



Republic of the Philippines  
**QUEZON CITY COUNCIL**

Quezon City  
22<sup>nd</sup> City Council

PO22CC-347

98<sup>th</sup> Regular Session

ORDINANCE NO. SP- 3371, S-2024

AN ORDINANCE DECLARING THE BARANGAY AND SANGGUNIANG KABATAAN FACEBOOK ACCOUNTS/PAGES AND OTHER SOCIAL MEDIA ACCOUNT/S, BEARING THE NAME OF THE BARANGAY AND SANGGUNIANG KABATAAN AND OFFICIALLY BEING USED AS COMMUNICATION PLATFORMS, AS BARANGAY AND SANGGUNIANG KABATAAN PROPERTIES AND TRANSFERRING OWNERSHIP TO SUCCESSIVE BARANGAY AND SANGGUNIANG KABATAAN ADMINISTRATIONS FOR THE EFFECTIVE MANAGEMENT AND CONTINUITY OF COMMUNITY ENGAGEMENT AND INFORMATION DISSEMINATION

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*Introduced by Councilors CHARM M. FERRER and TATAY RANNIE Z. LUDOVICA*

*Co-Introduced by Councilors Bernard R. Herrera, Tany Joe "TJ" L. Calalay, Dorothy A. Delarmente, M.D., Nikki V. Crisologo, Fernando Miguel "Mikey" F. Belmonte, Candy A. Medina, Dave C. Valmocina, Godofredo T. Liban II, Kate Galang-Coseteng, Geleen "Dok G" G. Lumbad, Albert Alwin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Atty. Anton L. Reyes, Edgar "Egay" G. Yap, Irene R. Belmonte, Nanette Castelo-Daza, Marra C. Suntay, Joseph Joe Visaya, Ram V. Medalla, Shaira "Shay" L. Liban, Aiko S. Melendez, Mutya Castelo, Kristine Alexia R. Matias, Eric Z. Medina, Emmanuel Banjo A. Pilar, Vito Sotto Generoso, Victor "Vic" Bernardo and Jose Maria M. Rodriguez*

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*WHEREAS, social media have become essential platforms for communication and engagement within communities, facilitating the dissemination of information and fostering dialogue among residents;*

*WHEREAS, every barangay unit recognizes the importance of maintaining an official presence on social media platforms to effectively communicate with its constituents and provide timely updates on barangay-related matters;*

*WHEREAS, the Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media accounts have been established and maintained to serve as official channels for the dissemination of announcements, events, and other relevant information pertaining to the barangay and Sangguniang Kabataan;*

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WHEREAS, it is imperative to institutionalize the ownership of the Barangay and Sangguniang Kabataan Facebook Accounts/Page/s and other social media account/s to ensure continuity and accountability in its management and administration;

WHEREAS, the barangays acknowledge the increasing reliance on digital platforms for accessing crucial information and services, necessitating a robust online presence to meet the evolving needs of the community;

WHEREAS, the COVID-19 pandemic has underscored the importance of virtual communication channels in maintaining social connections and delivering vital updates and resources to residents amidst public health crises;

WHEREAS, the barangays recognize the potential of the Barangay Facebook and Sangguniang Kabataan Accounts/Pages and other social media account/s as tools for promoting community initiatives, fostering collaboration, and soliciting feedback from residents to enhance local governance and responsiveness;

WHEREAS, safeguarding the integrity and authenticity of a barangay's online identity is paramount, requiring clear ownership and oversight to mitigate the risk of misinformation, unauthorized usage, or exploitation of the platform;

WHEREAS, by formalizing the ownership of the Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media account/s under successive barangay administrations, the barangays seek to ensure consistent branding, content quality, and adherence to community guidelines, thereby enhancing trust and engagement among residents.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. DECLARATION OF BARANGAY AND SANGGUNIANG KABATAAN FACEBOOK ACCOUNTS/PAGES AND OTHER SOCIAL MEDIA ACCOUNT/S AS BARANGAY PROPERTY. – The Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media account/s, bearing the name of the Barangay and Sangguniang Kabataan and officially being used by them, are hereby declared as properties of the said Barangay.

SECTION 2. TRANSFER OF OWNERSHIP. – Ownership and administration of the Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media account/s shall be transferred to successive barangay administrations upon assumption of office.

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**SECTION 3. RESPONSIBILITIES OF SUCCESSIVE BARANGAY ADMINISTRATIONS. –**

- a. *Seamless Transfer of Administrative Access – Each incoming Barangay and Sangguniang Kabataan administration shall ensure the smooth and efficient transfer of administrative access to the Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other associated social media accounts within thirty (30) days from assumption of office. This process should include proper documentation and handover of all necessary credentials, ensuring continuity and security in the management of these platforms.*
- b. *Maintaining Content Integrity and Relevance – Each Barangay and Sangguniang Kabataan administration is responsible for ensuring that all content shared on their official social media platforms, including the Facebook Accounts/Pages, remain accurate, relevant, and aligned with the goals and values of the community. This includes regular updates and adjustments to reflect current events, local initiatives, and public service announcements.*
- c. *Documentation of Access Changes – Any update or modification to the administrative access and credentials of the Barangay and Sangguniang Kabataan social media accounts shall be thoroughly documented. These records must be securely passed on to the succeeding administration to ensure accountability, prevent unauthorized access, and maintain consistency in account management.*
- d. *Preservation of Past Content – Any content previously posted by the outgoing administration shall be preserved in its entirety and shall not be deleted. This ensures transparency and maintains an accurate historical record of the Barangay's and Sangguniang Kabataan's activities and communication with the public. All prior posts will remain accessible to future administrations and the community, fostering continuity in the digital engagement with residents.*

**SECTION 4. RESPONSIBILITY OF PRESENT BARANGAY ADMINISTRATIONS. –**

- a. *Registration of Social Media Accounts – The current Punong Barangay and Sangguniang Kabataan Chairperson are required to formally register their respective official Facebook Accounts/Pages and other social media accounts with the Barangay and Community Relations Department (BCRD). This ensures that all digital platforms are recognized and properly monitored for effective communication and coordination with the City Government.*

*[Handwritten signatures and initials]*

- b. *Use of an Official Logo – The Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media account/s must prominently feature an official logo on their respective social media profiles and cover photos. This logo should adhere to the City’s branding guidelines, reinforcing the identity of the Barangay and Sangguniang Kabataan and ensuring consistency across all digital communication channels.*
- c. *Timely Information Sharing and Dissemination – Each Barangay and Sangguniang Kabataan administration shall actively share and disseminate relevant information posted by the Quezon City Government and the Quezon City Disaster Risk Reduction and Management Council (QCDRRMC) through their registered and official social media accounts. This includes, but is not limited to, emergency alerts, public service announcements, health advisories, and other critical updates to keep the community well-informed and engaged in civic matters.*
- d. *Assignment of a Social Media Account Management Team – Each Barangay and Sangguniang Kabataan should assign a Social Media Account Management Team, which shall include administrators and moderators. Only limited individuals should have access so as to provide security to the account/page. Barangay and Sangguniang Kabataan accounts/pages should have dedicated moderator or social media manager to answer queries or request for assistance.*

**SECTION 5. ROLE OF THE QUEZON CITY PUBLIC AFFAIRS AND INFORMATION SERVICES DEPARTMENT (PAISD).** – *The Quezon City Public Affairs and Information Services Department (PAISD) shall play a pivotal role in the oversight, management, and strategic direction of the Barangay Facebook Account/Page and other associated social media account/s. PAISD’s responsibilities include:*

- a. *Providing Expert Guidance and Technical Support – offering continuous technical assistance and expert advice to barangays in managing their social media platforms effectively, ensuring that all online communication is aligned with best practices;*
- b. *Ensuring Content Alignment with Official Standards – ensuring that all content shared on each barangay's social media accounts adhere to the City's official communication policies, branding guidelines, and legal standards, fostering consistency and professionalism in public-facing messages;*
- c. *Facilitating Collaboration for Community Engagement – working closely with successive barangay administrations to amplify community-driven initiatives, promote local events, and disseminate critical information, with the aim of enhancing civic participation and building stronger community ties.*

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- d. *Providing Training and Capacity Building – organizing and conducting regular training workshops for barangay personnel on the use of digital communication tools, best practices in content creation and management, and ethical standards for responsible social media engagement.*
- e. *Maintaining Oversight of Social Media Accounts – ensuring that PAISD has access to a complete and up-to-date record of all registered social media accounts, including the Barangay and Sangguniang Kabataan (SK) Facebook accounts/pages and other related social media platforms, for monitoring, accountability, and compliance purposes.*

**SECTION 6. ROLE OF PUBLIC INFORMATION OFFICER/SOCIAL MEDIA MANAGER.** – *The Public Information Officer (PIO) or Social Media Manager shall be responsible for the management, oversight, and coordination of all social media accounts, including but not limited to the Barangay and SK Facebook accounts/pages, and other social media platforms bearing the name of the Barangay and SK. The role and responsibilities of the PIO/Social Media Manager include, but are not limited to:*

- a. *Content Creation and Curation – Ensuring the timely creation, approval, and posting of relevant, accurate, and community-focused content that aligns with the goals and priorities of the Barangay and SK. This includes announcements, public notices, event promotions, and other communications vital for the residents.*
- b. *Monitoring and Engagement – Monitoring social media interactions, responding to inquiries, comments, and messages in a timely and professional manner. The PIO/Social Media Manager shall maintain a positive and respectful dialogue with the community members and promote transparency in the communication process.*
- c. *Brand Consistency – Ensuring that the social media accounts are consistently branded and reflect the official identity of the Barangay and SK. This includes adherence to all communication policies, logo usage, and proper representation of the governing bodies.*
- d. *Crisis Communication – In the event of an emergency or crisis, the PIO/Social Media Manager shall be responsible for the swift and effective dissemination of accurate information to the public via the official social media channels. This may include issuing alerts, safety guidelines, or updates in coordination with relevant authorities.*

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- d. *No Political Endorsement – The official social media accounts of the Barangay and SK shall remain neutral in terms of political endorsements or affiliations. The said accounts shall not be used to promote individual candidates, political parties, or partisan positions. This is to ensure that the communication channels remain impartial and serve all residents equally.*
- e. *Accountability – The PIO/Social Media Manager shall be held accountable for any content published on the official social media accounts. In the event of a mistake or inadvertent error, prompt action must be taken to correct the information, and proper explanations must be provided to the public.*
- f. *Access and Security – Access to the official social media accounts shall be securely managed, with login credentials shared only with authorized personnel. Regular monitoring of account activity shall be conducted to ensure the security of the accounts from unauthorized access, hacking, or misuse.*
- g. *Copyright and Intellectual Property – All content posted on the official social media accounts must respect intellectual property laws. The use of images, videos, and other intellectual properties shall be done with proper authorization, licenses, or credits to avoid infringing on the rights of content creators, authors, or owners.*
- h. *Community Engagement and Feedback: Social media accounts should be used to engage with the community, promote transparency, and encourage public participation. Public feedback, comments, and suggestions should be welcomed and considered in the decision-making process, with due diligence in addressing valid concerns raised by the community.*

**SECTION 8. COMPLIANCE AND IMPLEMENTATION.** – *The Punong Barangay, together with the Sangguniang Barangay, shall be responsible for ensuring compliance with the provisions of this Ordinance and overseeing its effective implementation.*

**SECTION 9. ESTABLISHMENT OF COMMUNITY GUIDELINES.** – *Each barangay administration shall develop and promulgate clear community guidelines for the use of the Barangay and Sangguniang Kabataan Facebook Accounts/Pages and other social media account/s. These guidelines shall outline acceptable conduct, content standards, moderation procedures, and channels for feedback and reporting. Additionally, the guidelines shall emphasize the importance of respectful discourse, inclusivity, and adherence to applicable laws and regulations.*

**SECTION 10. REPEALING CLAUSE.** – *All Ordinances, Resolutions, Executive Orders, Memorandum Circulars, and Administrative Orders or parts thereof which are inconsistent with any provisions of this Ordinance are hereby repealed or modified accordingly.*

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*SECTION 11. SEPARABILITY CLAUSE. – If any provision of this Ordinance is declared void or unconstitutional, the remaining portions shall not be affected and shall remain in full force and effect.*

*SECTION 12. EFFECTIVITY CLAUSE. – This Ordinance shall take effect on the date of approval and shall remain in force until it is amended or repealed. Duly approved copies hereof shall be furnished to all concerned offices for proper implementation.*

ENACTED: December 2, 2024.

  
GIAN G. SOTTO  
City Vice Mayor  
Presiding Officer

ATTESTED:


  
ATTY. JOHN THOMAS S. ALFEROS, III  
City Government Department Head III  
(City Council Secretary)

APPROVED: FEB 05 2025

  
MA. JOSEFINA G. BELMONTE  
City Mayor

CERTIFICATION

*This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on December 2, 2024 and was PASSED on Third/Final Reading on December 9, 2024.*

  
ATTY. JOHN THOMAS S. ALFEROS, III  
City Government Department Head III  
(City Council Secretary)  
