



Republic of the Philippines
Department of Education
REGION IX, ZAMBOANGA PENINSULA
SCHOOLS DIVISION OF DAPITAN CITY

18 November 2025

DIVISION MEMORANDUM

No. 771 s. 2025

GUIDELINES ON SOCIAL MEDIA POSTING FOR THE DEPED TAYO - DAPITAN CITY DIVISION FACEBOOK PAGE

TO: Assistant Schools Division Superintendent
Chief Education Supervisors (SGOD& CID)
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
Program Owners
All Others Concerned
This Division

1. This Memorandum sets forth clear and standardized guidelines for the submission, evaluation, and posting of content on the official **DepEd Tayo - Dapitan City Division Facebook Page**. These guidelines aim to ensure consistency, accuracy, professionalism, and adherence to DepEd policies in all public communications and to promote the effective dissemination of information regarding division programs, activities, and achievements.

2. General Content Guidelines

a. Alignment with DepEd Mandate: All content must be relevant to the core functions, programs, activities, and achievements of the Department of Education and the Dapitan City Division.

b. Professionalism and Decorum: Posts must maintain a **professional and positive tone**, strictly avoiding sensitive, controversial, political, or personal matters.

c. Accuracy and Verification: All data, dates, names, and information must be **verified and accurate** before submission. Facts must be double-checked against official division memoranda or sources.

d. Language: Posts should primarily be in English or Filipino, maintaining clarity and proper grammar.

3. Data Privacy: Strict adherence to the Data Privacy Act of 2012 (RA 10173) is mandatory. Ensure that **personal, sensitive, or private information** (e.g., specific student grades, medical conditions) is not posted without proper consent.



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4. Submission and Approval Process

A. Content Submission

- **Responsibility:** Program Owners, Unit/Section Heads, or designated personnel are responsible for preparing and submitting content related to their respective activities.
- **Format:** Submissions must be sent to the designated Division Information/IT Officer or the official page administrator/ Education Program Specialist – Mobile and Social Networking via email or a designated platform.
- **Required Elements:** Each submission must include the following in a single document/email:
 1. **Draft Caption:** Clear, concise, and grammatically correct text (maximum of 5-7 short paragraphs/points). Must include necessary tags (e.g., #DepEdTayo #DapitanCityDivision #DapitanShriners).
 2. **High-Resolution Media:** Attached photos (minimum of 3) or short video clips, labeled clearly. Photos must be well-lit and represent the event professionally.
 3. **Source/Reference:** Indicate the corresponding Division/Regional Memorandum or legal basis, if applicable.
 4. **Recommended Date/Time of Posting.**

B. Content Evaluation and Approval

- **Initial Review:** The designated **Page Administrator/EPS- MSN** will conduct an initial review for completeness, technical quality, and basic adherence to these guidelines.
- **Final Approval:** All content must receive final approval from the **Schools Division Superintendent (SDS)** or the designated **EPS -MSN** before posting.
- **Turnaround Time:** Submissions should be made **at least 2 working days** before the requested posting date to allow for the review and approval process.
- **Revisions:** The SDS/ASDS or the Page Administrator / EPS -MSN may require revisions to the caption or media before approval is granted.



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5. Visual Standards

- **Photo Quality:** Use only **high-resolution, clear, and focused** images. Blurred, pixelated, or heavily filtered photos are prohibited.
- **Identification:** Individuals in photos must be appropriately dressed (in uniforms or appropriate professional attire).
- **Branding:** Photos and videos should prominently feature the official **DepEd logo or DepEd Tayo/ Dapitan Shriners branding** where appropriate, and align with the Division's visual identity.
- **Collages/Albums:** For events with many photos, they should be grouped into a single album post rather than multiple individual posts.

6. Non-Compliance and Violations

Failure to adhere to these guidelines may result in the following:

1. Rejection of the content for posting.
2. Delay in the dissemination of information.
3. Imposition of necessary administrative measures for repeat offenders, pursuant to existing Civil Service and DepEd rules, especially regarding misinformation or policy violations.

7. Effectivity

These guidelines shall take effect immediately upon the issuance of this Memorandum and shall remain in force until further notice. Immediate and strict compliance is enjoined from all concerned personnel.


JAY S. MONTEALTO, CESO VI
Schools Division Superintendent

