
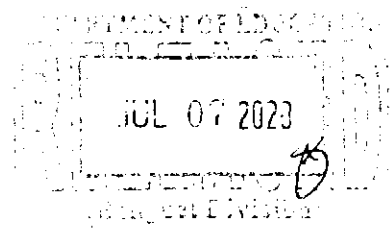
	Republic of the Philippines <b>Department of Education</b> Cordillera Administrative Region SCHOOLS DIVISION OF BENGUET Wangal, La Trinidad, Benguet Telefax: (074) 422-6570; (074) 422- 7501		Document Code: SDO-BENG- QF-OSDS-SDS-003 Revision: 00 Effectivity date: 09-10-2019
	<b>DIVISION MEMORANDUM No. 132 s. 2020</b>		Name of Office: OSDS

**TO: PSDS and Coordinating Principals, School Heads and Faculty Members and other School Personnel**

**FROM: BENILDA M. DAYTACA, EdD, CESO VI**  
 Assistant Schools Division Superintendent  
 OIC- Office of the Schools Division Superintendent



**SUBJECT: ESTABLISHMENT OF A UNIFIED SOCIAL MEDIA PLATFORM FOR SCHOOLS**

**DATE: July 6, 2020**

- Consonant to DepEd CAR Regional Memorandum No. 158. 2020, titled Establishment of a Unified Social Media Platform for DepEd CAR Offices and Schools, **all DepEd CAR offices and schools are instructed to create official Facebook (FB) Pages or DepEd Tayo Pages.** Schools Division Offices and schools with existing FB Pages or accounts must re-organize and identify those which will remain as allied sources of information. With a uniform social media platform, our FB Pages shall be carried as the official media arm of the Schools Division Offices and schools. Existing FB Pages may also be renamed to capture existing followers in accordance to the following official naming convention:

**DepEd Tayo + Name of School**  
**e.g. DepEd Tayo Benguet National High School**

- In setting up an FB Page, select "Brand, Product, or Organization" and create "Government" Page. For uniformity, a template for our profile picture will be uploaded in our SDO Benguet website and DepEd Tayo Benguet FB page. For cover photos, you may use a picture of your school façade or whatever picture that best depicts our school.
- The School Heads shall organize the School Social Media Management Team (SSMMT) of which he/ she will be the lead. Members preferably shall be the school paper advisers (both Filipino and English), the SPG or SSG advisers, and school ICT coordinator.
- The school FB pages shall serve as the official avenue for teacher innovations, student lessons, teacher and student trainings, advocacies and information dissemination, and all other activities to ensure the delivery of basic education stressed in the school's learning continuity plan. Kindly encourage and enjoin also our parents and school personnel to Follow and Like our school DepEd Tayo page to be created as well as our division office DepEd Tayo Benguet Page.
- Please submit the list of official FB Pages the soonest to [stephen.bulalin@deped.gov.ph](mailto:stephen.bulalin@deped.gov.ph) or send via messenger at DepEd Tayo Benguet following the format below:

School	FB Page Name	Moderators/ Social Media Team	Position Designation

- For inquiries and assistance, you may contact Mr. Stephen P. Bulalin through the CP No. 09109368942 or FB Account Stephen Bulalin.
- For information and wide dissemination.