



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

CID-2024-003

To : Public Schools District Supervisors
Private and Public Schools
School Heads
School Paper Advisers/Teachers

Subject : **DepEd Davao Region Communication Plan 2024**

Date : January 2, 2024

Pursuant to Regional Memorandum Order No. 2023-098, DepEd Davao Region released its DepEd Davao Region Communication Plan 2024 to guide all designated information officers on the content and schedule for **Diri sa DepEd Onse** Season 6 to 8 (attached as Annex A), Social Media Content Calendar (attached as Annex B), and 2024 DepEd Davao Region Communication Plan (attached as Annex C).

The objectives of **Diri sa DepEd Onse** Season 6 to 8 are to ensure that other interested parties of the education sector will get relevant information and stories about DepEd Davao Region through social media, printed publications, IEC materials, and ensure that they understand better, remember longer, and look forward to the next post/s and issue/s of every division. Further, exemplary outputs will be given recognition on the 4th quarter of the calendar year.

For Season 6 to 8, the organizer DepEd RO XI encourages the involvement of students from elementary and secondary levels wherein the episode will be in a 15-minute running time **VLOG**. It will be shown every Friday at 12:00 noon on DepEd Region XI FB page. A parent's/guardian's consent shall be secured before shooting the vlog.

Scripts should be submitted to the designated Division Information Officer a month before the shooting to ensure appropriateness of content. It is encouraged that the content will be produced in a creative style that leads to the strengthening of the MATATAG Curriculum.





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Below is Digos City Division airing of **VLOG** at DepEd RO XI FB Page:

SEASON 6	February 23, 2024
SEASON 7	May 24, 2024
SEASON 8	August 16, 2024

Moreover, additional social media content such as: **Make it Reel** (videos), **Flex Ko Lang** (Infographics), **Kwentong Onse** (Pubmat/documentary film) and **Finding Meme-mo** (memes) are added for airing on the division's assigned schedule. Details on this will be in a separate memo.

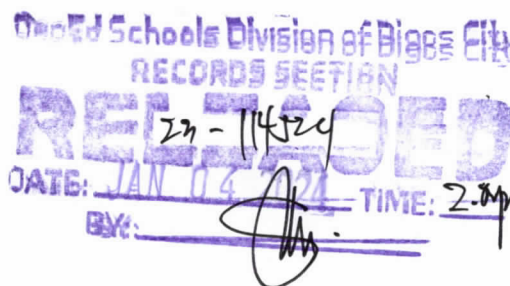
All expenses incurred relative to the attendance of the said production shall be charged against local funds and other sources of funds, subject to the usual accounting and auditing rules and regulations.

For information, compliance, and immediate dissemination.

For and in the absence of
Schools Division Superintendent


BASILIO P. MANA-AY, JR., CESO VI
Asst. Schools Division Superintendent
Officer-In-Charge

Enclosed: As stated,
CID/LR/lts



Address: Roxas cor. Lopez Jaena Street, Zone II, Digos City (8002)
Telephone Nos.: (082) 553-8375; (082) 553-8396

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Republic of the Philippines
Department of Education
DAVAO REGION

Office of the Regional Director

REGIONAL MEMORANDUM

ORD-2023-098

To : Schools Division Superintendents

Subject: DepEd Davao Region Communication Plan 2024

Date : December 5, 2023

The DepEd Davao Region Communication Plan 2024 will serve as a guide for all designated information officers and public assistance coordinators in their communication and public relations strategies.

As agreed during the Planning Workshop for the Preparation of the 2024 DepEd Davao Region Communication Plan, the content and schedule for Diri sa DepEd Onse Seasons 6 to 8 (Attached as Annex A), Social Media Content Calendar (attached as Annex B), and 2024 DepEd Davao Region Communication Plan (attached as Annex C) will take effect starting the first day of 2024.

The following is the target timeline for CY 2024:

1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
	• Posting of contents in social media		
	• Submission of dismissed/closed issues/complaints or action taken coursed through 8888, Public Assistance and Action Center, Civil Service Commission, and other sources within 72 hours		
	• Quarterly submission of stories for the newsletter		
	• Quarterly submission of the consolidated Customer/Client Satisfaction Survey report		
	• Production of Diri sa DepEd Onse: Mas Matatag Season 6, Season 7, Season 8		• Conduct of ONSE (Outstanding Newsfeatures and Stories in Education) Awarding Ceremony • Submission of the CY 2024 consolidated CCSR report

For information and guidance.

ALLAN G. FARNAZO

By the Authority of the Regional Director Director IV

Incl: As stated.

PAU1/mgvg

REBONFAMIL R. BAGUIO
Director III

Attachment A of Regional Memorandum ORD-2023-098



Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-1665; (082) 221-6147
Email Address: region11@deped.gov.ph
Website: www.depedroxi.ph

ISO 9001:2015 – Certified

RELEASE
BY: *[Signature]* Dec. 05, 2023
date: *[Signature]*



Republic of the Philippines
Department of Education

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GUIDELINES FOR THE EPISODES OF DIRI SA DEPED ONSE SEASON 6 TO 8

1. Seasons 6 and 7 of Diri sa DepEd Onse: Mas Matatag for CY 2024 will involve students from elementary and secondary levels. Season 8 will be allotted to learners under inclusive education. Learners' participation under the Special Program in Journalism and Special Program in the Arts for the pre-production, production, and post-production is highly encouraged.
2. The episodes will be in a vlog style with a minimum of 15 minutes running time. It will be shown every Friday at 12:00 noon on DepEd Region XI page.
3. A parent's/guardian's consent shall be secured before shooting/preparing the vlog participated by minors.
4. The Schools Division Office, through the designated Division Information Officer, shall monitor and check the preparation of scripts and the production to ensure the content is appropriate.
5. It is encouraged that the content, produced in a creative style, leads to strengthening the MATATAG Curriculum.

SCHEDULE OF DIRI SA DEPED ONSE SEASONS 6 TO 8

DIVISION	SEASON 6	SEASON 7	SEASON 8
Davao Oriental	January 19, 2024	April 19, 2024	July 12, 2024
Davao de Oro	January 26, 2024	April 26, 2024	July 19, 2024
Davao Occidental	February 2, 2024	May 3, 2024	July 26, 2024
Panabo City	February 9, 2024	May 10, 2024	August 2, 2024
Mati City	February 16, 2024	May 17, 2024	August 9, 2024
Digos City	February 23, 2024	May 24, 2024	August 16, 2024
Regional Office	March 1, 2024	May 31, 2024	August 23, 2024
IGACOS	March 8, 2024	June 7, 2024	August 30, 2024
Davao del Sur	March 15, 2024	June 14, 2024	September 6, 2024
Tagum City	March 22, 2024	June 21, 2024	September 13, 2024
Davao City	April 5, 2024	June 28, 2024	September 20, 2024
Davao del Norte	April 12, 2024	July 5, 2024	September 27, 2024

Attachment B of Regional Memorandum ORD-2023-098



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Telephone Nos.: (082) 291-1665; (082) 221-6147
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SOCIAL MEDIA CONTENT CALENDAR

ACTIVITY	JANUARY					FEBRUARY			
	W1	W2	W3	W4	W5-W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
	DdO	MC	DdS	DdN	DdO	MC	DdS	DdN	DdO
	DOr	PC	IGaCoS	TC	DOr	PC	IGaCoS	TC	DOr
ACTIVITY	MARCH				APRIL				
	W2	W3	W4	W1-W5	W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DiC	RO	DC	DC	DOc	DiC	RO	DC	DOc
	MC	DdS	DdN	DdN	DdO	MC	DdS	DdN	DdO
	PC	IGaCoS	TC	TC	DOr	PC	IGaCoS	TC	DOr
ACTIVITY	MAY				JUNE				
	W2	W3	W4	W1-W5	W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
	DdO	MC	DdS	DdN	DdO	MC	DdS	DdN	DdO
	DOr	PC	IGaCoS	TC	DOr	PC	IGaCoS	TC	DOr
ACTIVITY	JULY				AUGUST				
	W2	W3	W4	W1-W5	W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DiC	RO	DC	DC	DOc	DiC	RO	DC	DOc
	MC	DdS	DdN	DdN	DdO	MC	DdS	DdN	DdO
	PC	IGaCoS	TC	TC	DOr	PC	IGaCoS	TC	DOr



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ACTIVITY	SEPTEMBER					OCTOBER			
	W1	W2	W3	W4	W5-W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
	DdO	MC	DdS	DdN	DdO	MC	DdS	DdN	DdO
	DOr	PC	IGaCoS	TC	DOr	PC	IGaCoS	TC	DOr
ACTIVITY	NOVEMBER				DECEMBER				
	W2	W3	W4	W1-W5	W1	W2	W3	W4	W5-W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DiC	RO	DC	DC	DOc	DiC	RO	DC	DOc
	MC	DdS	DdN	DdN	DdO	MC	DdS	DdN	DdO
	PC	IGaCoS	TC	TC	DOr	PC	IGaCoS	TC	DOr

Note: All SDOs, through the designated DIO, will submit posts in the respective weeks where they are assigned.

Legend:

RO	-	Regional Office
DOc	-	Davao Occidental
DdO	-	Davao de Oro
DOr	-	Davao Oriental
DiC	-	Digos City
MC	-	Mati City
PC	-	Panabo City
DdS	-	Davao del Sur
IGaCoS	-	Island Garden City of Samal
DC	-	Davao City
DdN	-	Davao del Norte
TC	-	Tagum City



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Attachment A of Regional Memorandum ORD-2023-098

DEPED DAVAO REGION COMMUNICATION PLAN 2024

Objectives:

1. Ensure that 100% of all DepEd Region XI employees are knowledgeable of all the plans, projects, achievements, and best practices through social media, printed publications, and IEC materials;
2. Ensure that other interested parties of the education sector get relevant information and stories about DepEd Davao Region through social media, printed publications, and IEC materials, and ensure that they understand better, remember longer, and look forward to the next post/s and issue/s;
3. Ensure that 100% of issues that arise concerning the Department are addressed;
4. Ensure that the Customer Satisfaction survey is implemented in all functional divisions of the Regional Office and the Schools Division Office; and
5. Give recognition to exemplary outputs.

Definition of terms:

CCSR – Customer/Client Satisfaction Survey given to all functional divisions in the Regional Office (RO) and Schools Division Office (SDO)

DepEd Region XI employees – teaching, non-teaching, teaching-related personnel, whether regular or in JO position, employed in DepEd Davao Region

DIO – designated Division Information Officer to spearhead communication management in the division

DPAC – designated Division Public Assistance Coordinator in charge of written complaints received in the division and submission of CCSR

IEC – Information, Education, and Communication materials to be used for information and promotion advocacy

RIO – Regional Information Officer in charge of communications management, social media management, crisis management

RPAC – Regional Public Assistance Coordinator in charge of written complaints received in the region

SIC – designated School Information Coordinator of communication management in the school



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
Promotion & Campaign Management	Getting internal stakeholders to follow, appreciate, and engage in the Division's and Region's official FB page where announcements/stories/information are disseminated. Announcing/Posting/ Disseminating stories, events, achievements, information, and announcements in different available platforms.	1. Regional Office a) Public Affairs Unit (PAU) – identifies target audience; ensures to add impact on posts/stories/IEC materials to attract more audience/viewers/followers; leads the promotion and campaign in coordination with the designated DIOS 2. Division Office: DIOs, DICs, PSDSs, EPS, Program Owners, School Heads, IT by conducting capacity building	Regional Office: 1. PAU issues memo attaching the Communication Plan and content calendar 2. PAU regularly meets virtually with the designated DIOs for planning, feedbacking, sharing of best practices, and monitoring and evaluation 3. PAU does stakeholders' analysis Division Office: 1. Conduct Capacity Building for School Information Coordinators (SICS) on Responsible Media & Communications including: Laying out Video editing Printing and Publishing	Before the start of FY 2024 At least once a month To be discussed and included in the virtual meeting Within FY 2024	The level of awareness of internal stakeholders increases significantly.



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
		DIOs, DICs, Division Legal Officer, EPS, Program Owners, School Heads by conducting a meeting/dialog on proper info dissemination. DIOs, DICs, SICs, EPS, Program Owners, ICT Coordinators, School Heads by creating a production team tasked and scheduled to manage online and print advocacy materials	TV Reporting and Broadcasting Writing 2. Conduct a forum of School Leaders and Stakeholders on Proper Information Dissemination 3. Produce and submit educational stories for online and/or print platform and based on content calendar 4. Establish network and intensify connection to the NGAs, LGUs, GAs, NGOs, and accredited Media Partners through a Memorandum of Understanding.	Year round Follow social media content calendar Within FY 2024	
Reputation Management	Posting of significant stories on social media via the official pages Broadcasting of Diri sa DepEd Onse: Mas Matatag (Vlogging: Season 6 – Elementary, Season 7	1.Regional Office a) Regional Director and Assistant Regional Director – approves quality assured stories or materials	Regional Office: 1. PAU gets information that needs region-wide dissemination from FDs and posts in social media	Follow social media calendar and Diri sa DepEd Onse: Mas	DepEd Davao Region gains the trust and confidence of internal and external stakeholders.



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
	- Secondary, Season 8 - Inclusive) Parents' consent is required 1. Informative 2. No pranks 3. Diary vlogs 4. News vlog Publication of printed materials such as newsletters, magazines. Creation and dissemination of IEC materials	b) PAU – filters, edits, quality assures the contents to be posted/published; does stakeholders' analysis; publishes regionwide quarterly newsletter and available IEC materials 2. Schools Division Office a) DIOs, DICs, SICs, School Heads, EPSs, PSDSs to check articles and stories eligible for posting/publication b) Communications Team/DIOs conduct onsite or virtual interview c) Communications team to edit and filter contents for publication/ posting	2. PAU receives PRs/stories with impact from Division Communication Team, filters, edits, and posts in social media Division Office: 1. Posting of promotional articles, stories, and advertisements about programs, projects, and activities of the division 2. Initiating a dialogue with top officials using multimedia platforms or in-person. 3. Airing and posting of documentaries and outstanding accomplishments and recognitions of teachers, learners, and leaders	Matatag airing schedules Year-round; based from content calendar	DepEd Davao Region builds positive reviews among all community members.
Crisis Management	The RIO and DIOs will report local incidents that went viral in social media, reported in media.	1. Regional Office a) Regional Director and Assistant Regional Director –	Regional Office:	As the need arises	All issues are addressed creating positive perceptions



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
	The RPAC and DPAC will receive and monitor all written complaints from 8888, Contact Center ng Bayan, Civil Service, etc., and facilitate walk-in clients DPAC will intensify awareness on Impact of Complaints received Availability of Shared google drive containing all complaints received across all media for direct and fast monitoring	gives official statements concerning the Department through the spokesperson b) Regional Spokesperson – allows all kinds of interviews from media and issues all forms of official statements concerning the Region; does media relations c) Public Affairs Unit (PAU) – coordinates with the spokesperson for any issuance of written reports and publication of official statements; does media relations d) RIO will gather information of local incidents from the DIOs and report such to CO-PAS. e) PAU will facilitate received written complaints and reported local incidents in any platform ensuring it will be	1. The regional spokesperson coordinates with RD and ARD how to address issues 2. The spokesperson gathers facts from the DIOs and answers queries from media in any form. 3. The PAU coordinates with the spokesperson for any issuance of written reports and publication of official statements, writes written/investigative reports needed by the CO, and does media relations 4. The RIO will gather information of local incidents within 24 hours from occurrence.	Real-time updating of received complaints by RPAC to DPAC	about the Department. Increase compliance rating on the actions done.



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
		endorsed to the concerned party or acted upon. f) The PAU will update the 8888 portal and submit required documents 2. Schools Division Office a) SDS/ASDS - gives official statements concerning the Division through the DIO. A. For local incidents: a.) DIOs will gather the information from the SICs through an incident report attested by the School Head. DIOs will validate the report, if needed. b) DIOs will submit the incident report to the Regional Office c) DIOs, in consultation with the Division Legal Officer and reviewed by the SDS, will provide the official statement	4. PAU will indorse all received issues/complaints/ concerns to the concerned division and monitor actions taken from them. For local incidents: a. DIO and designated team will record and report educational incidents, issues, and concerns; b. DIO and designated team will conduct field visits and interviews; and c. SDO will adopt a Fact-Finding Team to probe certain issues or create Crisis Management Committee to lead and oversee		



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
		to the Regional Office, social media, and/or face the media, if necessary.	crisis management in the entire division. d) Orient the school heads on the communication flow.		
		3. For written complaints: 1. SDS/ASDS to monitor 8888, CCB, emails, walk-in reports, and etc. to the concerned individual, school, and/or district	For written complaints: e) The DPAC will receive the written complaints indorsed by the RO; f). The DPAC will facilitate the indorsement of such to the concerned party; g). After the reply from the concerned party is received, the SDO will check the veracity of the report and give specific recommendation; h). The DPAC shall submit all the documents to the RO and update the Google drive for easy monitoring; and i) Orient the school heads on the communication flow.		



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
Survey Management	Implementation and reinforcement of ARTA Harmonized CSM Survey	Regional Office: 1. PAU – consolidate, analyze, and report Division Office: 1. Focal person for CCSR and DPAC – gather, consolidate, and analyze Customer Satisfaction survey of each school and the functional divisions	Regional Office: 1. The PAU will consolidate, analyze, and report all the CCSR results of the RO functional divisions during the Quality Management Review and issues Request for Action, if needed. 2. Submit the Client Satisfaction Measurement Report to the CO. Division Office: 1. The SDO, through the focal person, will gather and consolidate all CCSR of schools and division office and come up with a quarterly and year-end CCSR report to be submitted to the RO. 2. The DPAC will facilitate the submission of quarterly and yearly CCSR results of the SDO to the RO.	- Weekly Report - During the Quality Management Report - quarterly	The timely evaluation of performances especially on providing effective frontline services becomes the basis for improvement.



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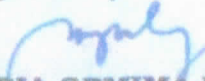
Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
			3. The DPAC will ensure the availability of a unified ARTA template.		
Awards and Recognition Programs	Giving awards to writers/contributors/creators, recognizing best broadcasts, and recognizing best efforts of the Communications Team/DIOs of the SDOs. Giving awards to DPAC with highest compliance rate (within 72 hours), highest resolution rate, with lowest complaint.	1. Regional Office a) Regional Director and Assistant Regional Director – approves all kinds of awards and recognition in the regional level b) Public Affairs Unit (PAU) – does first level of evaluation and invites external evaluators 2. Division Office: d. SDS and ASDS - approves identified awards to be given in the division level	Regional Office: 1. PAU sets the list of awards and criteria; seeks approval of RD and ARD 2. PAU issues a memo containing the list and criteria and nominees. 3. PAU will conduct the awarding ceremony and give due recognition to DIOs and categorize ONSE Awards into Elementary, Secondary and Inclusive Levels. Division Office: 6. For division level awarding, the SDS/ASDS, Communications Team/DIO, and Division Journalism Coordinators	4 th quarter	All deserving personnel are recognized through giving of awards.



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Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
			identifies and evaluates winners in terms of stories and posts written and published, and other awards.		

Prepared by:


MARIA GEMIMA V. GALANG
Administrative Officer V, PAU

Recommending Approval:

REBONFAMIL R. BAGUIO
Assistant Regional Director

Approved:

ALLAN G. FARNAZO
Director IV

By the Authority of the Regional Director


REBONFAMIL R. BAGUIO
Director III
05 DEC 2023