



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman  
1100 Quezon City

January 19, 2021

**SPECIAL ORDER**

No. 69

Series of 2021

**SUBJECT: CREATION AND COMPOSITION OF AN ADHOC SOCIAL MEDIA UNIT  
UNDER THE OFFICE OF THE SECRETARY**

The advocacy, promotion, and information campaigns on the programs, projects and activities of the Department of Agriculture (DA) should be pursued vigorously in order to hasten the adoption of the technologies to achieve the goals of food secure Philippines and empowered and prosperous farmers and fisherfolk.

The use of various digital media platforms plays an important role in communicating key messages with regards to the food security of the country as it expands the reach and broadens engagement of DA with its stakeholders and encourages active engagements among public and private sectors, thus creating valuable relationships with both online and offline supporters, among others.

In the exigency of service and in order to accelerate nationwide communication on DA's efforts on food security, an **Adhoc Social Media Unit** (SocMed) is hereby organized at the Office of the Secretary. The SocMed will be composed of three (3) Teams: Content Creation Team, SocMed Managers and Community Managers. The composition and key functions of the Teams under the SocMed Unit are as follows:

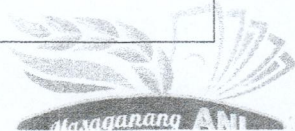
**COMPOSITION AND CORE FUNCTIONS**

**OVER-ALL IN CHARGE: ALEXANDER G. ARIZABAL, Jr.**, Deputy Chief of Staff for Operations  
and Head Executive Assistant

**SOCMED UNIT HEAD: RITA T. DELA CRUZ**

CONTENT CREATION TEAM	KEY FUNCTIONS
<ul style="list-style-type: none"><li>• <i>SocMed Specialist</i>- Rommel Panabi</li><li>• <i>Segment Producer</i>- Benedict Dayao</li><li>• <i>Segment Producer</i> -Tricia Sipin<ul style="list-style-type: none"><li>○ <i>Video Editor</i> -Clarence Tamayo</li><li>○ <i>Multimedia Producer</i>- Kuhlin Gacula</li></ul></li><li>• <i>Graphic Artist</i></li></ul>	<ul style="list-style-type: none"><li>• Proactively create editorial content (AVPs, stories, photos, advocacy images including infocard, newscard, quote cards, infographics, etc.);</li><li>• Media pitching, web and social media, posting daily to respective channels; and</li><li>• Coordinate with various info officers of attached agencies and staff bureaus to disseminate content for multimedia uses.</li></ul>

*A food-secure and resilient Philippines*



SOCMED MANAGERS	KEY FUNCTIONS
<ul style="list-style-type: none"> <li>• DA FB Administrator- Solita Onquit</li> <li>• The Secretary's Page Administrator- Rita dela Cruz</li> <li>• DA Ani at Kita/ You Tube Administrator- Marikit Mamaril</li> <li>• DA Website Administrator - Rita dela Cruz</li> </ul>	<ul style="list-style-type: none"> <li>• Continuously promote and update the public on DA's programs, projects and initiatives through digital platform engagement strategy;</li> <li>• Prepare social media packs and promotions for flagship programs, events, initiatives, campaigns;</li> <li>• Actively engage with online audiences through social media channels; and</li> <li>• Update website through regular PRs and photo essays/galleries on a daily basis.</li> </ul>
COMMUNITY MANAGERS	KEY FUNCTIONS
<p>Advocates: Boyet Bajandi Rita dela Cruz Solita Onquit Adora Rodriguez McBien Saint Garcia Patrick Lesaca Kath Bulquerin</p>	<ul style="list-style-type: none"> <li>• Engage and connect with the audience the replies to comments and private messages (PMs) on social media; and</li> <li>• Advocate for DA's programs and initiatives to the public and bashers/trolls.</li> </ul>

The above shall perform the aforesaid functions in concurrent capacity with their regular duties and responsibilities and will work closely with the Agriculture and Fisheries Information Division (AFID), Information and Communications Technology Service (ICTS), Office of the Strategic Communications (Strat Comms) and coordinate with the Regional Information Officers and Public Information Officers.

They are entitled to travelling allowance, per diems and incidental expenses in the performance of their duties and responsibilities in view of their designations, chargeable against OSEC Funds and other available funds, subject to existing government accounting and auditing rules and regulations.

All officials and employees of the Department, including its Bureaus, Attached Agencies and Corporations, and Regional Field Offices are hereby advised to give their full support and cooperation to the above in the performance of their duties and responsibilities.

This Order shall take effect immediately. All orders inconsistent herewith are deemed revoked.

Done this 20th day of January 2021.

  
**WILLIAM D. DAR, Ph.D.**  
 Secretary

DEPARTMENT OF AGRICULTURE  
  
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 with empowered and prosperous farmers and fisherfolk*

