DAR Memorandum Circular No. ___O3___
Series of 2014

SUBJECT: Guideline on the Management and Operation of the DAR Website and its Social Networks

The Department of Agrarian Reform Website (www.dar.gov.ph) and its Social Networks (**Department of Agrarian Reform, Philippines** for Facebook; **@dargovph** for Twitter; and **dargovph** for YouTube) have been conceived to provide a dynamic environment that shall provide relevant, reliable and current information on Comprehensive Agrarian Reform Program (CARP) implementation in an accessible and usable manner towards transparency, accountability, participatory, and effective governance within DAR.

It allows clients and the public to discuss, share, and collaborate with DAR for knowledge sharing, service improvements and more. The DAR Website and Social Media Networks are designed to provide timely, relevant and inexpensive information and communication materials to clients (farmers, landowners) and partners, the public, and personnel through its internet and intranet services.

Its external users are farmers, agrarian reform beneficiaries, landowners, partners, local government units, government organizations, peoples' organizations, non-government institutions, media, researchers, students, academe, and the public. Its internal users are DAR personnel from central and field offices.

In ensuring that the DAR Website and Social Networks serve their purpose and the users' information needs are provided and up-to-date, the Guideline is hereby issued for the guidance of all concerned.

I. BASIC POLICIES

1. The DAR Website (www.dar.gov.ph.) shall be the official and sole website of the Department. All other websites using the name of DAR and/or its logo other than the DAR Website shall be considered unofficial and the DAR shall not be liable for its contents. DAR's Social Networks, other than the account names: **Department of Agrarian Reform, Philippines** for Facebook; **@dargovph** for Twitter; and **dargovph** for YouTube, shall be considered unofficial. Unofficial accounts will not be allowed to use DAR as their usernames and Facebook, Twitter and YouTube will be alerted to this prohibition.
2. The DAR Website and its Social Networks shall be used as a medium for interacting, collaborating, and knowledge sharing between and among DAR employees and its clients as well as its publics.
3. For the website, it shall adhere to the rules and regulations of Administrative Order No 39, Series of 2013 of the Office of the President, Mandating Government Agencies to Migrate to the Government Web Hosting Service (GWHS) of the Department of Science and Technology, Information and Communications Technology Office (DOST-ICTO)
4. The Management and Operation of the DAR Website and its Social Networks shall be an integral part of the communication process of the Department.

5. Contents of the DAR website for both its internet and intranet shall focus generally on Public Affairs Items; Information Materials; Education Materials. Posts for the DAR Facebook shall be the latest news/featured articles posted in the Website and other shared articles that are current and related to DAR and its programs.

   DAR's Twitter account, shall include: links from posts in the DAR website and Facebook account; tweets on real time events happening in DAR; and re-tweets of useful and important messages on DAR and its programs.

   For DAR's YouTube, this shall include packaged videos of the DAR Secretary and other officials in the performance of their official tasks.

6. Each office (OSEC, FOO, SSO, LAO and FPAO) shall have their respective Content Coordinator who shall coordinate with regional coordinators on articles and materials relative to their offices. These duly assigned coordinators shall be responsible in ensuring that articles/updates and materials intended for uploading in the website and Social Networks adhere to the standards set out in this guideline.

II. OBJECTIVES

This Guideline is designed to ensure the quality, suitability, objectivity and integrity of information provided to clients and to the public through the website (with AO 39 as premise) and through DAR's Social Networks. Specifically, it aims to:

1. Serve as the implementing rules and procedures, as well as set standards in the development, operation, management, and continuous improvement of the DAR website and its Social Networks;
2. Establish system and structure to guide all content providers and administrators of the Website and its Social Networks for good interaction and knowledge sharing; and
3. Ensure accountability of offices including field counterparts involved in the management, operation and content provision of the Website and its Social Networks.

III. SCOPE

This Guideline is intended for all DAR officials, staff, and all those involved in the management and operation of the DAR Website and its social networks. This shall serve as their reference material when preparing and evaluating contents, posting, updating and planning for improvements.

IV. ACCESSIBILITY

The DAR Website has two main sites: the Internet which can be accessed by the General Public through www.dar.gov.ph, and the Intranet exclusive to DAR Personnel which can be accessed through valid username and password.

The DAR Secretary can be reached through the DAR e-mail (dar.gov.ph@gmail.com) for queries, comments, complaints, and suggestions (QCCS) and through the Magtanong Kay Secretary at the Intranet. Icons for the social networks such as Department of Agrarian Reform, Philippines for Facebook; @dargovph for Twitter and dargovph for YouTube shall

be visible on the homepage of the website to easily   direct website visitors.

Twitter and YouTube can also be directly accessed through http://twitter.com/#!/dargovph and http://www.youtube.com/dargovph, respectively.   For Facebook, the direct link is: https://www.facebook.com/pages/Department-of-Agrarian-Reform-Philippines/192548270802119.

V. STANDARDS AND PROCEDURES

1. WEB CONTENT MANAGEMENT CLASSIFICATION

Contents shall be generally classified into:

1.1 INTERNET

These shall include materials that are accessible to the General Public. It shall consist of:

1.1.1   Public Affairs Items

These refer to the following:

1.1.1.1 **News updates**. These include news bits released by the Office of the Secretary (OSEC) and covered by the Public Assistance and Media Relations Service (PAMRS) and its counterparts; contributed by other DAR Content Providers; and daily news monitored from the major dailies and the internet.

1.1.1.2 **Feature/success stories**. These stories shall feature victories and triumphs   of ARBs and ARB Coop organizations including their best practices. These are those documented by PAMRS and contributed by other DAR Content Providers.

1.1.1.3 **Gallery of photos with captions and slogans**. These shall focus on photo documentation of major program-related activities only, involving the Secretary and other DAR officials.

1.1.1.4 **Secretary's Corner/Desk**. This includes profile, photo gallery and embedded video clips linked from the DAR YouTube account of the interviews of the Secretary.

1.1.2   Information Materials

These refer to accessible, relevant and current information on DAR and its programs. It shall focus on the following:

1.1.2.1 All information about DAR such as:

- Description of the DAR;
- Description of Major Final Outputs (MFOs) and Latest Annual Accomplishments on these MFOs;
- Description and Major Programs, Projects on the MFOs including the Foreign Assisted Projects (FAPs);
- Vision and Mission of DAR
- Current Thrusts and Directions;

- Current Organizational Values;
- Agrarian Reform History;
- DAR Logo and Description;
- Description of CARP;
- Coverage of CARP;
- Past DAR Leaders and their Major Contributions;
- Organizational Structure; and
- DAR Directory from Central Office to Municipal Office

1.1.2.2. Documents required for the Transparency seal such as:

- DAR's mandates and functions;
- Directory on the names of its officials with their position and designation, and contact information;
- Annual reports, for the last three (3) years, as required under National Budget Circular Nos. 507 and 507-A dated January 31, 2007 and June 12, 2007, respectively;
- Respective approved budgets and corresponding targets
- Major programs and projects categorized in accordance with the five key results areas under E.O. No. 43, s. 2011;
- Program/projects beneficiaries as identified in the applicable special provisions;
- Status of implementation and program/project evaluation and/or assessment reports;
- Annual Procurement Plan (APP); and
- Contracts awarded and the name of contractors/suppliers/consultants;

1.1.2.3 Open Data Portal. This portal will serve as the platform for an Open Government Data Ecosystem, which include harmonizing data disclosure policies. It includes searchable, understandable and accessible DAR data that can be freely used, reused and redistributed by the public.

1.1.2.4 DAR's Citizens Charter, with corresponding downloadable forms (if there are any). This is a service standard, or a pledge that communicates in simplest terms, information on the services provided by the DAR to its citizens or clienteles;

1.1.2.5 Various Issuances. These shall include Republic Acts, Presidential Decrees, DAR Administrative Orders, General Memorandum Orders and Memorandum Circulars, among others. This information is also provided in the Legal Information System (LIS) Library of the website under DAR E-Systems of AJD.

1.1.2.6 Notice of Coverage (NOC) publication. This material is a publication of NOCs issued by DAR to inform landowners that their landholding is covered under the CARP;

1.1.2.7 Bids and Awards. This shall include posts required under the Philippine E-Procurement System (Philgeps) such as Invitation to Bid; Notice of Award and Notice to Proceed;

1.1.2.8 Job Vacancies. This include announcement for employment opportunities available in DAR.

1.1.2.9 Calendar of Activities. Include schedule of major program-related activities involving the Secretary and other DAR officials.

1.1.2.10 Downloadable Forms and Templates. These include CARPER-LAD Forms, CLUPPI Forms and other forms and templates that can help clients facilitate compliance to appropriate DAR/CARP requirements.

1.1.2.11 DAR e-Systems on LTI, PBD, AJD. These are clickable links to different MFO-related web applications and information systems established by DAR. Except for DAR LIS which shall be accessible by the general public, the others can be accessed through username account verified by the web administrator.

1.1.2.12 National Convergence Initiative articles and materials. These pertain to the convergence iniatives among DAR, DA, DENR and DILG including their programs, composition of TWG, and Framework.

1.1.2.13 Gender and Development. These focuses on GAD concerns including its programs, activities and accomplishments, Related AOs, Women's Desk, Framework, TWG, etc.

1.1.2.14 EO 366. These includes basic/common information related to the on-going Government Rationalization Program . This is accesible through a username account verified by the web administrator.

1.1.2.15 Portals. These are gateways for the public regarding information on the following: ARBs; Supplier/Market; Agricultural Credit; Business Opportunities for Landowner's; Agricultural Extension; Business Development; Opportunities for OFWs

1.1.2.16 Announcements. These includes just-in-time announcements regarding the various activities of the department.

1.1.2.17 Site Map. This details the structure of the website. It will help visitors easily go to a specific page on the site to find needed data or documents.

1.1.2.18 Icons for DAR's Social Networks. These are clickable links that will direct DAR Website visitors to DAR's Social Networks.

1.1.2.19 Icons for CARP Implementing Agencies. These are clickable links that will direct visitors to the website of partner agencies in CARP implementation.

1.1.2.20 Others. These includes important announcements, posts and links required by the Office of the President or other government agencies to be uploaded in the website (i.e. Philippine Standard Time; Republic of the Philippines Seal, Copyright Placement, Helpdesk/FAQs; Link of Government Directory, etc.)

Contents not stated herein but shall be required for uploading in the future shall be posted immediately upon the approval of the Webmaster.

1.1.2   Education Materials

These refer to educational materials that can be downloaded by interested DAR web visitors such as Primers, FAQs, Handbooks, Flyers Knowledge nuggets, manuals, research studies and PowerPoint Presentations on CARP.

These **Information and Education Materials** are further categorized into: Governance; Issuances; Downloads; Announcements and Portals.

1.1.3   Regional Page

The DAR web shall allot a page for the different Regional offices with the following contents:

- CARP Situationer including LTI, PBD, AJD, Special Projects for the entire region plus its different provinces;

- Calendar of Activities focused on major program-related activities only, not the routinary;
- Organizational Structure indicating the Name and Position from Regional Director and Provincial Agrarian Reform Office down to Division Chief. For Sections under each Division, indicate only name of section; show designated boxes for MAROs;
- Regional, Provincial and Municipal Directory (link to DAR Central Office Website);
- News;
- Feature/Success Stories ;
- Gallery (Program related Photos with captions, embedded videos linked from the DAR YouTube account);
- ARC Products including Photos and Contact Details;
- FAQs (translated in the dialect prevalent in the region);
- Bids and Awards; and
- Information re: radio and TV programs (when available).

1.2   INTRANET

Contents of the intranet shall be available to DAR Employees only. This can be accessed through the use of a valid username and password which shall be provided by MISS. It shall contain the following:

1.2.1   Monday Morning Good News;
1.2.2   Training opportunities including description, target participants, schedules, contact persons;
1.2.3   Scholarship opportunities to include related MCs, AOs and latest Memo on Nomination for Scholarship
1.2.4   Quick Links Regarding Updates on:
- Administrative Order 34 (An Inter-Agency Committee on Institutional Arrangements for Land Management and Rural Development.)
- Administrative Order 25 (Creating an Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring Information and Reporting Systems)
- EO 366
- DAR's E-Systems
1.2.5   Secretary's Corner: Weekly Message to DAR Personnel; Magtanong Kay Secretary
1.2.6   Calendar of Events focus on Major Program related activities only, not routinary; and
1.2.7   Other Important Announcements.

2.   PROCEDURES ON GATHERING, UPLOADING AND PUBLISHING OF WEB CONTENTS

In order to maximize the benefits from the DAR Website and its social networks and to ensure that all sectoral information and concerns are disseminated to internal as well as to external stakeholders, the DAR Web Team shall be organized. This team, headed by the Webmaster, and composed of Web Content Manager, Web Maintenance Manager, Sectoral Web Content Coordinators, Regional Web Content Coordinators and Web Technical Group shall ensure that web and social network contents are consistently effective, suitable and up to date.

They shall likewise ensure that the following procedures for content management are adhered to:

2.1 Content providers submit articles/materials through their duly designated regional/sectoral web content coordinators;

2.2 They shall submit this to the Web Content Manager for decision-making if article/material is fit for uploading in the web and to make sure that contributions comply with the set standards.

2.2.1 News Items and Success/Feature Stories.

These items shall refer to those released by the OSEC and covered by the PAMRS, the field and concerned sectors. Field and sectoral newsfeeds and stories need not have the approval of the PAMRS. Clearance from the Regional/Sectoral Web Content Coordinator and approval from the Regional/Sectoral Head of Office is enough. This is to prevent stale news and stories. News items and success/feature stories approved for released by OSEC shall be immediately posted at the website and corresponding links shall immediately be posted at DAR's FB and Twitter accounts.

A 48-hour timetable shall be set to avoid spoilage of news and stories that require a clearance from PAMRS. Otherwise, these news stories shall form part of the Regional page. Likewise, names of writer-contributors shall be duly acknowledged for the newsfeeds/stories submitted.

A status on news and stories submitted for approval, shall be posted in the Facebook group created by PAMRS. (**Annex "A"**)

2.2.2 Information and Education (IE) Materials

Regional and Sectoral Web Content Coordinators shall be responsible in gathering and ensuring that required information and education materials for uploading in the DAR web are reliable, consistent and up-to-date. As a rule, updating shall be done on a weekly basis or as often as required. Specifically, the Agrarian Reform Capacity Development Service (ARCDS); Policy and Planning Service (PPS); Finance and Management Service (FIMAS); Administration Service; PARC Secretariat; and the Management Information System Service (MISS) shall at all times be ready and prompt in submitting and uploading documents required for the Transparency Seal and the Open Data Portal .

2.3 Regional/Sectoral web content coordinators and Web content manager shall seek the clearance of the Webmaster for news and IE materials that are critical in nature, particularly those that pertain to operations, legal issues and those required for the transparency seal.

2.4 All articles/materials to be submitted for uploading shall adhere to the required templates in relation to AO 39, Series of 2013.

2.5 The Web Content Manager forwards the approved articles and materials to the Web Technical Group for immediate uploading and publishing.

In addition to all these, the team shall have access to some pages of the website through Google Applications to add, update, amend, review, and layout information already posted in the website. These pages shall be determined by the Web Maintenance Manager.

All contents contributed by non-Web team DAR personnel shall undergo strict screening by the respective Web Content Coordinators before being uploaded to the website.

3. LAYOUTING AND DESIGNING OF THE WEB

Layout and design shall be based on the requirements of AO 39, Series of 2013. As such, the Web Maintenance Manager from MISS shall at all times coordinate with the I-Gov Philippines project team in charge in the implementation of the AO. Articles and other materials for uploading shall be added to already styled pages allowed by the requirements of AO 39 in order to maintain consistency. Applying specific formatting, such as additional menu, font type, font size and color to text other than those allowed by AO 39 shall not be allowed.

4. FEEDBACK MECHANISMS

Responsibility in the management and administration of the feedback mechanisms in the DAR Website such as the DAR Email (www.dar.gov.ph@gmail.com) and DAR's Social Networks (Department of Agrarian Reform, Philippines for Facebook; @dargovph for Twitter and dargovph for YouTube) shall be co-shared by ARCDS and PAMRS. To further systematized the management and administration, ARCDS shall focus on the DAR email, while PAMRS shall focus on the DAR's Social Networks. Further, only authorized administrators from ARCDS and PAMRS shall have direct access in terms of managing and processing QCCS.

4.1 E-mail Administration

At the upper menu of the DAR website homepage is a *Contact Us* button to provide clients and the public the chance to email DAR regarding their feedback on queries, complaints, comments, or suggestions (QCCS) on CARP implementation.

4.1.1   To fast track the handling and monitoring of QCCS, an ARCDS moderator for the e-mail of the DAR Website shall be designated;

4.1.2   For QCCS which DAR has standard/ready response shall be immediately acted upon by the moderator, copy furnished the office concerned. For other QCCS which are more complicated/critical, moderator shall include these in a shared Google document which can be accessed by the web content coordinators for immediate response.

4.1.3   QCCS requiring simple responses shall be responded within 24 hours while those which require complicated responses shall be responded within 48 hours. The sender shall be informed immediately through e-mail in case the office is unable to respond within the day. Emails received during weekends and holidays shall be responded immediately the following working day.

4.1.4   All messages received through the DAR e-mail shall be categorized according to area of concern. These shall be consolidated to come up with a weekly report which shall be submitted to the Web Content Manager, copy furnished the Head of the different sectors every Friday of the week. (Annex "B")

4.2   SOCIAL Networks (Facebook, Twitter, YouTube) Administration

The DAR website includes clickable icons that shall direct website visitors to its Facebook, Twitter and YouTube accounts. These channels provide opportunity for individuals, groups, and organizations to connect with DAR and to exchange, create, share and discuss related issues. To effectively manage the contents of these links, daily messages shall be posted, monitored and evaluated.

4.2.1   The PAMRS shall be the central administrator of the social networks and shall monitor all comments and feedbacks in order that queries, comments, concerns and suggestions shall be responded at real time. Concerned PAMRS staff shall act as moderators of DAR's social network links (Facebook, Twitter and YouTube) from 8 am to 5 pm, Monday to Friday.

4.2.2   Similar to the DAR Email, queries, complaints, comments and suggestions (QCCS) which DAR has standard/ready response, these shall be immediately acted upon by the moderator, For other QCCS which are more complicated/critical, moderator shall include these in a shared Google document which can be accessed by the web content coordinators for immediate response.

4.2.3   QCCS requiring simple responses shall be responded within 24 hours while those which require complicated responses shall be responded within 48 hours.

4.2.4   The sender shall be informed immediately through private messaging in case the office is unable to respond within the day. QCCS received during weekends and holidays shall be responded immediately the following working day.

4.2.5   All messages received through the DAR social network shall be classified into queries, complaints, comments and suggestions (QCCS) by the moderators. These shall be consolidated to come up with a weekly report which shall be submitted to the Web Content Manager, copy furnished the Head of the different sectors every Friday of the week, using the **Annex "C".**

4.2.6   All messages, images, videos, links and other materials posted by visitors shall be screened and evaluated in accordance with the DAR web standards. Likewise, all materials posted by content-providers shall be screened, evaluated and monitored by the moderators.

4.2.7   DAR's Social Networks shall be channels for informing the public on latest updates/activities on CARP implementation. To make these active, the moderator and co-moderators shall be responsible in sharing and posting daily, program- related trivia, messages, photos, videos and internet articles/ news monitored;

4.2.8   Unfavorable news items about DAR or its officials shared in the Facebook wall shall be given an official response right away by the sector concerned.

4.2.9   Legitimate concerns of bashers shall be responded immediately. If bashing continues, ensuing conversation with them should be taken out of the public eye through private messaging. Moderators are encouraged to engage with bashers positively always.

4.2.10   Followers of DAR's social network links shall have the opportunity to view, download, share, copy, comment, and receive feedback with constant monitoring of the moderator.

4.2.11   In cases of erroneous posts already commented by followers, moderators shall immediately apologize. However, if there are no likes and comments, moderators shall take out the post immediately.

4.2.12   The measure of success of social media shall be based on the number of likes, followers and subscribers. To do this, moderators shall continue to build the DAR's

Social Network community by encouraging DAR employees, friends and constituents to visit, like, follow and subscribe to DAR's Social Networks.

5.   PROTOCOL

5.1   Articles, Attached Pictures, Graphics, Animations, Videos for Articles, Social Networks, Email

5.2   As such, guidelines and policies for Articles, Attached Pictures, Graphics, Animations, Videos for Articles, in relation to AO 39, Series of 2013 shall be followed at all times. Moreover, writers should be truthful, accurate, objective, fair and impartial in their write ups. As much as possible, articles/materials for uploading must be original and does not exist anywhere. For shared articles, source must be acknowledged.

5.1.2   Rules in Content Writing

- Articles should speak directly to the reader in a casual, narrative manner and must be reader-friendly. The article should be in third person point of view. For example, use "The Department conducted..." instead of "We have conducted..."
- Use single and simple words that everybody can understand. Avoid being too technical and presenting too much figures and names. Common, everyday, plain language should be used.
- Use language appropriate for your intended audience. Ensure that your text is grammatically correct and free from spelling errors.
- General format: Times New Roman, Size 12, double-space, 1" all sides
- For articles submitted, always remember to include at least three (3) photos with captions. Also, make sure that all figures, graphs, and/or tables have titles.
- Spell out DAR related terms instead of using their acronyms. Acronym can be used for succeeding mention of the term. E.g. "The Comprehensive Agrarian Reform Program (CARP)... thus CARP..."
- For news articles, the limit shall be 600-800 words while the limit for feature articles shall be 250-2500 words.
- Use footnotes to define difficult terms used in the article.
- The writer shall do thorough research about the topic and must cite references after the article. Though references shall not be published it is highly encouraged for copyright purposes.
- The writers shall do their own fact check about certain details such as figures, tables, etc to ensure accuracy in information before submission.
- Commentary deemed to be defamatory, obscene, and libelous shall not be allowed.
- Articles using exaggeration, colorful language, guesswork, and materials that are copyrighted, have legal conclusions, and derogatory remarks or characterizations shall not be published.

- The following are considered unacceptable:

  - Foul/Degrading Words;
  - Demeaning a Person;
  - Racial, ethnic, religion, gender insults;
  - Offensive and provocative language;
  - Unethical and unfounded pronouncements;
  - Illegal or Unlawful acts; and
  - Others that would stand against DARs' Vision, Mission, Mandate, Culture.

- Any depictions of the following are not allowed:

  - Sexually explicit images
  - Violent photos, graphics, animation, videos
  - Other photos, graphics, videos that will malign/insult people's race, culture, religion and gender

- Allowed size for images/pictures shall be based on the requirements of AO 39, Series of 2013. Posting pictures, graphics, animation, videos from other websites, especially those with copyrights should be avoided. If administrators find any image in violation of any of the above, they will not be posted or will be immediately removed.
- It is acceptable to publish fun and amusing articles, photos, graphics, videos, etc as long as they are kept positive and respectful. The web administrator will take immediate action against posts that could cause conflict in the DAR website community.
- Materials which are inimical to DAR as an institution shall not be posted or shall be immediately removed in the Social Networks and E-Mail.
- Commentary deemed to be defamatory, obscene, and libelous is not allowed. In cases like these, moderators should encourage people to engage positively.
- Spam is not tolerated and a user shall be banned if repeated.
- DAR personnel are advised to remember that these sites are a public forum and form part of a network. At no time should DAR personnel assume that any entry shall remain private.
- The moderator and co-moderators shall delete unverified reports and comments that are derogatory to sexual orientation, race and religious beliefs.
- The moderator and co-moderators shall encourage discussions but should not allow comments that are defamatory and obscene. These conversations should be taken out of the public eye by using private messaging.
- Criticisms are tolerable but making personal attacks using the DAR Web, its social network and DAR e-mail are not acceptable.
- Private Messages received on the DAR feedback mechanism are to be considered private and are not to be posted publicly unless the sender of the private message says so.

VI. IMPLEMENTING MECHANISMS

The DAR Web Team, headed by the Webmaster is composed of the Web Content Manager, Web Maintenance Manager, Sector Web Content coordinators, Field Content coordinators and Web Technical Group. The Webmaster shall have the final decision as to which articles

may be published in the DAR website. Posts in the social networks are items generally published in the DAR Website.

The team shall likewise be accountable for implementing related government AOs and approving policies, designs, directions, and other requirements for the management and continuous operation of the DAR Web and its social networks. They shall meet once a month to discuss continuous improvements needed.

Specifically, their functions are as follows:

Webmaster

The Webmaster shall act as the overall chairperson of the DAR Web Team. He will act as the clearing house and will have the final decision as to which articles may be published at the DAR Website.

Web Content Manager (WCM)

The Web Content Manager shall be responsible in screening all submitted articles/materials from sector Web Content Coordinators to make sure that these are in accordance with standards before forwarding this to the Web Administrator for uploading in the web.

As such, the WCM is expected to:

- Take responsibility in pacing the contents (public affairs items, information and education materials) of the web and ensuring that web contents are up to date;
- Make sure that DAR publics and other stakeholders are kept abreast of DAR's activities as well as other CARP –related events/developments;
- Coordinate with sector Web Content Coordinators to ensure that appropriate and just in time articles/updates and materials from their sectors are uploaded in the web;
- Refer to the webmaster critical articles and information to be uploaded in the web.

Web Maintenance Manager

The Web Maintenance Manager shall be responsible for the public face of the website. It shall be responsible in maintaining the general visual look of the website based on the requirements of AO 39, Series of 2013.

As such, the Web Maintenance Manager shall:

- Oversee implementation of AO 39, Series of 2013, Joint Memorandum Circular No. 1, Series of 2014 and other Orders and Circulars related to the improvements and changes in the DAR Website.
- Coordinate with I-Gov Philippines Project team for the day to day changes and technical maintenance of the website;
- Regularly conduct meeting with I-Gov Philippines Project team to ensure that contents, graphics, physical appearance, site statistics of the DAR Website are tracked, improved, kept current and adheres to related government policies;

- Coordinate with I-Gov Philippines Project team to ensure 24/7 on-line operations of the DAR website;
- Recommend appropriate IT infrastructure to DAR management based on the requirements of I-Gov Philippines to support existing and strategic IT Plan for the DAR website;
- Oversee technical maintenance, 24/7 online operation and appropriate IT requirements for the DAR Intranet.

Sector Web Content Coordinators (Central Office)

Web Content Coordinators shall be responsible in providing necessary articles/updates and materials from their respective sectors for uploading in the DAR web.

As such, these sector Web Content Coordinators shall:

- Coordinate with web content providers from their sector re: articles and materials for publication and uploading in the web;
- Approve articles/materials from their sector for uploading and publishing purposes;
- Screen and ensure that articles and materials submitted from their field counterparts adhere to the set standards of this protocol, implementing guidelines of AO 39, Series of 2013 and other related government policies;
- Submit articles/materials from their sector to Web content manager for uploading and publishing purposes;
- Coordinate with Field Web Content Coordinators re: articles and materials for publication and uploading in the web;
- Coordinate with Web content manager to ensure that articles and materials for publication are uploaded in the web on time;
- Ensure that DAR's Social Network links are dynamic through daily sharing and posting of program related trivia, messages, photos, videos and internet articles/ news monitored; and
- Ensure that queries, comments, complaints and suggestions received through the DAR email and the social media are responded to and/or acted upon at real time and correspondingly referred to their sectors immediately.

Field Web Content Coordinators

Web Content Coordinators from the field shall be responsible in facilitating and ensuring the timely submission and completeness of publishable articles and materials from the field.

As such, these field Web Content Coordinators shall:

- Coordinate with web content providers in the field re: articles and materials for publication and uploading in the web;
- Screen and ensure that articles and materials submitted from content providers/contributors from the field adhere to the set standards;
- Submit articles/materials from their sector to Web content manager for uploading and publishing purposes;
- Coordinate with Sector Web Content Coordinators in the central office re: articles and materials submitted for publication and uploading in the web; and
- Ensure that contents of concerned regional page are always active and updated weekly.

WEB Technical Group

The Web Technical Group shall perform the following responsibilities:

- Manage the storage and retrieval of data;
- Provide technical expertise to make website accessible to concerned parties;
- Assess and trouble shoot problems, issues and concerns raised and submit recommendations for mitigations of similar problems in the future;
- Conduct related training programs and assessment/planning workshops;
- Coordinate with Web Content Coordinators re: articles and materials submitted for publication and uploading in the web; and
- Take responsibility in managing and monitoring the DAR Email and Social Networks as well as in replying to QCCS.

VII. EFFECTIVITY

This guideline takes effect immediately. ____**JUL 2 3 2014**____, Diliman Quezon City.

VIRGILIO R. DE LOS REYES
Secretary

MATRIX "A"
Status of News/Articles Submitted to PAMRS

DATE (Specific date of submission to PAMRS)	SENDER (Name /DAR office/unit)	ACTION TAKEN BY PAS (Specific action being undertaken by PAMRS)	FINAL STATUS (Final decision made by PAMRS)
Ex: April 29, 2013	Ex: Juan Dela Cruz	Review on-going	Approved for posting as news
Ex: April 30, 2013	Ex: Maria de Jesus	Reviewed	Approved as feature article

Prepared by:

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Noted by:

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(Division Head)

Approved by:

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(Service Head)

MATRIX "B"
Official Response to QCCS (DAR Email and Social Network)

Date (Date when the QCCS was posted)	Sender (Name/email address of the sender)	QCCS (Category of QCCs)	Specific QCCS (Main concern of the sender)	Official Response of concerned sector	Remarks (The status of the queries)
Example: April 1, 2013	Example: Ramil Almaso	Example: ARBs rights	Example: Rights when a landholding is approved for conversion		
April 2, 2013	May Ann Santos	Job Application	Application for IT position		
April 3, 2013	Mayor Romeo Ramos	Invitation to the Secretary	Turnover of ARCDP project		

Prepared by:

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Noted by:

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(Division Head)

Approved by:

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(Service Head)

MATRIX "C"
Weekly Report on DAR Email and Social Network QCCS

Date (Date when the QCCS was posted)	Sender (Name of the sender)	QCCS (Category of QCCs)	Specific QCCS (Main concern of the sender)	Action Taken by Moderator	Remarks (The status of the queries)
Example: April 1, 2013	Example: Ramil Almaso	Example: ARBs rights	Example: Rights when a landholding is approved for conversion	Example: Acknowledged by the moderator Responded by FOO	Example: Responded by FOO
April 2, 2013	May Ann Santos	Job Application	Application for IT position	Responded by the moderator	
April 3, 2013	Mayor Romeo Ramos	Invitation to the Secretary	Turnover of ARCDP project	Acknowledge by the Moderator Responded by OSEC	Responded by OSEC

Prepared by:

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Noted by:

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(Division Head)

Approved by:

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(Service Head)