



Republic of the Philippines  
**Department of Education**  
REGION III  
Schools Division Office of Bulacan

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April 05, 2022

DIVISION MEMORANDUM

No. 120 s. 2022

**CAPACITY BUILDING OF INFORMATION OFFICERS ON SOCIAL MEDIA MANAGEMENT  
AND INFORMATION DISSEMINATION**

To: Division Chiefs  
Public Elementary and Secondary School Heads  
Division Public Affairs Team  
School Cluster Information Officers and School Information Coordinators  
All Others Concerned

1. This is to announce the conduct of Capacity Building of Information Officers on Social Media Management and Information Dissemination on April 27-29, 2022, 8:00AM - 5:00PM at Galilee Wonderland Waterpark and Hotel, Gen. Alejo Santos Highway, San Pedro, Bustos, Bulacan and via Streamyard online platform.

2. The activity aims to further discuss the duties and responsibilities inherent to their position in support of better facilitation of news and information processing from schools to division to regional office and vice versa. This will also help them to assist in addressing issues and concerns raised by the public involving the SDO, and the schools within their clusters, write and contribute news articles or feature stories to school social media pages, and DepEd Tayo Bulacan Facebook page, collect and provide news feeds from schools to the Division Information Officers for possible inclusion in different media type releases, and disseminate relevant information communicated to them. Specifically, this undertaking intends to:

- a. Capacitate School Cluster Information Officers and School Information Coordinators on basic journalism, creative writing, graphic designing, and social management skills;
- b. Utilize the Facebook page as an effective and efficient information dissemination tool and platform;
- c. Maximize the use of social media by highlighting best practices, accomplishments, and success stories of learners, teachers, schools, and/or districts through news, features, photography, and news magazine specials

3. The Division Information Office serves as the communication arm responsible for the management of the communication system, delivery of direct communication support, and promotion of the accomplishments and best practices of the division, including those of the schools in the province of Bulacan. Relative thereto, and pursuant to DepEd Order No. 99, s. 2010, each SDOs designated its Division Information Officers and Alternates, as well as issued Division Memorandum No. 170, s. 2020, Omnibus Designation Order for District (School Cluster) Information Officers of SDO Bulacan. More so, complied with DepEd Memorandum No. 017, s. 2021, Designation of School Information Coordinators.

4. Participants to this activity are School Cluster Information Officers, School Information Coordinators, Division Public Affairs Team and members of the TWG (*please see attached list*).



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5. Expenses relative to the conduct of this activity shall be charged against Division INSET Funds subject to the usual accounting and auditing rules and regulations.
6. Health and safety protocols set by the Inter-Agency Task Force (IATF), Department of Health (DOH) and DepEd shall be strictly implemented and observed at all times.
6. Maximum involvement and cooperation of all concerned is enjoined.
7. Immediate and wide dissemination of this Memorandum is desired.

  
**ZENIA G. MOSTOLES, EdD, CESO V**  
Schools Division Superintendent



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**Part I. Opening Program (April 27, 2022)**

- I. National Anthem – AVP
- II. Prayer – AVP
- III. Opening Remarks ..... **Rainelda M. Blanco, PhD**  
Education Program Supervisor, LRMDs
- IV. Greetings ..... **Zenia G. Mostoles, EdD, CESO V**  
Schools Division Superintendent

V. Inspirational Messages

**Michelle C. Lacson**

Regional Information Officer, Department of Education  
Region III

**June Arvin C. Gudoy**

Director IV, Public Affairs Service, Department of Education

- VI. Statement of Purpose..... **Bryan Amiel F. De Jesus, LPT**  
Senior Education Program Specialist /  
Division Information Officer

**Part II. Capacity Building Proper (April 27-29, 2022)**

**Part III. Closing Program (April 29, 2022)**

*Note: There will be assigned officers per day who will lead in the Management of Learning (MOLs) and facilitate the conduct of the activity.*



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Time	April 27	April 28	April 29
Preliminaries 8:00-8:30			
8:30-10:00	DepEd Tayo Bulacan FB Page Accomplishment Report (Video presentations)  DepEd Social Media Policy	Basic Photography and Videography for Social Media Content  Speaker: Sigfred Allen Alisbo	Content for District and School DepEd Tayo FB Pages (Sharing of Best Practices)  -Bajet-Castillo HS -Vedasto R. Santiago High School -FSS Patulo ES -Sipat ES - Bulakan District - Angat District (20 mins presentation)
10:00-11:30	Maintaining Positive and Active Community Engagement Speaker: Marnick S. Gutierrez		Basic Video Editing Speaker: Joel Ressurreccion
LUNCH BREAK 11:30-12:30			
12:30-1:30	Content Planning for Social Media: Tools and Processes Integration of GAD advocacy and information  Speaker: Marilene G. Ramos	Elements and Principles of Graphic Design  Speaker: Rafael E. Martinez	Continuation  Basic Video Editing Speaker:  Joel Ressurreccion
1:30-2:30	Writing Feature Stories and News Features  Basic News Writing and Structure  Speaker: Kenneth Pabilonia	Using Graphic Design Platform as a Tool for District and School Communications  Speaker: Kathrine L. Ople	Equal Opportunity for Schools, Official and Personnel (All Schools to be covered and published)  Bryan Amiel F. De Jesus
2:30-3:30			
3:30-5:00	Writing Workshop News Writing	Workshop Feature Writing	Presentation of Outputs Awarding of Best Outputs Closing Program



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**List of On-Site Participants**

School Cluster (DIO for Elem. and Sec.) (max of 2 pax each)		Secondary Schools (SIC) (max of 1 pax each)	
1	Bulakan	1	Emilia Perez Ligon HS
2	Angat	2	San Miguel-Meysulao HS
3	Obando	3	Angel M. Del Rosario HS
4	Pandi North	4	Kapitangan NHS
5	Sta. Maria East	5	Romeo Acuña Santos MHS
		6	Lydia D. Villangca TS
<b>Elementary Schools (SIC) (max of 1 pax each)</b>		7	Teodoro Evangelista MHS
1	Catanghalan ES	8	Cambaog NHS
2	Telapatio ES	9	Frances National HS
3	Baybay ES	10	Iba NHS
4	Bardias ES	11	Tiaong NHS
5	San Agustin ES	12	San Miguel NHS
6	Bagong Barrio ES	13	Vedasto R. Santiago HS
7	Diliman ES	14	Bunsuran NHS
8	Dr. Antonio C. Villarama MS	15	Aguinaldo J. Santos NHS
9	Don Nemencio Clemena MS	16	Bajet-Castillo HS
10	Tiaong ES	17	Parada NHS
11	Sta. Rita ES	<b>Total On-Site Participants: 47</b>	
12	Matias B. Salvador MES		
13	Mamerto C. Bernardo MCS		
14	San Rafael CS		
15	Mapulang Lupa ES		
16	Obando CS		
17	FSS Patulo ES		
18	Gen. Gregorio del Pilar IS		
19	Lolomboy ES		
20	Matias A. Fernando MS		

**Online Participants : All School Cluster Information Officers and School Information  
 Coordinators**



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**Guidelines for On-Site Participants**

1. Participants are advised to stay in the event's venue. (Accommodation and meals are provided.)
2. Bring laptop computer, mobile broadband and extension cord.
3. Be on time.
4. Wear proper attire.
5. Stay focused and avoid multitasking.
6. Respect the speakers by listening attentively.
7. Do not leave the conference hall without permission.
8. Participate in capacity building by accomplishing all the required activities.
9. Strictly follow the health and safety protocols.

**Guidelines for Online Participants**

1. Check your internet connection, headset, microphone, and camera.
2. Be on time.
3. Wear proper attire even you are at home.
4. When you are not speaking, mute your microphone.
5. If there is a question use the chatbox or raise the hand icon and wait to be recognized.
6. Stay focused and avoid multitasking.
7. Respect the speakers by listening attentively.
8. Do not leave the online platform without permission.
9. Participate in capacity building by accomplishing all the required activities.



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**RESOURCE SPEAKERS AND TECHNICAL WORKING GROUP**

	Name	Designation / Tasks	Office
1	Bryan Amiel F. De Jesus	Senior Education Program Specialist / Over-all Chair	SDO Bulacan
2	Marilene G. Ramos	Senior Education Program Specialist / Resource Speaker	SDO Bulacan
3	John Ponce A. Santiago	Teacher I / Resource Speaker	Catanghalan ES
4	Kathrine L. Ople	Master Teacher I / Resource Speaker	Talipitip HS
5	Sigfred Allen D. Alisbo	Teacher III / Resource Speaker	Calumpit NHS
6	Joel Resurreccion	Teacher III / Resource Speaker	Obando CS
7	Kenneth G. Pabilonia	Teacher III / Resource Speaker	Virgen delas Flores HS
8	Marnick S. Gutierrez	Master Teacher I / Resource Speaker	Parada NHS
9	Rafael E. Martinez	Teacher III / Resource Speaker	GNVHS
10	Representative from SMME section, SGOD	Monitoring of the proceedings of the activity	SDO Bulacan
11	Representatives from SHNU, SGOD (2 pax)	Ensure safety and wellness of the participants	SDO Bulacan
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