



Republic of the Philippines
 NATIONAL POLICE COMMISSION
NATIONAL HEADQUARTERS, PHILIPPINE NATIONAL POLICE
OFFICE OF THE CHIEF, PNP
 Camp BGen Rafael T Crame, Quezon City

DPCR(PID-3)-240808-002

SEP 28 2024

MEMORANDUM CIRCULAR
NO.: 2024-077

GUIDELINES IN POSTING OF CONTENTS ON SOCIAL MEDIA

1. REFERENCES:

- a. Republic Act (RA) No. 11313 otherwise known as the "Safe Spaces Act";
- b. RA No. 10173 otherwise known as the "Data Privacy Act of 2012";
- c. RA No. 8293 otherwise known as the "Intellectual Property Code of the Philippines";
- d. RA No. 6975 otherwise known as the "Department of the Interior and Local Government Act of 1990";
- e. RA No. 6713 otherwise known as the "Code of Conduct and Ethical Standards for Public Officials and Employees";
- f. RA No. 4200 otherwise known as the "Act to Prohibit and Penalize Wiretapping and Other Related Violations of the Privacy of Communication, and for Other Purpose";
- g. NAPOLCOM Memorandum Circular (MC) No. 2016-002 dated March 7, 2016 entitled, "Revised Rules of Procedure Before the Administrative Disciplinary Authorities and the Internal Affairs Service of the Philippines National Police";
- h. PNP Regulations No. 200-012 entitled, "Promulgating Rules Governing Security of Classified Matters in all PNP Offices and Units";
- i. PNP MC No. 2023-053 dated September 13, 2023 entitled, "Revised Media Relations Policy";
- j. PNP MC No. 2020-034 dated May 20, 2020 entitled, "Guidelines and Procedures on Social Media Content, Post and Engagement Utilizing Official Social Media Accounts and Individual Accounts of PNP Personnel"; and
- k. PNP MC No. 2017-058 dated September 10, 2017 entitled, "Guidelines and Procedures in Implementing Stricter Measures on the Regulation and Control of the Use, Manufacture, Sale, and Distribution of PNP Uniforms, Insignias and Accoutrements."

2. RATIONALE:

This PNP MC sets forth the guidelines and procedures in posting of contents on social media.

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

3. SITUATION:

Social media is a platform to share information and engage netizens. Its impact goes beyond the platform and contributes in influencing the followers on their decisions. In 2020, the pandemic paved the way to the rise of social media content creators as people were locked in their homes. It was also during the pandemic that the PNP content creators actively participated in the information campaign educating, entertaining, and bringing good vibes to their patrons through their contents. Some of their contents have become viral in social media, which promoted social good with PNP Good Deeds as one of their popular contents.

In January 2022, the PNP recognized the need to gather the content creators and created the PNP Vloggers Group with only 20 active members. Their members grew in numbers and the PNP Content Creators Group (PNP-CCG) under the Directorate for Police Community Relations (DPCR) was organized. As they discover their niche, the Group became the potential messenger and conduit between the PNP and the community.

With the abovementioned development, it was observed that numerous PNP personnel in uniform are using cellphones and vlogging while on duty, and even off duty. While creating contents has a critical role in promoting and building the PNP brand image across different platforms, PNP personnel are still bound by policies and must observe the ethics and ethical standards due to public servants.

The constantly changing platforms have redefined modern media strategies. If properly supervised and managed, utilizing content creators as an approach can work better to harness the PNP awareness campaigns and increase its audience reach to achieve virality to spread information. However, the lack of specific guidelines saw the need to craft a policy to give a clear direction to harmonize the objective of content creators. Paramount to the protocols is the inclusion of provisions on the proper use of official time and PNP resources while vlogging/blogging.

Hence, a policy is necessary to observe protocols and maximize the role and functions of content creators to productively contribute to the PNP brand and mandate, that is to serve and protect.

4. PURPOSE:

To establish guidelines on creating and posting valuable contents in social media and define the limitation and extent on the use of official time and resources of the PNP in social media posting and contents.

5. DEFINITION OF TERMS:

For the purpose of this MC, the following terms, words, and phrases shall mean or be understood as follows:

VERIFIED BY:



NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

- a. Blogging – is an act of writing engaging topics as content and publish them across different media platforms, especially social media channels.
- b. Blogger – refers to a person who writes engaging topics as content and publish them across different media platforms, especially social media channels.
- c. Content – refers to the content created or showed in social media in different formats such as image, video, infographics, a text update, and link.
- d. Content Creators – refer to persons who create digital content for entertainment or educational purposes to be performed or expressed through online channels, especially social media. They are also known as Influencer, Vlogger, Blogger, Podcaster, etc.
- e. Disinformation – refers to the creation and distribution of intentionally false information, usually for political ends (scams, hoaxes, forgeries).
- f. Fake News – refers to false stories that appear to be news and are spread on social media and other media channels.
- g. Livestreaming – is an act of streaming or showing videos on live via social media accounts or pages.
- h. Malinformation – refers to genuine information but shared exaggeratedly or contextually misrepresented in ways that can mislead and cause potential harm.
- i. Misinformation – refers to the spreading of false information (rumors, insults, and pranks).
- j. PNP Official Content Creator (PNP OCC) – refers to a content creator who is assigned to a PCR office and recognized by the DPCR.
- k. Posting – refers to the act of publishing contents or messages in social media. Posting is categorized as:
 - 1) Posting of contents to personal social media account; and
 - 2) Posting of contents purposely to educate usually by influencers, vloggers, bloggers, podcasters, digital creators, also known as content creators in their pages.
- l. Public Information – refers to the information for the general public's consumption.

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

- m. Social Media – refers to the means or platform of interaction among people in which they create, share, and exchange information and ideas in virtual communities and networks.
- n. Vloggers – refer to persons who create video content on a certain topic such as travel, products, etc. to communicate with their audience on social media.
- o. Vlogging – is an act of creating video content on a certain topic such as travel, products, etc. to communicate with their audience in social media.
- p. Wellness – refers to the state of being in good health, especially as an actively pursued goal.

6. GUIDELINES:

- a. General Guidelines:
 - 1) As a general policy, the provisions under RA Nos. 10173 and 8293 shall be observed in featuring personalities and intellectual properties;
 - 2) Only those personnel officially assigned to the following Police-Community Relations (PCR) offices/units and recognized by the DPCR are authorized to use the PNP uniform, equipment, and facilities when creating contents:
 - a) Regional Community Affairs and Development Division (RCADD);
 - b) Regional Police Community Affairs Development Unit (RPCADU); and
 - c) PCR Branches of City/Municipal Police Stations.
 - 3) The personnel who are recognized by the DPCR shall be listed in the roster of PNP OCC;
 - 4) PNP personnel not assigned to PCR offices/units and not listed in the PNP OCC are still allowed to make contents provided that no official time is used in creating and posting of content, and shall strictly observe the following:
 - a) Social media policies;
 - b) Prohibition on wearing of PNP uniform;
 - c) No part of content shall utilize PNP equipment and facilities;

VERIFIED BY:



NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

- d) For security purposes, there shall be no content or livestreaming/blogging/vlogging of official PNP events/activities and no showcasing of PNP camps and offices in their personal pages/accounts;
- 5) Contents should not discriminate and shall not encourage shame and discomfort to anybody and not violate data privacy and human rights laws;
- 6) No PNP personnel shall engage in activities such as commercial and/or political endorsement and promotion;
- 7) Disclosure of information that can be detrimental to the organization such as those that may disrupt PNP law enforcement operations shall be strictly prohibited; and
- 8) All PNP personnel who are content creators shall undertake the following:
 - a) Adhere to the principles of truth, transparency, and legitimate purpose;
 - b) Promote utmost discipline, respect, and good example to the organization and the community;
 - c) Observe cultural, religious, gender sensitivities, and intentional use of gender fair languages;
 - d) Observe decorum;
 - e) Observe high standard of ethics in public service as mandated by RA No. 6713;
 - f) Avoid vulgar and unsavory words and humiliating acts of pointing fingers;
 - g) Avoid political/commercial advertisement, campaign, opinion, and endorsement;
 - h) Avoid contents that are offensive/hurtful to any group or individuals; and
 - i) Avoid blogging/vlogging during office hours/duty and when conducting law enforcement operations to avoid security/safety risks and distractions except during command and official events and upon official instructions.

VERIFIED BY:


NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:


PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

b. Specific Guidelines:

1) **The PNP OCC shall undertake the following:**

- a) Observe proper wearing of uniform and clean and pleasant appearance;
- b) Promote good deeds, amplify PNP-related accomplishments and activities, and promote discipline and respect to humanity and the PNP core values;
- c) Ensure that contents are legal, ethical, educational, and professional;
- d) Provide counter message against fake news, disinformation, misinformation, and malinformation posted on social media in relation to public safety and order;
- e) Amplify messages and narratives of the PNP and the government;
- f) Promote physical, emotional, and spiritual wellness;
- g) Promote observance of human rights;
- h) Develop partnership with the community for PCR work;
- i) Create inspiring contents;
- j) Develop educational contents in collaboration with the offices concerned for the following topics:
 - (1) PNP Recruitment;
 - (2) PNP Training;
 - (3) Police Work (Investigation, Intelligence, Community Relations, Operations, and other related topics);
 - (4) Life as Police Officers;
 - (5) PNP History;
 - (6) Major Accomplishments; and
 - (7) Overall wellness and other topics about the PNP that inspire the community.
- k) Develop contents that entertain and show the human or lighter side of the PNP;

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR



- l) Ensure that requests for PNP OCC to perform vlogging/blogging for PNP-related tasks shall not, in any way, be in conflict with their duty as PNP personnel;
 - m) PNP personnel assigned to PCR offices/units who have identified themselves as content creators must apply or file for recognition as PNP OCC, subject to the approval of the TDPCR following the recommendation of their respective offices/units;
 - n) The application for recognition must be filed within one month after the effectivity of this MC; otherwise, they shall be barred from blogging/vlogging and may be subjected to administrative sanctions; and
 - o) There shall be at least a four-hour orientation on RA No. 6713, Gender and Cultural Sensitivity, Social Media-related Protocols, and Data Privacy to all content creators before officially becoming members of PNP OCC.
- c. Responsibilities:
- 1) **DPCR**
 - a) Act as OPR and supervisor in the implementation of this MC;
 - b) In charge of the four-hour orientation on RA No. 6713, Gender and Cultural Sensitivity, Social Media-related Protocols, and Data Privacy;
 - c) Maintain and update the list of PNP OCC;
 - d) Process all applications/endorsements for recognition as PNP OCC, subject to established criteria/parameters;
 - e) Provide criteria/parameters for PNP OCC; and
 - f) Perform other tasks as directed.
 - 2) **DIDM**
 - a) Investigate violators and file necessary charges if evidence warrants;
 - b) Act as nominal complainant against violators;
 - c) Provide updated data/reports on violations of protocols that are under investigation; and
 - d) Perform other tasks as directed.

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

- 3) **DC**
 - a) Provide fund support in the implementation of this MC; and
 - b) Perform other tasks as directed.
- 4) **PCADG**
 - a) Supervise the PNP OCC assigned to PCADG and RPCADUs who are creating contents for PNP activities;
 - b) Monitor the activities of PNP OCC in social media in collaboration with the ACG;
 - c) Submit monthly report on the activities of PNP OCC to the DPCR (Annex "A");
 - d) Assist the DIDM in conducting investigation and act as co-complainant against the violators of this MC;
 - e) Conduct cyber-patrolling to identify unauthorized contents; and
 - f) Perform other tasks as directed.
- 5) **PROs, RCADDs, and RPCADUs**
 - a) Supervise the PNP OCC assigned to PROs;
 - b) Prepare an IMPLAN for the successful execution of this MC;
 - c) Submit monthly report on the activities of PNP OCC to the DPCR;
 - d) Orient respective PNP OCC in conformity to established policies and guidelines;
 - e) Conduct cyber-patrolling to identify unauthorized contents;
 - f) Conduct pre-charge investigation to respective personnel who violate this MC;
 - g) Provide necessary support for training mandated by the PNP in relation to the improvement of the competency of content creators; and
 - h) Perform other tasks as directed.

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY;

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

7. PENAL CLAUSE:

Any violation of the provisions of this MC shall be dealt in accordance with the provisions of NAPOLCOM MC No. 2016-002, RA No. 6713, and other applicable laws, rules and regulations.

8. REPEALING CLAUSE:

The PNP issuances, memoranda, and regulations that are contrary to or inconsistent with the provisions of this MC are hereby rescinded or modified accordingly.

9. EFFECTIVITY:

This MC shall take effect after 15 days from filing a copy thereof at the UP Law Center in consonance with Section 3, Chapter 2, Book VII of Executive Order Number 292, otherwise known as the "Revised Administrative Code of 1987," as amended.



ROMMEL FRANCISCO D MARBIL
Police General
Chief, PNP

- Distribution:
- Command Group
 - IG, IAS
 - Cmdrs, APCs
 - D-Staff
 - P-Staff
 - Ds, NSUs
 - RDs, PROs
 - DDs, NCRPO
 - SPA to the SILG



VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR

SAMPLE FORMAT

ANNEX "A"
LIST OF POSTED CONTENTS

Month: _____

Date submitted: _____

Rank and Name:		
Name of Page:		
Title of Content	Date Posted	Link

Prepared by:

Checked by:

Attested by:

VERIFIED BY:

NUP RITZEL L. ALIBIO



CERTIFIED TRUE COPY:

PLTCOL RICHARD C VILLANUEVA
ADMINISTRATIVE OFFICER, DPCR