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(National Headquarters Philippine Coast Guard)
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NHQ-PCG/CGPAO

STANDING OPERATING PROCEDURES
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**GUIDELINES FOR THE ADMINISTRATION AND STANDARDIZATION OF
PHILIPPINE COAST GUARD OFFICIAL SOCIAL MEDIA ACCOUNTS**

I. REFERENCES:

- a. Act Nr 3815, Revised Penal Code of the Philippines dated 08 December 1930;F
- b. The 1987 Constitution, The Constitution of the Republic of the Philippines;
- c. Republic Act No. 6713, Code of Conduct and Ethical Standards for Public Officials and Employees dated 20 February 1989;
- d. Republic Act No. 8293, Intellectual Property Code of the Philippines dated 06 June 1997;
- e. Republic Act Nr 9779, Anti-Child Pornography Act of 2009 dated 07 July 2009;
- f. Republic Act Nr 9995, Anti-Photo and Video Voyeurism Act dated 15 February 2010;
- g. Republic Act Nr 10175, Cybercrime Prevention Act 2012 dated 12 July 2011;
- h. Republic Act Nr 10173, Data Privacy Act of 2012 dated 25 July 2011;
- i. Executive Order Nr 02, Freedom of Information Manual dated 25 November 2016;
- j. HPCG Circular Nr 10-12, PCG Code of Conduct and Discipline for Non-Uniformed Personnel dated 22 September 2012;
- k. HPCG Circular Nr 09-14, Policy Guidelines to Raise Security, Awareness, Consciousness, and Discipline on the Use of Information and Communica-

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tions Technology (ICT) Devices and the Internet of PCG Personnel dated 01 September 2014;

- I. HPCG/CGIAS Circular Nr 06-16, Guidance and Procedures on Disposition of Violations of Code of Conduct and Discipline dated 30 August 2016;
- m. US Department Homeland Security, US Coast Guard Public Affairs Manual, January 2008; COMDTINST M5728.2D dated January 2008;
- n. US Coast Guard Guard Social Media Handbook version 2015;
- o. US Navy Social Media Registration Checklist, Disclaimers and User Agreements;
- p. Basic Combat Correspondent Course: Explain the Principles of Security, Accuracy, Propriety, Policy (SAPP), Defense Information School, Department of Defense, USA.

II. PURPOSE:

These rules and regulations prescribe the guidelines and procedures for the management of official social media accounts of all concerned PCG units as proactive and effective means in disseminating timely, accurate and relevant information to further understand the PCG's roles, missions and other issues in an official manner. Said guidelines will also support instructions for the administration and standardization of official social media accounts managed by said PCG units nationwide for uniformity purposes.

III. SCOPE:

These guidelines apply to all PCG districts, functional commands, administrative support commands, operational support commands, technical and administrative support service in exception to Coast Guard Adjutant Office and Receiving Station.

IV. DEFINITION OF TERMS:

1. **Social media** - refers to all forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).
2. **Facebook** - refers to one of the most popular social media platforms, not only for personal use but business as well. Facebook is a place to share photos, updates, and general news with those who follow or like the account.
3. **Facebook page** - a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a page. Pages can gain an unlimited number of fans, differing from personal profiles, which has had a 5,000 friend maximum put on it by Facebook. Pages work similarly to profiles,

updating users with things such as statuses, links, events, photos and videos. This information appears on the page itself, as well as in its fans' personal news feeds.

4. **Twitter** - refers to a fast-paced, concise, and easy way to connect with your audience. With over 310 million registered users (and growing), Twitter is a sea of information of 140 character or less content waiting to be read, clicked, followed, and re-tweeted.
5. **Instagram** - refers to a social networking service for taking, changing, and sharing photographs and videos. It enables its users to take pictures and share them either publicly or privately on the application.
6. **Flickr** - refers to an image and video-hosting website. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.
7. **Youtube** - YouTube is the leading video-sharing platform in the world. On your channel, your brand can share and edit its own videos, create playlists, and prompt discussions.
8. **PCG personnel** - refers to all uniformed and non-uniformed personnel of the Philippine Coast Guard organization.
9. **Classified matters** - pertains to official information that cannot be released for general consumption either within the government or to the public since such dissemination would be of material value to an enemy or potential enemy.
10. **Spam** - refers to irrelevant or unsolicited messages sent over the Internet, typically to a large number of users, for the purposes of advertising, publishing, spreading malware, etc.
11. **Tagging** - refers to identification of someone else in a post, photo or status update that a person shares. A tag may also notify that person that was mentioned or referred to them in a post or a photo, and provide a link back to their profile.
12. **Video Livestreaming** - to broadcast video and sound of an event over the internet as it happens, or to be broadcast in this way.
13. **Libel** - is public and malicious imputation of a crime, or of a vice or defect, real or imaginary, or any act, omission, condition, status, or circumstance tending to cause the dishonor, discredit, or contempt of a natural or juridical person, or to blacken the memory of one who is dead.
14. **Data subject** - refers to an individual whose personal information is processed.
15. **Personal information** - refers to any information whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably or directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual.

16. **Sensitive personal information** - refers to personal information: (1) About an individual's race, ethnic origin, marital status, age, color, and religious, philosophical or political affiliations; (2) About an individual's health, education, genetic or sexual life of a person, or to any proceeding for any offense committed or alleged to have been committed by such person, the disposal of such proceedings, or the sentence of any court in such proceedings; (3) Issued by government agencies peculiar to an individual which includes, but not limited to, social security numbers, previous or current health records, licenses or its denials, suspension or revocation, and tax returns; and (4) Specifically established by an executive order or an act of Congress to be kept classified.

17. **Malicious and/or Unauthorized Disclosure** – Any personal information controller or personal information processor or any of its officials, employees or agents, who, with malice or in bad faith, discloses unwarranted or false information relative to any personal information or sensitive personal information obtained by him or her.

18. **Administrative Disciplinary Proceeding** - methods and processes before the PCG Disciplinary Board that are non-litigious in nature and subject to the minimum requirements of administrative due process.

19. **PCG Disciplinary Board** - refers to the body composed of PCG Uniformed Personnel designated to resolve administrative disciplinary actions filed against PCG Uniformed Personnel involving any offense enumerated in this Code.

V. GENERAL PROVISIONS:

The PCG is encouraging its units to have one voice for communicating with key audiences and must establish a single command presence. There can be a tendency to create individual social media sites for each unit or office within a command. However, the Coast Guard Public Affairs Office (CGPAO) is discouraging the creation of multiple social media sites on the same platform (e.g., Facebook) for different units within a command as it can create confusion among personnel trying to obtain information.

Moreover, it is important to educate the PCG personnel on how to tell the organization's story safely and effectively through social media posting in order to avoid compromising security of operations, strengthen the PCG's legitimacy in its humanitarian service character and further shed the good light of the organization. PCG units must also responsibly engage in unofficial social media posting about the organization.

VI. POLICIES AND PROCEDURES:

A. SOCIAL MEDIA SITE REGISTRATION REQUIREMENTS

To standardize the PCG official social media accounts, all concerned units must ensure online communication abides by its requirements set by the CGPAO and must fill out the form (See Annex I) for registration of their official social media sites to the PCG Social Media Directory.

PCG units must review the following guidelines and requirements for registration:

1. Determine the authorized approving authority who will approve release of information.
2. Units are advised to create a **Facebook page instead of a Facebook personal profile** to lead more effective communication as it can reach more followers instead of creating a profile account which can only accommodate 5,000 friends/accounts only.
3. Be labeled as "organization-government page" on Facebook. (See Annex II)
4. In creating URL shorteners for concerned PCG units, you may use the following format below in naming units in social media: (See Annex III-A)

FACEBOOK/ YOUTUBE/ INSTAGRAM/ FLICKR

LEVEL	FORMAT	EXAMPLE
Command	@(Name of Command)	@MSSC, @MEPCOM
District	@CGD(Name of District)	@CGDNCRCL, @CGDSTL
Station	@CGS(Name of Station)	@CGSManila, @CGSDavao
Sub Station	@CGSS(Name of Sub Station)	@CGSSJosePanganiban
Other Units	@(Shortcut Name of Other PCG Units)	@CGSOF, @CGSSF

5. However, include the **full name/title of the PCG units and avoid acronyms when naming all social media accounts** as may deemed possible to make it easier to find the site. (See Annex III-B).
6. The page's profile picture must be the unit's logo or PCG logo for those units which have no existing logo while the page's cover photo should be any photo of the PCG which is acceptable by the Command and may not bring confusion or invite criticism to the image and reputation of the organization. (See Annex III-B)
7. Identify the **point of contact/ administrators with contact details (Have a valid email address and mobile number)** where the Social Media Division of the CGPAO can coordinate for monitoring and dissemination of social media updates purposes. For security purposes, so as not to compromise or breach the PCG issued email accounts, it is better that units should not use the Coast Guard email domain (@coastguard.gov.ph) for registration of their Social Media Directory.
8. The presence must be **unlocked and open to the public**. However, administrators are advised to change the **Timeline and Tagging settings, Who could post in your Timeline to Only me** to avoid being tagged automatically to posts unrelated to the service. This will also ensure that accounts will be notified of whatever posts tagged will be reviewed and filtered before it will be posted in the account's timeline. (See Annex IV)
9. All official PCG social media sites must be registered to the PCG Social Media Directory and must submit the Social Media Site Registration Form to the

Social Media Division of CGPAO at PCG National Headquarters through email at cgpaosocialmediadivision@gmail.com.

10. Commands/Units shall update their registration when their designated social media administrator changes by sending an updated registration form duly signed by the approving authority. Said submission will be verified and reviewed by CGPAO for inclusion to the PCG website. All units which does not conform to the guidelines set by the CGPAO will not be listed on the directory.

B. TYPES OF SOCIAL MEDIA RELEASES

1. PRESS RELEASES (Public Advisories, News, Announcements, etc.)

- 1.1. Verbs used in titles of releases should be in present tense.
- 1.2. Press releases/Photo releases should be composed in sentence case not in upper case.
- 1.3. Avoid using the military time format.
- 1.4. Keep your headline simple and short.
- 1.5. Provide the facts that will help tell the Coast Guard story. The first paragraph of your release should cover the who, what, why, where, and how of your press release.
- 1.6. Double check the information for your story or script. If names are spelled incorrectly, you have lost credibility. Don't assume the public knows the right abbreviation.
- 1.7. Get the designation correct. Make sure you give the correct rank, regardless of the branch of service.
- 1.8. You may provide a quote from key officers or figures and authorities emphasizing the core of the context in your announcement. There is one complete and unconditional defense to a civil action for libel - that the facts are probably true. Quoting someone correctly is not enough. The statement itself must be substantially correct.
- 1.9. Be creative. Aside from press releases, social media account administrators are encouraged to release announcement of public advisories that increase the public awareness with regards to maritime safety, security, and marine environmental protection towards nation building (e.g. travel advisory, typhoon warning, emergency checklists, helpful safety tips, campaign ads, posting of local emergency numbers).

Having a compelling content such as press releases and visuals for social media post increases readers'/viewers' willingness to patronize the content. Below are some helpful tips that administrators may use when publishing releases in social media:

2. PHOTO RELEASES (Images/Photos, Quote Cards, Infographics, etc.)

- 2.1. Double check photos and captions.
- 2.2. People should wear the correct uniforms.
- 2.3. Photos should show professionalism.
- 2.4. Spell everything correctly.
- 2.5. Avoid using military jargon that may not translate to the public.
- 2.6. Always credit the photographer for courtesy, e.g. Photo courtesy by (Rank in full, First Name, Last Name, Branch of Service, Unit Assignment)

3. VIDEO RELEASES

- 3.1. Behind the scenes (e.g. demonstrations, drills, etc.);
- 3.2. Meet the team;
- 3.3. Employee of the month feature to give due recognition of personnel assigned in a unit;
- 3.4. Showing culture;
- 3.5. Client testimonials;
- 3.6. Share information from partners and affiliates;
- 3.7. Always credit the photo/videographer for courtesy, e.g. Photo courtesy by (Rank in full, First Name, Last Name, Branch of Service, Unit Assignment)

4. VIDEO LIVESTREAMING

- 4.1 During anniversaries, other ceremonies;
- 4.2 Civic action, civil relations and other community related activities.

C. COMMENT POLICY

Comments shall be moderated prior to posting whenever the technology on the site allows. If the technology does not allow it, comments shall be regularly reviewed to ensure compliance with this policy. If comments violate the comment policy, they should not be posted or may be deleted upon the discretion of the command. A copy shall be retained by print screen or screenshot of comments before deletion or removal from the site for documentation purposes.

Comments and posts with the following contents are advised to be removed:

1. Inappropriate posts that contains argumentative online conversations and should not post any material that is obscene; defamatory; profane; libelous; threatening; harassing; abusive; nudist; graphic; intended to defame any person or organization; cultural, explicit or racial, gender, conflict sensitive; and religious conflict to another person or entity or violates the privacy rights of another as it reflects upon the personnel as well as the organization.
2. Comments or posts regarding solicitations or advertisements, endorsements of any financial, commercial or non-governmental agency; and
3. Comments or posts encouraging illegal activity.

D. CORRECTION POLICY

The respective PCG units' approving authority shall strive to ensure information published is completely accurate and conveyed in the proper context. When error is made, correction should be made in a timely manner. Spelling and punctuation edits can immediately be made, but factual or contextual errors, to include names, dates, or places, will be flagged with an "UPDATE" to the post. The "UPDATE" will appear at the beginning of the post with an explanation of what was changed, and if appropriate, why it was changed.

E. PRIVACY POLICY

Although you can restrict or set privacy controls, anything you post online is never truly private. Coast Guard personnel should be mindful that when they post information about themselves, it directly reflects upon them as well as the PCG. It is difficult to separate yourself from the Coast Guard in the public eye.

Official Coast Guard social media sites shall be publicly accessible to the full extent available. Site managers/administrators should set privacy and account settings to ensure maximum public availability of content.

The command must engage on these sites in a manner that protects privacy, respects the intent of users and does not solicit or collect personally identifiable information. Commands/Units shall not proactively follow public users. PCG units shall clearly post their contact information (operations number, landline number, mailing and e-mail address) on all official social media sites.

F. ENGAGING ONLINE

When engaging online, Coast Guard personnel should be aware of the following concerns:

1. **Accountability** - PCG units bear a responsibility for ensuring information disclosed (including personal comments) is accurate and appropriate. They may be held accountable for violations to administrative or legal action for content posted online. PCG personnel utilizing social media platforms whether in an official or unofficial capacity must adhere to these guidelines when they identify themselves as member or employee of the PCG. Identification as affiliated with the Coast Guard may be as a result of past site activity, photos of themselves, or other indirect activity.

2. **Intellectual Property** - Commands must follow all applicable copyright laws and standards. For protection, do not use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark or other intellectual property rights of the owners of such marks or any material that is copyrighted unless.

As stipulated in Chapter VI - Section 178 (Ownership of Copyright) of RA 8293, Rules on Copyright Ownership shall be governed by the following rules:

- **Section 178.3.** In the case of work created by an author during and in the course of his employment, the copyright shall belong to:

(a) The employee, if the creation of the object of copyright is not a part of his regular duties even if the employee uses the time, facilities and materials of the employer, and

(b) The employer, if the work is the result of the performance of his regularly-assigned duties, unless there is an agreement, express or implied, to the contrary.

- **Section 178.4.** In the case of a work commissioned by a person other than an employer of the author and who pays for it and the work is made in pursuance of the commission, the person who so commissioned the work shall have ownership of

the work, but the copyright thereto shall remain with the creator, unless there is a written stipulation to the contrary;

- **Section 178.5.** In the case of audiovisual work, the copyright shall belong to the producer, the author of the scenario, the composer of the music, the film director, and the author of the work so adapted. However, subject to contrary or other stipulations among the creators, the producer shall exercise the copyright to an extent required for the exhibition of the work in any manner, except for the right to collect performing license fees for the performance of musical compositions, with or without words, which are incorporated into the work;

Likewise, the following acts shall not constitute infringement of copyright under **Chapter VI - Section 184 (Limitations on Copyright)** which states the following:

- **Section 184.1.(e)** The inclusion of a work in a publication, broadcast, or other communication to the public, sound recording or film, if such inclusion is made by way of illustration for teaching purposes and is compatible with fair use: Provided, That the source and of the name of the author, if appearing in the work, are mentioned;

3. Legal issues - Coast Guard units are solely responsible for any statements and comments posted under their managed accounts. They are not shielded from legal action for libel or other violations of the personal rights of others. Do not post any information that would infringe upon the proprietary, privacy or personal rights of others.

4. Accessibility - Official online sites shall have a text equivalent for every non-text element such as video releases. Text alternatives for each photo or graphic shall be coded into the element when uploading to the site. Coast Guard video and multimedia productions shall have captioning or a transcript that represents the same information found in the multimedia. Coast Guard personnel are expected to exercise good operational security and common sense when considering the release of information.

The following information should not be accessible online:

- 4.1. Details of schedules, daily routine, specific locations and courses of action for ongoing or future operations or activities;
- 4.2. Discussion of terrorist events, activities and force protection posture;
- 4.3. Deployment plans and procedures for Coast Guard units;
- 4.4. Names of personnel assigned to sensitive deployments or duty stations;
- 4.5. Personnel (recall) rosters of troops containing any combination of personally identifiable information and/or unique identifiers of individuals;
- 4.6. Family member information, home telephone numbers and addresses;
- 4.7. Detailed information about unit capabilities and sensitive or controlled missions;
- 4.8. Maps or specific locations of sensitive operational units; and
- 4.9. Information on security systems, hazardous materials, public safety and response plans for port facilities.

5. Observance of Security, Accuracy, Propriety, and Policy also referred to as **SAPP** - an internal acronym used by public affairs specialists and professionals worldwide. Coast Guard personnel that participate in or use social media platforms must engage responsibly and ensure they do not violate SAPP guidelines. Commands are reminded not to disclose sensitive nor classified information about the Coast Guard.

5.1. Security- Coast Guard personnel are responsible for adhering to Coast Guard regulations and policies concerning operations security, information security and the Privacy Act. This refers to information that is formally classified or information that falls under operational security. It can be divided into two categories: classified and sensitive.

5.1.1. Classified materials are clearly marked Confidential, Restricted, Secret, Top Secret, etc. on the top and bottom of each page. Release of this information clearly violates security.

5.1.2. Examples of sensitive information includes, but is not limited to troop strengths, unit capabilities, tactics, and precise troop locations, charts, maps or distinctive terrain features in the background of otherwise harmless video and photos could provide valuable information to the enemy, long-range, wide-angle, and aerial video or still photos could reveal locations of key targets that could assist the enemy. Coast Guard personnel must consider the impact of any text, imagery or video content on operational or information security before posting online. All personnel have a responsibility to ensure that sensitive information is not posted to public websites whether they are communicating in an official, unofficial or personal capacity.

5.2. Accuracy- This demands that public affairs sources provide only factual information, not speculation. Get the facts right. It is the second most important limitation in releasing information. Your personal credibility, as well as the organization's is on the line everytime information has been released.

5.3. Propriety- Make sure all your releases are in good taste. They should not violate the sensitivities of the listening/viewing/reading audience. For example, do not release photographs that could distress family members such as posting sensitive or graphic images (e.g. cadavers, mutilated bodies) or even photos of children without parental consent or private individuals. Ensure the products released don't contain profanity, gore, perversion, excessive violence, obscenity, lewdness and information that holds a service or its members up to ridicule. In an event that files need to upload contains sensitive or graphic images or videos; it must first be edited to blur such content.

Imagery showing self-portraits better known as "selfies" during conduct of operations is not advisable as it is inappropriate, irrelevant and does not serve any documentary use for the mission. This act is looked upon as unnecessary while others are enduring adversity during crisis. Propriety (and often policy) also pertains to the advertising of commercial products. It is inappropriate to release information that gives the perception of endorsing a product; release information that places organizations in an unnecessary negative light; release information that shows bias toward commercial products or agencies, etc.

5.4. Policy- This requires the full and prompt release of both good and bad news. There are, however, restrictions and limitations placed on the release of some information: when it is release, how it is released, and who can release it.

G. SOCIAL MEDIA REFERENCE GUIDE

Public affairs personnel usually take the role as social media managers since content posted on these sites is oftentimes news or operational information. But administrators do not have to be public affairs specialists to become social media managers. With command approval any Coast Guardsman can run a social media site as long as they work closely with their unit's servicing public affairs office and have received social media training.

FACEBOOK

1. Tag other pages when possible or appropriate.
2. Ask engaging questions.
3. Respond to questions in a timely manner.
4. Post in a conversational tone.
5. Spellcheck and review every post prior to posting.
6. Thank followers and praise them often.
7. Include compelling imagery in every post (photos, graphics or videos.)
8. Use URL shorteners. (e.g. @philcoastguardofficialpage)
9. "Like" sister organizations and tag or share them often.
10. Utilize subject matter experts to respond to questions you're unfamiliar with.
11. Don't overpost or underpost. The frequency will depend on your audience size.
12. Don't "delete" comments, "hide" them.
13. Track metrics and evaluate how content performs.
14. Some people may ask questions about your unit or the Coast Guard - feel free to answer yourself or ask the CGPAO or unit concerned for help if it is outside the lane.
15. It can take only one slip up to discredit our reputation.

TWITTER

1. Welcome participation, collaboration and feedback.
2. Use approved URL shorteners (e.g. @philcoastguardofficialpage).
3. Use unique hashtags for specific events or initiatives (#searchandrescue, #savinglives, #coastguard, #coastalcleanup, #PCG)
4. Spellcheck and review every tweet prior to posting.
5. Utilize Twitter to communicate before, during and after a crisis.
6. If retweeting content, try to add in Coast Guard messages when appropriate.
7. Engage your audience by asking questions, then retweet the answer.
8. Check direct messages and mentions daily then respond.
9. Keep continuity with the voice of your unit when different members tweet.
10. Become the go-to source of information.
11. Use direct messages to engage with audience.
12. Utilize subject matter experts to respond to questions you're unfamiliar with.
13. Avoid automated posting services for posting to multiple sites.
14. Don't overtweet or undertweet. The frequency will depend on your audience size.
15. Do not follow brands (Coke, Nike, etc).
16. Use Twitter language, but keep it professional.
17. Track metrics and evaluate how content performs.

18. Always be mindful of operational security when tweeting.
19. It can take only one slip up to discredit our reputation.

INSTAGRAM

1. Introduce yourself and your unit: Use approved URL shorteners.
2. Use unique, creative and relevant hashtags for specific events or initiatives. Just make sure you look up the hashtag prior to use to ensure it is appropriate. If a hashtag links to inappropriate photos/videos, don't use it.
3. Clear photos through your Commanding Officer/Officer-in-Charge (CO/OIC): They are the final releasing authority for all photos – ensure they know what you are posting.
4. Share photos and videos: Feel free to share as photos– short videos can also be extremely compelling. We recommend sharing at least one post per day but may compose of up to ten images.
5. Some people may ask questions about your unit or the Coast Guard – feel free to answer yourself or ask the CGPAO or unit concerned for help if it is outside the lane.
6. Do not violate operational security or share sensitive information. The information you are posting is public and can be seen by anyone. If you have doubts, ask your CO/OIC.

VII. DUTIES AND RESPONSIBILITIES

1. **The Coast Guard Public Affairs Office shall:**
 - a. Oversee, monitor and review the overall social media efforts of the PCG units nationwide and provides guidance on engagements in social media;
 - b. Public affairs staff should regularly coach, monitor and evaluate unit-level social media engagement in the same way they do with unit media relations programs;
 - c. Collaborate with Unit Commanders, Unit Public Affairs Officers/OIC, Community Relations Service in the district level (D-7) and unit-level social media administrators to produce and share social media content;
 - d. Maintain a list of PCG official social media sites and responsible for the up-keep of the PCG Social Media Directory for monitoring of posts of Coast Guard districts/units;
 - e. CGPAO must be on the alert on existing and/or newly activated accounts that does not conform to the guidelines set to be reported for blocking as it not an official page of the respective unit; and
 - f. Provide a brief and concise assessment of the social media being monitored and submit same to CG-7 as the supervising staff. Example of assessment shall include but not limited to the following: (1) most noteworthy post, (2) posts by the different units that should be removed or avoided and the reasons why, (3) recommendations for further improvement.

2. PCG District/Unit Commander/Approving Authority shall:

- a. Proofread relevant photo captions for selected videos/photos to be posted to social media accounts handled as consistent source of information about the organization;
- b. Supervise and ensure that all press releases for posting are uploaded in all maintained social media accounts;
- c. District/Unit Commanders are responsible for social media content posted by Coast Guard personnel/administrators at their command;
- d. District/Unit Commanders shall implement these guidelines which clearly address appropriate, official, unofficial and personal use of social media tools;
- e. Engage directly with the CGPAO to ensure appropriate adaptation of unit level stories, images and video for use on district and national level social media sites;
- f. Create a content calendar of units, activities programmed to be featured in social media accounts handled;
- g. Advise all Coast Guard personnel to take down or delete any posts in violation of this policy; and
- h. District/unit commanders are responsible in monitoring all social media accounts at their Command.

3. PCG Personnel/Individual/Administrators

- a. Maintain the unit-level administration and operation of the social media sites;
- b. In-charge in the selection of photos to be uploaded in social media sites maintained;
- c. Draft captions/press releases for selected videos/photos on the newsworthy releases for posting in maintained social media accounts;
- d. Spellcheck and review every photo/video captions/press release prior posting;
- e. Respond to comments and likes politely and constructively to be a credit to the service;
- f. Respond to questions in a timely manner and post in a conversational tone;
- g. Report to the Unit Commander and Social Media Division, CGPAO at PCGNational Headquarters for any negative comments posted for appropriate action;
- h. Immediately capture (take a screen shot and save file) in any case a negative comment will be posted for record purposes;

- i. Report to the Unit Commander/Approving Authority of any derogatory posts of any social media account of PCG units nationwide that would embarrass or bring disrepute to the service or any classified and sensitive information that will compromise the safety and security of PCG personnel and operations;
- j. Administrators and moderators shall not divulge the accounts of their respective social media. Moreover, they must be in constant alert for possible hacking through, but not limited to regular changing of passwords; and
- k. Seek advice or inform unit commander prior posting in social media sites.

VIII. CONFIDENTIALITY CLAUSE:

All units shall ensure at all times the confidentiality of any personal data that come to their knowledge and possession. Provided, that such duty of confidentiality shall remain even after their term, employment, or contract has ended.

IX. ADMINISTRATIVE SANCTION:

Any further violation of the provisions of this SOP shall be dealt with administratively in accordance with HPCG Circular 10-12 dtd 22 September 2012, HPCG Circular 11-14 dtd 11 November 2014, HPCG Circular 09-14 dtd 01 September 2014 and HPCG/CGIAS Circular Nr 06-16 dtd 30 August 2016 wherein copies of violation reports must also be referred to the Office of Coast Guard Internal Affairs Service for reference.

The penalties for violations of offenses are as follows:

a. FIRST OFFENSE

Admonish/reprimand will be given to either approving authority/personnel-in-charge/administrator of official social media accounts in any first offense of the violation of the provisions of this SOP. Furthermore, they must be educated that they are representing the service and held accountable. However, they will not be exempted on liabilities for penalties under third offense depending on the severity of the violation.

b. SECOND OFFENSE

If the approving authority/personnel-in-charge/administrator continues to willfully violate the SOP with derogatory posting, subject personnel will undergo administrative disciplinary proceeding and either recommended for suspension without pay of not more than ninety (90) days or may impose reduction/demotion to the next lower rank/pay grade for the second offense provided that a PCG Non-Officer in a pay grade above NO-4 (P03) may not be reduced more than two (2) ranks/pay grades. However, they will not be exempted also on liabilities for penalties under third offense depending on the severity of the violation.

c. THIRD OFFENSE

The penalty of dismissal without honor shall be imposed for the third offense committed by both PCG Officers and/or Non-Officers and without prejudice to

third/offended party to further employ or pursue such civil actions as provided under other existing laws as follows:

VIOLATION	PENALTY
Republic Act Nr 10173 - Data Privacy Act of 2012 Chapter VIII- Penalties, Section 31. Malicious Disclosure	Shall be subject to imprisonment ranging from 1 year and 6 months to 5 years and a fine of not less than Php 500,000.00 but not more than Php 1,000,000.00
Republic Act Nr 10173 - Data Privacy Act of 2012, Chapter VIII- Penalties, Section 26.a Accessing Personal Information Due to Negligence Due to negligence, provided access to personal information without being authorized under this Act or any existing law.	Accessing personal information due to negligence shall be penalized by imprisonment ranging from 1-3 years and a fine of not less than Php 500,000.00 but not more than Php 2,000,000.00
Republic Act Nr 8293 - Intellectual Property Code of the Philippines, Section 217. Criminal Penalties 217.1. Any person infringing any right secured by provisions of Part IV of this Act or aiding or abetting such infringement shall be guilty of a crime. (Part I, Section 4) (b) Trademarks and Service Marks; (Part IV, Chapter II, Section 172) (a) Books, pamphlets, articles and other writings; (b) Periodicals and newspapers; (d) Letters; (f) Musical compositions, with or without words; (k) Photographic works including works produced by a process analogous to photography; (l) Audiovisual works and cinematographic works and works produced by a process analogous to cinematography or any process for making audio-visual recordings;	FIRST OFFENSE - Imprisonment (1-3 years) plus a fine ranging from Php 50,000 to Php 150,000 SECOND OFFENSE - Imprisonment of 3 years and 1 day to 6 years plus a fine ranging from Php 150,000 to Php 500,000 THIRD AND SUBSEQUENT OFFENSES - Imprisonment of 6 years and 1 day to 9 years plus a fine ranging from Php 500,000 to Php 1,500,000 In all cases, subsidiary imprisonment in cases of insolvency.

<p>Republic Act Nr 9995, Anti-Photo and Video Voyeurism Act of 2009, Section 4</p> <p>b. To copy or reproduce, or to cause to be copied or reproduced, such photo or video or recording of sexual act or any similar activity with or without consideration;</p> <p>c. To publish or broadcast, or cause to be published or broadcast, whether in print or broadcast media, or show or exhibit the photo or video coverage or recordings of such sexual act or any similar activity through VCD/DVD, internet, cellular phones and other similar means or device.</p> <p>The prohibition under paragraphs (b), (c) and (d) shall apply notwithstanding that consent to record or take photo or video coverage of the same was given by such person/s. Any person who violates this provision shall be liable for photo or video voyeurism as defined herein.</p>	<p>The penalty of imprisonment of not less than 3 years but not more than 7 years and a fine of not less than Php 100,000.00 but not more than Php 500,000.00, or both, at the discretion of the court shall be imposed upon any person found guilty of violating Section 4 of this Act.</p> <p>If the offender is a public officer or employee, or a professional, he/she shall be administratively liable.</p>
<p>ACT Nr 3815: The Revised Penal Code dtd December 8, 1930, Title Thirteen: Crimes Against Honor, Chapter One: Libel, Section One, Article 355</p> <p>A libel committed by means of writing, printing, lithography, engraving, radio, phonograph, painting, theatrical exhibition, cinematographic exhibition, or any similar means.</p>	<p>Shall be punished by prison correccional in its minimum and medium periods or a fine ranging from Php 200 to Php 6,000, or both, in addition to the civil action which may be brought by the offended party.</p>
<p>Republic Act Nr 10175, Cybercrime Prevention Act of 2012, CHAPTER III: PENALTIES, Section 8. Penalties.</p> <p>It shall be unlawful for any person: (c) To publish offer, transmit, sell, distribute, broadcast, advertise, promote, export or import any form of child pornography if committed through a computer system.</p>	<p>Shall be penalized of reclusion temporal in its maximum period and a fine of not less than Php 1,000,000.00 but not more than Php 2,000,000.00</p>

<p>HPCG/CGIAS Circular Nr 06-16, Guidance and Procedures on Disposition of Violations of Code of Conduct and Discipline dated 30 August 2016</p> <p>Conduct prejudicial to the best interest of the service or of a nature that brings discredit to the PCG organization</p>	<p>FIRST OFFENSE- considered as grave offense shall be punishable by suspension without pay of 6 months and 1 day to 1 year</p> <p>SECOND OFFENSE- Dismissal without honor from the service</p>
<p>HPCG/CGIAS Circular Nr 06-16, Guidance and Procedures on Disposition of Violations of Code of Conduct and Discipline dated 30 August 2016</p> <p>Disclosing or misusing confidential or classified information officially known to him/her by reason of his/her office and not made available to the public, to further his/her private interests or give undue advantage to anyone, or to prejudice the PCG organization or the public interest;</p>	<p>FIRST OFFENSE- considered as grave offense shall be punishable by suspension without pay of 6 months and 1 day to 1 year</p> <p>SECOND OFFENSE- Dismissal without honor from the service</p>

X. REPEALING CLAUSE:

All existing rules, regulations and policies in conflict with these guidelines are hereby repealed or amended accordingly.

XI. EFFECTIVITY

This SOP shall take effect fifteen (15) days after its publication by the Coast Guard Adjutant.

BY COMMAND OF ADMIRAL HERMOGINO:

OFFICIAL:

LIEZEL B BAUTISTA
CDR PCG
Coast Guard Adjutant

15/03/19

EDUARDO D FABRICANTE
COMMO PCG
Chief of Coast Guard Staff

- ANNEXES:**
- I. Social Media Site Registration
 - II. How to Create a Facebook Page
 - III. A-B Sample Format of a PCG Facebook Page
 - IV. Facebook Settings: Timeline and Tagging



ANNEX I

PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
COAST GUARD PUBLIC AFFAIRS OFFICE
139 25th Street, Port Area,
1018 Manila

SOCIAL MEDIA SITE REGISTRATION FORM

(This information is for official and confidential use only and will not be released to unauthorized persons.)

____/____/____
Date (DD/MMM/YYYY)

Name of PCG Unit: _____

Name of Mother Unit: _____

Social Media Sites Handled:

Mark all applicable boxes in the first column of the table below. Answer all the needed information; if it is not applicable, write "NA." Kindly type, print or write carefully and legibly.

SOCIAL MEDIA SITE	ACCOUNT NAME	NAME OF ADMINISTRATOR	EMAIL ADDRESS OF ADMINISTRATOR	MOBILE NUMBER OF ADMINISTRATOR
FACEBOOK				
TWITTER				
YOUTUBE				
FLICKR				
INSTAGRAM				

Other Social Media Sites Handled (Specify others): _____

Name of Approving Authority

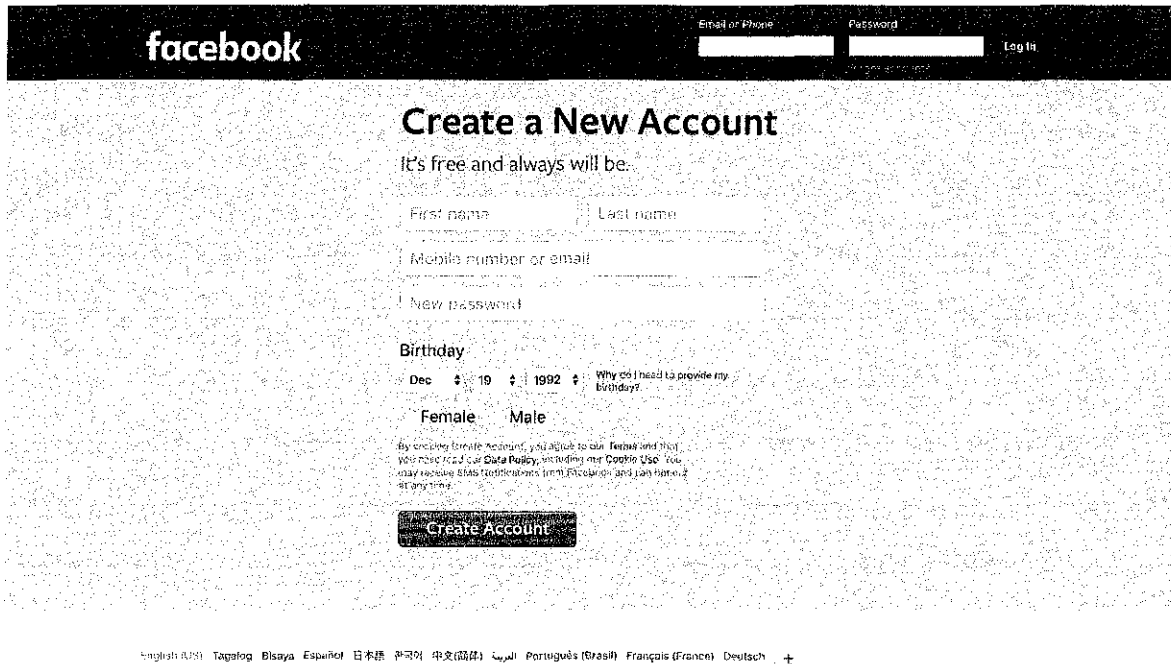
(Rank, First Name, Middle Initial, Last Name and Branch of Svc): _____

File

ANNEX II

HOW TO CREATE A FACEBOOK PAGE

1. Sign up at [facebook.com](https://www.facebook.com) to create a new profile account. If you have an existing account, you may use it to create a Facebook page.

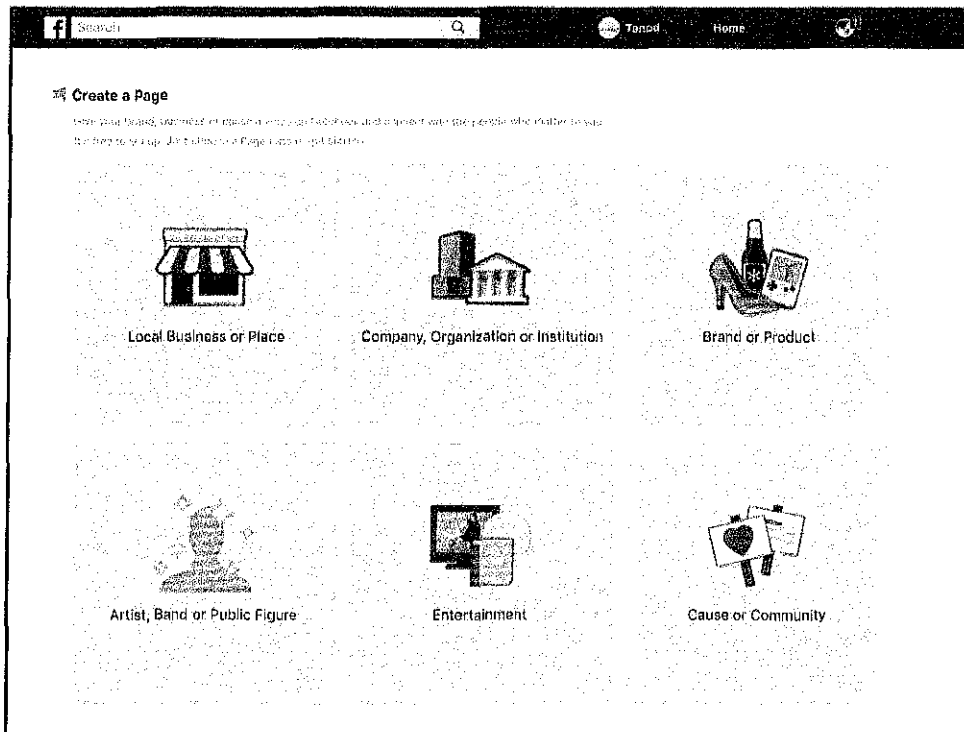


2. Click the arrow icon on the top-right corner of the screen to reveal the drop-down section. Then, click **Create Page**.

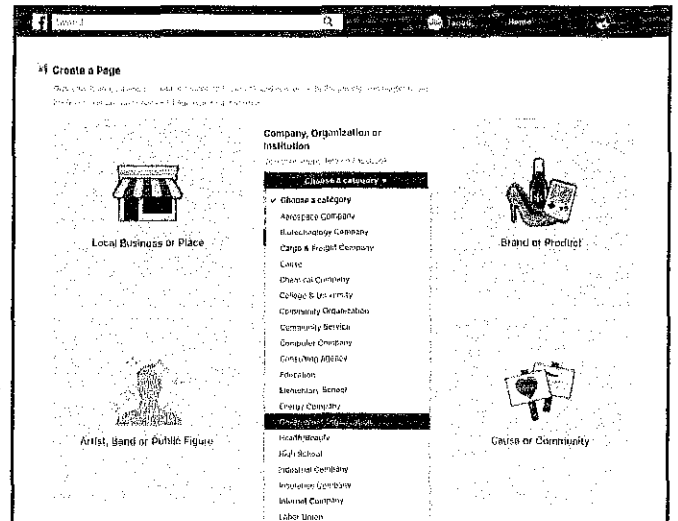
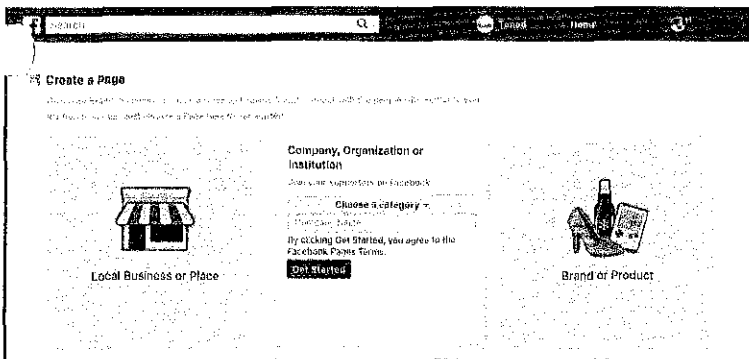


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3. Choose the **Company, Organization or Institution Page** located at the top-center portion of the choices to get started.



4. From the chosen page, Click **Choose a category** to reveal another drop down section and click **Government Organization**.



Handwritten signature or mark.

5. Type the full name/title of your respective PCG unit when naming the Facebook page and avoid acronyms to make it easier to find the site. Finally, hit **Get Started** to start creating your page.

Company, Organization or Institution

Join your supporters on Facebook.

Government Organization ▼

Coast Guard Sub Station San Jose de Bue

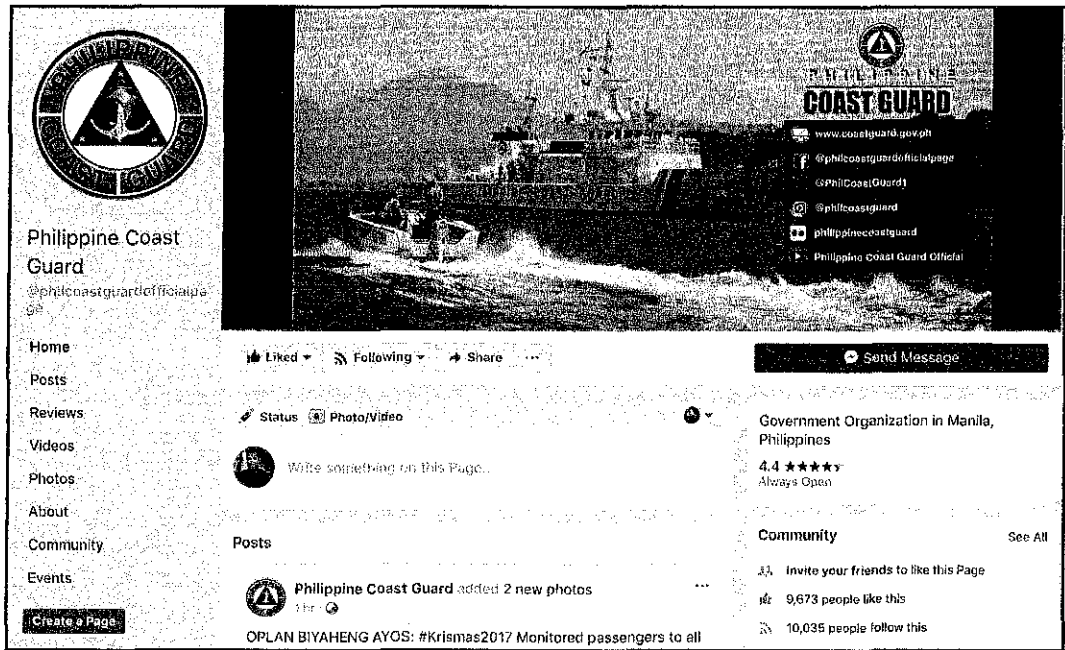
By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Bu

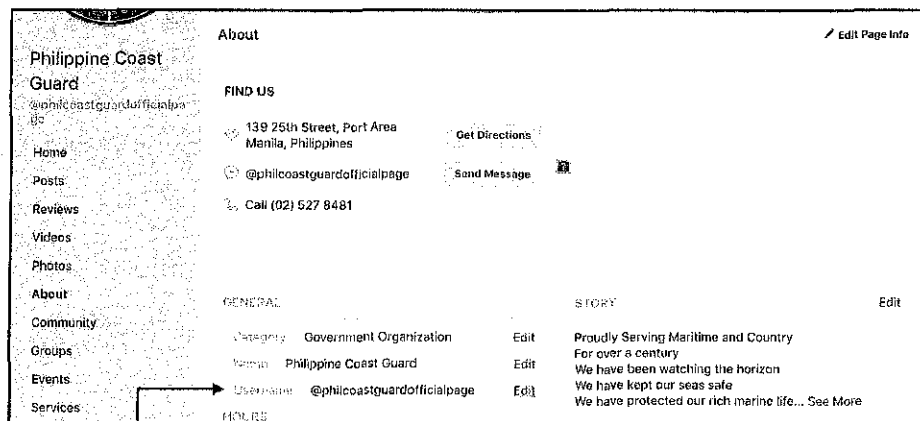


SAMPLE FORMAT OF A PCG FACEBOOK PAGE



Change username/URL shorteners to find you Page easily.

To change the username/URL shortener, Click **About** menu at the left side of the screen where the Facebook Page can be seen.



Find the **Username** under the **General** Section. Then, click **Edit** to change the username. Always save details changed

Handwritten signature

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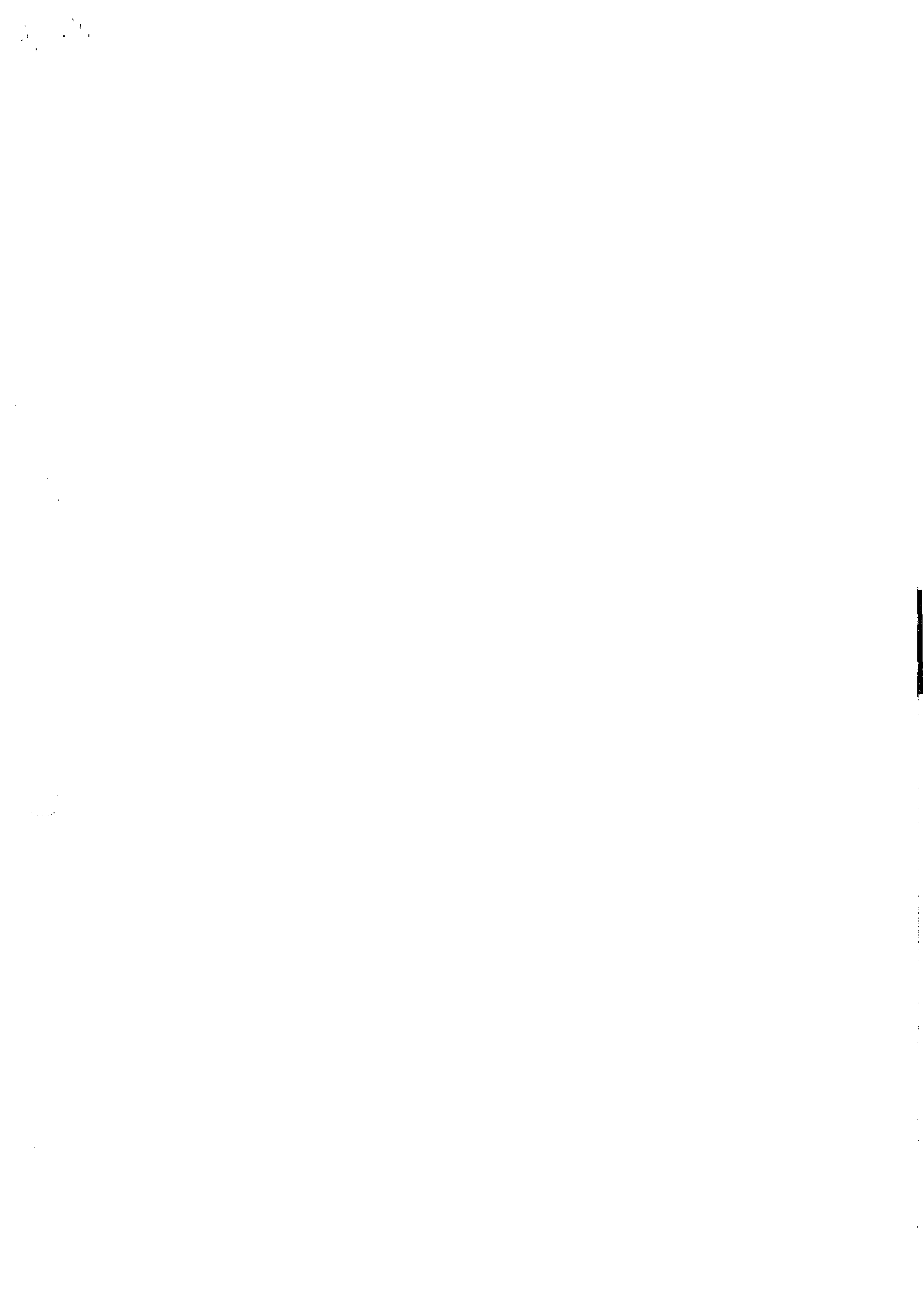
ANNEX III-B

SAMPLE FORMAT OF A PCG FACEBOOK PAGE

Include the full name/title of PCG units in naming the Facebook Page

Page Logo should be the unit's logo or the PCG logo





ANNEX IV

- General
- Security and Login

- Privacy
- Timeline and Tagging**
- Blocking
- Language

- Notifications
- Mobile
- Public Posts

- Apps
- Ads
- Payments
- Support Inbox
- Videos

Timeline and Tagging Settings

Timeline	<p>Who can post on your timeline? Close</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p> Only me ▼</p> <p> Friends</p> <p><input checked="" type="checkbox"/> Only me</p> </div> <p>Others post on your Timeline? Friends Edit</p>
Tagging	<p>Who can see posts you're tagged in on your timeline? Friends Edit</p> <p>When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it? Friends Edit</p> <p>Who sees tag suggestions when photos that look like you are uploaded? Friends Edit</p>
Review	<p>Review posts you're tagged in before the post appears on your timeline? On Edit</p> <p>Review what other people see on your timeline View As</p> <p>Review tags people add to your posts before the tags appear on Facebook? On Edit</p>

Handwritten mark