be allowed under R.A. No. 8293, as amended by RA No. 10372, otherwise known as the Intellectual Property Code of the Philippines;
5. **Content protected by R.A. No. 10173**, also known as the “Data Privacy Act of 2012” or an Act protecting individual personal information and communications systems in the government and the private sector, creating for this purpose a National Privacy Commission, and for other purposes;
6. **Unrelated information, promotions, or jokes** – unrelated or irrelevant advertisements, links, personal jokes, social media pages, and other information not of value to the Council;

7. **Content classified as “Confidential” or “Restricted”** – agency-related information that is not considered public information. The discussion of information that is considered sensitive, classified or confidential by nature is strictly prohibited.
8. **Information and records of children considered “Privileged” and “Confidential” under R.A. No. 9344 as amended** – information about and records of proceedings that will lead to the child’s identity and details of his/her case.
9. **Inciting harassment/cyber-bullying** – includes tagging, direct or indirect name-dropping, or shaming of an employee or another individual.
10. **Suspicious links and viruses** – links to files or websites which may pose security threats to the Council;
11. **Opinion** – content made by employees/individuals who do not represent the Council’s view;
12. **Personal Endeavors** – activities that are not related to the functions of the JJWC and RJJWC;
13. **Critical issue** – content that may negatively affect the JJWC and RJJWC and its stakeholders; and
14. **Endorsements** – private and commercial products, services, or entities, political parties, candidates, or groups.

The following contents shall have an accomplished request form (***See Annex B***) duly approved by the Executive Director at the national level and RJJWC Chairpersons at the regional level prior posting to the page:

1. Official statements
2. Press Releases
3. Success Stories
4. Feature Stories
5. Announcements such as job vacancies, employee and office recognitions
6. Original contents such as photos, bite-sized videos, teaser ads, GIFs, soundbites, animations, infographics, and social media cards

Overall supervision of the social media activities shall be lodged under the Team Leader or the SWO III. Specific contents, as identified above, shall be subject to review and approval of the Executive Director and/or RJJWC Chairpersons due to nature of the subjects.

While contents that shall not require to have an accomplished and approved request form instead approval of the Team Leader are the following:

1. Advisories, memorandums, circulars, and orders that are for public consumption
2. Announcements such as the conduct of official activities/events
3. Photo/s from the official activities conducted
4. Reposting of content (e.g. social media cards, livestreams of events/webinars) from other agency, non-government organization, or stakeholder that is relative to the agency and to the promotion of JJWA, and those pertaining to children’s rights and welfare.

b. Character and Approach

1. JJWC brand – the persona
2. Administrators must observe respect when communicating in social media. However, the use of words “po” and “opo” is discouraged because it may sound like putting the Council under the authority of the stakeholders.

c. Language

Depending on the kind of content, language to be used shall either be English, Filipino, or the local dialect in the regions. All posts in English shall have a Tagalog/Filipino translation while posts in any local dialects must always be accompanied with English translation.

Never use vulgar or abusive language, personal attacks of any kind, offensive terms targeting individuals or groups.

d. Posting

Posting/uploading of content shall follow the procedures and work instruction manual (PAWIM) on the development and implementation of social media plan (***See Annex C***).

X. SEGMENTATION AND SCHEDULING

There is a need to have an organized and scheduled posting of content to social media accounts.

Contents to be posted must vary to provide the audience with diverse experiences and expose them to the various programs, projects, and advocacies of the Council.

To provide a standard pattern for social media activities, these shall be observed:

- a. To ensure a high engagement rate, the ideal number of posts should be limited two (2) per day with a six-hour interval. This is to enable the posts to have ample time to circulate and appear in the stakeholder’s newsfeed or notifications. Built-in features or free social media marketing platforms may be used to schedule posts. Social media accounts do not need to be updated during weekends, except when there is a JJWC-led activity/event, issues/concerns that need to be addressed immediately, or when contents have been spread out of its scheduled postings.
- b. Limit the number of photos per uploaded album to a minimum of 15 photos and a maximum of 30 photos. The album must have a caption and should include title, date, location, and description of the activity.

XI. FORMAT AND PRESENTATION

- a. Content shall be composed in a manner that could be easily understood by the stakeholders. Brief captions or introductions are preferable.
- b. Content shall include photos or videos to enhance their appeal and to capture audience attention.
- c. Create a web image link for cross-posting of web links or uploads on Facebook.
- d. Avoid using shortcuts. Always spell out words and try to restate or rehash statements to shorten it in order to meet the number of characters allowed, particularly on Twitter.
- e. Common social media shortcuts such as ATM, FYI, RT, etc. can be used.
- f. Use creative call to action like “check this out,” “get started,” “learn more,” etc.
- g. Significant developments, announcements, and official statements may be posted in the form of Facebook Notes for better viewer experience.
- h. The use of emojis or social media icons in contents is not allowed.

XII. CROSS-POSTING AND SHARING

All posts in the JJWC account shall be shared by the RJJWC account to expand views and engagement rate. Cross-posting and sharing of content from other Page or accounts with the same advocacy of the agency is allowed.

XIII. RESPONSES AND REFERRALS

Responding to queries from users must be in a timely manner and shall be processed as follows:

- a. Refer the user to our website on Frequently Asked Questions (FAQ) or provide an answer based on the FAQs;
- b. Refer the user to any relevant prior posts or link to the JJWC website content;
- c. Refer the user to the office or division in charge of the matter under inquiry using ***Annex E*** form; or
- d. Refer the user to the appropriate agency.

XIV. MENTIONS, TAGS, AND REACTIONS

- The RJJWC shall always mention @JJWCOfficial in their post to update the National Secretariat on the RJJWC’s social media activities.
- Only contents with relevance and newsworthy shall be given a social reaction that shall be limited to like or love only.

XV. VIDEO LIVE STREAMING

Live streaming of official activities is allowed provided that proper approval is secured from the Team Leader and that the confidentiality of participants is strictly observed. At the beginning of the program, the participants shall be informed of the live streaming durations. Any disapproval or objections shall be dealt with accordingly. The title and date of the activity shall be indicated in the video's description.

XVI. SOCIAL MEDIA ADVERTISING

Boosting social media posts on various platforms shall be allowed. In order to do so, the budgetary requirements needed for its implementation must be reflected in the work and financial plan or its proposal.

Social media posts to be boosted shall be identified by the administrator, for approval of the Team Leader and the Management.

With regard to its purchase, the SMT shall follow regular government procurement procedures and/or adherence to standard government accounting procedures when dealing with online payments or transactions.

During official activities, all divisions shall announce and encourage subscription to the JJWC social media platforms. Social media account details shall be included in the last slides of presentation materials.

XVII. GUIDELINES FOR OFFICIALS AND EMPLOYEES

The use of social media platforms by the JJWC officials and employees for non-official or personal capacity outside the workplace shall not require approval to do so. They are enjoined, however, to apply paramount consideration on the following guidelines particularly when identifying themselves being connected with JJWC or when such connection may be implied:

1. If you identify your affiliation with JJWC or if it is known to the general public, ensure that your social media activities are consistent with how you wish to present yourself as JJWC officials and employees. It must be appropriate with the public nature of your position, and in conformity with existing government standards such as but not limited to the Republic Act No. 6713, an Act Establishing the Code of Conduct and Ethical Standards for Public Officials and Employees;
2. Keep in mind the limitations on privacy that comes with being a public servant. Indicate disclaimers to any online presence that clearly states that the opinions or views expressed do not represent the JJWC.

3. Avoid discussing agency-related information that is not available for public consumption. Always seek advice if you are in doubt about whether information can be made public.

XVIII. MONITORING AND EVALUATION

The Team Leader shall identify specific and relevant performance metrics to determine if the social media initiative has achieved its intended purpose. This shall be reflected in the Social Media Campaign Plan.

The administrators shall monitor and record their respective SMA analytics using the ***Annex E*** form. This will serve as a basis on how to further improve social media campaigns and strategies.

XIX. TECHNICAL ASSISTANCE AND CAPACITY BUILDING

Technical assistance on social media management shall be coursed through ACD.

On the other hand, to keep up with the trends and to ensure SMAs will be fully utilized by the agency towards its communication objectives, capacity building sessions shall be provided to the SMT.

XX. SECURITY

Security protocols shall be installed to mitigate the risks of cyber-attacks and other threats such as but not limited to accessing the accounts through a secure computer, web browser, and Virtual Private Network (VPN) or other secure networks; and utilizing two-factor authentication and alternate credentials offered by the social media platforms.

The SMT shall closely coordinate with the National Coordination, Monitoring and Information Management Division, or its counterpart office in the RJJWC for account security purposes.

Any suspicious activity without the knowledge of the Administrator shall be reported to the Team Leader for subsequent endorsement to the national secretariat for proper mitigation.

XXI. EFFECTIVITY

This Guidelines on Social Media Management shall take effect on 21 June 2021.

Annex A

JJWC Participation and Moderation Policy

Welcome to the Juvenile Justice and Welfare Council (JJWC) Facebook Page!

Thank you for your interest in joining our growing community. We, at JJWC, seek to inform the public on our advocacies, policies, and news and information related to the implementation of the Juvenile Justice and Welfare Act or Republic Act No. 9344, as amended by R.A. 10630

This is also a platform to hear your voices, reactions, and opinions. However, we have set certain conditions so as we could have a productive and respectful discussion.

Please note that we will remove the posts and/or comments of users that will not adhere to the participation and moderation policy.

Posts and/or comments that are prohibited are:

- Insulting, defamatory, abusive, harassing or hateful remarks that intend to defame anyone or any entity
- Pornographic content
- Violate the right to privacy and confidentiality of children at risk and children in conflict with the law
- Incite violence and discrimination
- Unrelated information, promotions, or jokes
- Considered spam, promote, or advertise products

Thank you.


JJWC Social Media Team

Annex B

JJWC-QMS-Knowledge Management Team Form No. Revision No. As of September 2020		
REQUEST FORM TO POST DOCUMENTED INFORMATION AT JJWC/RJJWC SOCIAL MEDIA ACCOUNTS		
Requesting Party		
Reference Code		
Request Date of Posting		
Date of Request		
Name and Signature of the Head of Requesting Party	Name and Signature of Deputy Executive Director	Name and Signature of Executive Director

<i>Title of Document:</i>	
Social Media Platform	Proposed Captions
<i>*Facebook</i>	

CONTENT	DESIGN/MATERIAL

	PROCEDURES AND WORK INSTRUCTIONS MANUAL	Date Prepared	December 22, 2020
		Date Approved	
	DEVELOPMENT AND IMPLEMENTATION OF SOCIAL MEDIA PLAN (National Secretariat)	Date Effective:	
		Rev. No.	0
		Number of Pages	7

8.0 ADVOCACY AND COMMUNICATION DIVISION

8.5 DEVELOPMENT AND IMPLEMENTATION OF SOCIAL MEDIA PLAN

1. PURPOSE	To enumerate the step-by-step procedures in developing and implementing social media plan
2. SCOPE	This procedure covers the processes in development and implementation of social media plan
3. REFERENCE DOCUMENTS	<ul style="list-style-type: none"> - National Communication Plan - Work and Financial Plan - JJWC policies, guidelines, manuals and other related laws - Guidelines on Social Media Management
4. DEFINITION OF TERMS	
4.1 Social Media Plan	A detailed plan on how the agency will make use of the social media platforms to attain its advocacy and communication objectives.
4.2 Social Media Campaign	A coordinated marketing effort aimed at achieving a specific objective over a set timeline, with outcomes that can be tracked and measured. This can be limited to a single platform or can take place across multiple social media platforms.
5. OPERATION PROCEDURE	
5.1 Work Title	Development and Implementation of Social Media Plan
5.2 Result	Implementation of Social Media Strategies identified in the Communication Plan
5.3 Accountable Unit/Division	Social Media Team

Work Instructions

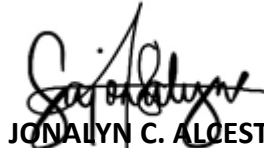
Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
1	Identification of social media campaign targets and strategies	Social Management Team (SMT)	<p>SMT convenes for the initial discussion of the social media campaign as reflected in the Communication Plan and Work and Financial Plan.</p> <p>SMT identifies the campaign objectives, target audience, messaging and appropriate strategies including advocacy materials to be developed for posting.</p>	National Communication Plan Work and Financial Plan JJWC policies, guidelines, manuals and other related laws
2	Drafting of social media plan	Administrator	<p>Administrator gathers information and other data as reference for the drafting of a social media plan.</p> <p>Administrator drafts the initial social media plan.</p>	National Communication Plan, JJWC policies, guidelines, manuals and other related laws Draft social media plan
3	Enhancement and finalization of draft social media plan	Social Media Team	<p>SMT convenes for the discussion of the draft social media plan and identifies the timeline and responsible persons.</p> <p>Administrator finalizes the social media plan and submit to the team leader for review and/or approval.</p>	Draft social media plan
4	Approval of social media plan	Team Leader; Deputy Executive	Team leader reviews and approves the social media plan for	Draft social media plan

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
		Director; and Executive Director	onward submission to Deputy Executive Director for review and recommendation for approval of Executive Director. Executive Director reviews and/or approves the social media plan.	
5	Development of advocacy and communication materials	Administrator and Contributors	Administrator disseminates the approved social media plan and coordinates with the contributors for the development of advocacy and communication materials. Contributors develop the advocacy and communication materials.	Approved social media plan JJWC policies, guidelines, manuals and other related laws
6	Preparation of Request for Posting	Administrator	Administrator gathers the advocacy and communication materials and prepares the request for posting form and submit for review and approval of the team leader.	Request for Posting Form Developed advocacy materials
7	Approval of Request for Posting	Team Leader; Deputy Executive Director; and Executive Director	Team Leader reviews and approves the advocacy and communication materials and request for posting and onward submission to Deputy Executive Director for review and recommendation	Request for Posting Form Developed advocacy and communication materials

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			for approval of Executive Director. Executive Director reviews and/or approves the advocacy and communication material and request for posting.	
8	Posting of Advocacy Materials	Administrator	Administrator post the advocacy and communication materials on the official social media accounts	Approved Request for Posting Form Approved advocacy and communication materials
9	Monitoring	Administrator; and Contributor	Administrator and/or Contributor prepares and submits the weekly monitoring report. Administrator generates the monthly Facebook Analytics	Weekly Monitoring Matrix Facebook Analytics
10	Evaluation	Administrator; and Team Leader	Administrator conducts evaluation of developed advocacy materials using the JJWC Toolkit on the Pre-testing, Monitoring and Evaluation. Team Leader consolidates the results of the monitoring matrix and JJWC toolkit; and prepares Facebook Analytics Analysis/Social	Facebook Analytics Analysis/Social Campaign Report

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			Campaign Report to be submitted to the management.	

Prepared by:



JONALYN C. ALCESTO

Project Development Officer II



CAMILLE ROSE A. IGNACIO

Project Development Officer III

Reviewed by:



MAAN JULIA D. GONZALES

Project Development Officer IV

OIC, Advocacy and Communication Division

Recommending Approval:



MARICRIS E. CALIPJO-CABURAL, MPA, CESE

Deputy Executive Director

Approved by:



ATTY. TRICIA CLARE A. OCO

Executive Director

ATTACHMENT 8.5.1 – SAMPLE SOCIAL MEDIA PLAN TEMPLATE

JJWC-QMS-Knowledge Management
Form No. 3
Revision No. 1
As of March 2019

	SOCIAL MEDIA AND WEBSITE CONTENT PLAN	Date Prepared	
		Date Approved	
		Date Effective	
		Rev. No.	
		No. of Pages	

I. BACKGROUND

II. OBJECTIVES

Overall Communication Objective

Specific Objectives:

III. MESSAGING

IV. OFFICIAL HASTAGS

Main :

Support :

V. STRATEGIES

MATERIAL	TARGET AUDIENCE	PLATFORM	KEY CONTENT	ACTIVITY	TIMELINE	RESPONSIBLE PERSON	REMARKS
			-				-

VI. SCHEDULE OF POSTING

See Annex A for the Calendar of Posting

VII. MONITORING AND EVALUATION

PREPARED BY:		
TEAM LEADER	ADMINISTRATOR	CONTRIBUTOR

REVIEWED BY:	RECOMMENDING APPROVAL BY:	APPROVED BY:
Chief, Advocacy and Communication Division	Deputy Executive Director	Executive Director/RJWC Chairperson
Date:	Date:	Date:

ATTACHMENT 8.5.2 – SOCIAL MEDIA CAMPAIGN REPORT

SOCIAL MEDIA CAMPAIGN REPORT

I. Executive Summary


II. Campaign coverage (date)

III. Top 5 Performing Posts

IV. Action Plan

V. Screenshots

Attachment: Facebook Analytics and Weekly Monitoring Matrix

	PROCEDURES AND WORK INSTRUCTIONS MANUAL	Date Prepared	December 22, 2020
		Date Approved	
	DEVELOPMENT AND IMPLEMENTATION OF SOCIAL MEDIA PLAN (Regional Secretariat)	Date Effective:	
		Rev. No.	0
		Number of Pages	6

8.0 ADVOCACY AND COMMUNICATION DIVISION

8.5 DEVELOPMENT AND IMPLEMENTATION OF SOCIAL MEDIA PLAN

1. PURPOSE	To enumerate the step-by-step procedures in developing and implementing social media plan.
2. SCOPE	This procedure covers the processes in development and implementation of social media plan.
3. REFERENCE DOCUMENTS	<ul style="list-style-type: none"> - National Communication Plan - Work and Financial Plan - JJWC policies, guidelines, manuals and other related laws - Guidelines on Social Media Management
4. DEFINITION OF TERMS	
4.1 Social Media Plan	A detailed plan on how the agency will make use of the social media platforms to attain its advocacy and communication objectives.
4.2 Social Media Campaign	A coordinated marketing effort aimed at achieving a specific objective over a set timeline, with outcomes that can be tracked and measured. This can be limited to a single platform or can take place across multiple social media platforms.
5. OPERATION PROCEDURE	
5.1 Work Title	Development and Implementation of Social Media Plan
5.2 Result	Implementation of Social Media Strategies identified in the Communication Plan

5.3 Accountable Unit/Division	Social Media Team
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Work Instructions

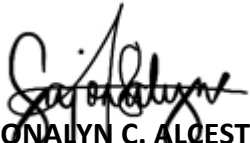
Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
1	Identification of social media campaign and strategies	Social Management Team (SMT)	<p>SMT convenes for the initial discussion of the social media campaign as reflected in the Communication Plan and Work and Financial Plan.</p> <p>SMT identifies the campaign objectives, target audience, messaging and appropriate strategies including advocacy materials to be developed for posting.</p>	Regional Communication Plan Work and Financial Plan JJWC policies, guidelines, manuals and other related laws
2	Preparation of social media plan	Team Leader	<p>Team Leader gathers information and other data as reference for the drafting of a social media plan.</p> <p>Team Leader drafts the initial social media plan.</p>	Regional Communication Plan, JJWC policies, guidelines, manuals and other related laws Draft social media plan
3	Enhancement and finalization of draft social media plan	Social Media Team	<p>SMT convenes for the discussion of the draft social media plan and identifies the timeline and responsible persons.</p> <p>Team Leader finalizes the social media plan and submit to the</p>	Draft social media plan


Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			RJJWC Chairperson for review and/or approval.	
4	Approval of social media plan	RJJWC Chairperson	RJJWC Chairperson reviews and/or approves the social media plan.	Draft social media plan
5	Development of advocacy materials	Social Media Team	<p>The team leader coordinates with the Administrator and Contributors the development of advocacy and communication materials.</p> <p>Contributors develop the advocacy and communication materials.</p>	<p>Approved social media plan</p> <p>JJWC policies, guidelines, manuals and other related laws</p>
6	Preparation of Request for Posting	Administrator	Administrator gathers the advocacy materials and prepares the request for posting form and submit for review and approval of team leader.	<p>Request for Posting Form</p> <p>Developed advocacy materials</p>
7	Approval of Request for Posting	Team Leader; and RJJWC Chairperson	<p>Team Leader reviews and approves the advocacy and communication materials and request for posting form and submit for review and/or approval of RJJWC Chairperson.</p> <p>RJJWC Chairperson reviews and/or approves the</p>	<p>Request for Posting Form</p> <p>Developed advocacy materials</p>

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			advocacy and communication materials and request for posting.	
8	Posting of Advocacy Materials	Administrator	Administrator post the advocacy and communication materials on the official social media accounts.	Approved Request for Posting Form) Approved advocacy and communication materials
9	Monitoring	Administrator; and Contributor	Administrator and/or Contributor prepares and submits the weekly monitoring report. Administrator generates the monthly Facebook Analytics.	Weekly Monitoring Matrix Facebook Analytics
10	Evaluation	Team Leader	Administrator conducts evaluation of developed advocacy materials using the JJWC Toolkit on the Pre-testing, Monitoring and Evaluation. Team Leader consolidates the results of the monitoring matrix and JJWC toolkit; and prepares Facebook Analytics Analysis/Social Campaign Report to	Facebook Analytics Analysis/Social Campaign Report

Step No.	Steps/Flow	Responsible Person	Details	Reference/ Interface
			be submitted to the management.	

Prepared by:



JONALYN C. ALCESTO
 Project Development Officer II


CAMILLE ROSE A. IGNACIO
 Project Development Officer III

Reviewed by:


MAAN JULIA D. GONZALES
 Project Development Officer IV
 OIC, Advocacy and Communication Division

Recommending Approval:


MARICRIS E. CALIPJO-CABURAL, MPA, CESE
 Deputy Executive Director

Approved by:


ATTY. TRICIA CLARE A. OCO
 Executive Director

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VI. SCHEDULE OF POSTING

See Annex A for the Calendar of Posting

VII. MONITORING AND EVALUATION

PREPARED BY:		
TEAM LEADER	ADMINISTRATOR	CONTRIBUTOR

APPROVED BY:	
RJJWC Chairperson	
Date:	

ATTACHMENT 8.5.2 – SOCIAL MEDIA CAMPAIGN REPORT

SOCIAL MEDIA CAMPAIGN REPORT

I. Executive Summary

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IV. Action Plan

V. Screenshots

Attachment: Facebook Analytics and Weekly Monitoring Matrix

Annex D

JJWC-ACD
Form No. 12
Revision No. 0
As of June 2021

Referral Form for the Query in the JJWC Facebook Page

POST INFORMATION	
Subject/Particulars	
Date and Time Published	
Type of Material	

QUERY INFORMATION	
User Name	
Date and Time of Query	
Date and Time Received	
Content	

REFERRAL
Division/Office referred to:
Date of Referral:
Action Taken/Proposed Response:
Prepared by: <i>(Name and Signature)</i>
Date Signed:

DRAFT RESPONSE TO THE QUERY

Prepared/Endorsed by:

Approved by:

Administrator/Position

Team Leader

Annex E

Platform: Facebook

Date: as of August 26

MONITORING OF SOCI/

[illegible]

AL MEDIA CAMPAIGN

[illegible]