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Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**OFFICE OF THE SECRETARY**  
Manila

097.13 DPWH  
05-07-2015

DEPARTMENT ORDER )  
NO. **68** )  
Series of 2015 )  
*05-07-15*

**SUBJECT: DPWH Social Media Networking Policy**

The Department of Public Works and Highways (DPWH) recognizes the significance of social media in good governance. It is a tool that can establish connections and foster digital interactions with the citizens, to promote transparency and public awareness about the accomplishments of the Department and to receive feedbacks on areas for improvement.

The Department, through the Stakeholders Affairs Division of the Stakeholders Relations Service (SRS), shall maintain and administer the official DPWH social media accounts (Facebook, Twitter) in the Central Office.

The Regional Offices (ROs) may create their own social media account including Facebook and Twitter pages, provided that all the accounts shall be authorized by the Undersecretary for Support Services as recommended by the Stakeholders Relations Service (SRS). The social media accounts shall be subjected to the following guidelines:

**A. FORM AND CONTENT**

1. There should be a disclaimer that the account is not the official account of the DPWH Central Office. Link of the DPWH official page and contact numbers shall be included in the "About Us" page or information page of the concerned RO Facebook Account.
2. District Engineer Offices or group of employees, i.e. divisions and sections whether in the Central or in the field offices, are prohibited from creating social media (Facebook/ Twitter) accounts using DPWH offices or DPWH logo.
3. The DPWH Official Facebook and Twitter Pages shall be tagged on all posting of the sub-pages. This is to facilitate proper reply preparation and documentation, especially on complaints. SRS should enable tagging of the RO Facebook account.
4. The Profile Picture or Default Photo of the authorized accounts should be the DPWH logo. The logo should not, in any manner, be altered or modified. The name of the Facebook/Twitter Account shall be the name of the concerned office, i.e. DPWH "Regional Office I". The Facebook cover photo should be the building façade of the concerned office.
5. To achieve uniformity and coherence, the Regional Office should use a standard format for their social media accounts to be prescribed and updated by the SRS.

## **B. SOCIAL MEDIA ADMINISTRATOR**

6. The Regional Public Information Officer (RPIO) shall be designated as Social Media Administrator for the social media accounts. He/she shall be the focal person for all instructions, changes and requests from SRS relevant to the social media accounts.
7. The administrator shall update the contents of the social media account on a daily basis and submit monitoring reports to the SRS on a weekly basis. The Stakeholders Affairs Division of the SRS is responsible in addressing official inquiries on the social media platform by following the prescribed monitoring and procedure guidelines in handling feedback.

## **C. HANDLING COMPLAINTS AND QUERIES**

8. All complaints and queries received as well as actions taken on the DPWH RO social media accounts shall be submitted to the Stakeholders Affairs Division-SRS for recording in the Citizens Feedback Management Database. The database is the basis for the preparation of monthly report to the Secretary.
  - 8.1 The social media administrator may respond immediately if the queries pertain to the name and contact details of Regional Officials/employees and status of projects.
  - 8.2 For concerns that need action on the ground, verification and/or investigation, the social media administrator shall use a standard reply that "the concern shall be endorsed to the proper office or district engineering office and/or a thorough review or investigation shall be conducted". Proper feedback mechanism prescribed by the CFMC, which includes Request for Action (RFA) Memorandum preparation, shall be followed.
9. Comments for internet users or outside sources should be filtered. Negative reports/feedback involving erring officials and substandard/unfinished projects should be accommodated privately through private messaging (PM) or the DPWH email. The complaint and the response should not be visible to the public.
10. Queries involving sensitive/pertinent issues should not be answered outright. It should require the approval of the Secretary or other concerned officials.
11. Any employee grievance or negative information about the Department or its personnel should be resolved through mechanism internal to the Department. The social media platforms are for complaints or information coming from external stakeholders.
12. The Secretary reserves the right to deactivate the social media account of any Regional Office and block any individual or media organization from having access to DPWH Social Media, if such access is used with malice and will be detrimental to the image and goodwill of the Department.

## **D. RESPONSIBILITIES AND ACCOUNTABILITIES IN THE USE OF DPWH SOCIAL MEDIA ACCOUNTS**

13. The Personnel who utilize the DPWH Social Media in their official capacity must be mindful of the responsibilities and accountabilities when it comes to the use of DPWH social media. As they represent the Department, everything that they convey to the public through this



As they represent the Department, everything that they convey to the public through this media reflects on the Department. Relative thereto, the following policies on social media interaction shall also be strictly adhered to:

- 13.1 The DPWH social media administrator must always indicate his/her name, position and office in DPWH;
- 13.2 Ensure that the information provided is accurate and timely. Distinguish facts from opinion. Dishonesty in any form including altering digital images will result to immediate sanction;
- 13.3 The DPWH employee shall provide accurate information or reply to queries, only if he/she has the authority or official capacity to do so. Do not give unauthorized information or instructions to the public.

#### **E. USING THE SOCIAL MEDIA FOR PERSONAL USE**

14. In addition to the guidelines under Item 13 on the use of DPWH social media in official capacity, the DPWH personnel who access social media accounts in their personal/private capacity are bound to observe utmost care in conveying DPWH-related information to the public. Thus, they are responsible for the content that they publish online, whether in blogs, social computing sites or any other form of user-generated media.
15. The complaints of feedback obtained through text messages or in social media accounts in a private capacity should not be unnecessarily divulged to media practitioners/ organizations.

#### **F. PENALTIES/ SANCTIONS**

16. The DPWH employees who will violate the provisions of this issuance shall be sanctioned. Pursuant to the expressed provisions of Section 22 c), Rule XIV, Book V of Executive Order No. 292, series of 1987, the corresponding penalties for violation of reasonable office rules and regulations are as follows:
  - a. 1<sup>st</sup> Offense – Reprimand
  - b. 2<sup>nd</sup> Offense – Suspension for (1) to thirty (30) days
  - c. 3<sup>rd</sup> Offense – Dismissal

This Order supersedes D.O. 69 s. 2011 and shall take effect immediately.

  
**ROGELIO L. SINGSON**  
Secretary

Department of Public Works and Highways  
Office of the Secretary



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