



ADMINISTRATIVE ORDER
No. 020-2019

**AN ADMINISTRATIVE ORDER CREATING THE LA TRINIDAD SOCIAL MEDIA
STEERING COMMITTEE**

WHEREAS, Social Media, the interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, and other forms of expressions, and content via social media platforms and virtual networks, has become an integral part in the life of the people;

WHEREAS, with about 2.77 billion social media users worldwide, social media is being used even by government to communicate, interact with and engage with the public in matters of public interest, including its policy making processes, create awareness of programs, projects and activities, and receive feedback from the general public;

WHEREAS, the municipal government of La Trinidad recognizes the need for the municipality to open its official social media account/s as channel to inform and update its constituents of the municipal programs, projects, activities and services thus the issuance of Ordinance No. 25-2018 issued on July 24, 2018 entitled, "*Prescribing Guidelines in the Maintenance of Official Social Media Accounts Under the Municipality of La Trinidad, Benguet, Providing Funds Thereof and for Other Purposes*";

WHEREAS, Section 6 of the ordinance mandates the creation of the La Trinidad Social Media Steering Committee to establish and manage the municipality's social media account/s;

NOW THEREFORE, I, ROMEO K. SALDA, duly elected Mayor of the Municipality of La Trinidad, create the La Trinidad Social Media Steering Committee as follows:

SECTION 1. COMPOSITION. The La Trinidad Social Media Steering Committee shall be composed of the following:

Chairperson	:	MS. MYANNE B. SALDA, Executive Assistant II
Co-Chairperson	:	MR. EDWARD M. JUANITO, Sangguniang Bayan Secretary
Members	:	MR. GEORGE T. BABSAY, Information Officer MR. DEAN CUANSO, Watwat World MR. TEODORO D. BILLANES, AA VI MR. BERNABE C. SAINGAN, LLA II MS. HYDRA C. PALASI, AA VI

SECTION 2. FUNCTIONS. The La Trinidad Social Media Steering Committee shall perform the following functions:

1. Establish processes for the consistent and sustained production of social media content;
2. Exercise editorial judgement over content/materials and shared information for posting on the official social media accounts of the municipality;
3. Ensure the timely and regular posting of information or content from the municipality;
4. Delete or hide any disparaging, irrelevant and or unnecessary comments or posts against the municipality;





Republic of the Philippines
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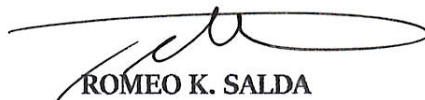
5. Produce standard templates appropriate for public consumption on social media;
6. Prescribe designs and edits on posts appropriate for social media;
7. Serve as liaison to the different offices of the municipality;
8. Authorize the development and use of hashtag for searching purposes;
9. Record all complaints received through the social media accounts and refer immediately to the offices of the Municipal Mayor and Municipal Vice Mayor respectively;
10. Authorize the opening of department, section or other office accounts which shall be linked to the primary account;
11. Promulgate the necessary editorial standards relative to the management of the social media accounts of the municipality;
12. Identify the necessary purposes of funding appropriation and submit the same to the Municipal Mayor for inclusion to be part of the executive budget;
13. Perform other functions as the Municipal Mayor and Municipal Vice mayor shall authorize;

Section 3. MEETING AND QUORUM. The team shall meet as often as necessary and shall be presided by the Chairperson. In the absence of the Chairperson, the meeting shall be presided by the Co-Chairperson.

A quorum shall mean the presence of a majority of the members.

Section 4. EFFECTIVITY. This Administrative Order shall take effect immediately and shall be valid until revoked or amended.

Issued this **12th day of July, 2019** at the La Trinidad, Benguet Province.


ROMEO K. SALDA
Municipal Mayor

Copy furnished:

- Office of the Provincial Governor, Benguet
- Office of the Sangguniang Bayan, LTB
- EMB-CAR
- DILG thru the MLGOO
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