



## RESOLUTION

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### NCI-SRD RESOLUTION NO. 11 series of 2023

#### APPROVING THE NCI-SRD SOCIAL MEDIA GUIDELINES FOR IMPLEMENTATION AND DISSEMINATION TO THE NATIONAL AND REGIONAL CONVERGENCE INITIATIVE SECRETARIATS

**WHEREAS**, Joint Administrative Order (JAO) No. 01, series of 2020 (Revised JAO No. 01 Series of 2015: Strengthening the Implementation Framework for the DA-DAR-DENR-DILG NCI-SRD) identifies the NCI-SRD as a government strategy that can contribute to inclusive growth and poverty reduction in the countryside, through complementation of efforts of the rural development agencies;

**WHEREAS**, JAO No. 1, series of 2020 states that the Knowledge Management Component Working Group (KM CWG) shall be responsible for the development and management of an information system for the NCI-SRD which includes Information and Communication Technology (ICT), Results-Based Monitoring and Evaluation (RBME), and Information, Education, Communication, and Motivational (IECM) materials;

**WHEREAS**, the Strategic Communication Plan FY 2021-2025, approved under Resolution No. 12, series of 2019, aims to enhance NCI-SRD communication activities to increase the commitment of strategic audiences which include planners, implementers, providers, sponsors, and gatekeepers of rural development activities;

**WHEREAS**, the Strategic Communication Plan FY 2021-2025 identifies the objective of increased awareness and knowledge on NCI-SRD among its identified strategic audiences;

**WHEREAS**, the NCI-SRD Procedural Manual, approved under Resolution No. 11, series of 2020, aims to standardize the operating procedures of the National and Regional Secretariats including the social media prescribed information and specifications;

**WHEREAS**, the KM CWG convened in a regular meeting held on 07 June 2023 and discussed and endorsed the Social Media Guidelines which shall standardize the brand image of the NCI-SRD, encourage efficient management of social media accounts, and update its social media prescribed information and specifications;

**WHEREAS**, the NCI-SRD NTWG, composed of the National Focal Person (NFP) and Chairpersons of the four Component Working Groups (CWGs) convened in a regular meeting held on 12 July 2023 and agreed to endorse the NCI-SRD Social Media Guidelines to the NCI-SRD National Steering Committee (NSC), after its final technical review;

**WHEREAS**, the NCI-SRD NSC, composed of the Secretaries of DA, DAR, DENR, and DILG and represented by their permanent alternate Undersecretaries and representatives, convened in a meeting held on 26 July 2023 and approved the NCI-SRD Social Media Guidelines for implementation and dissemination to the National and RCI Secretariats;



Republic of the Philippines  
DA - DAR - DENR - DILG

**National Convergence Initiative for Sustainable Rural  
Development (NCI-SRD)**

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**NOW, THEREFORE**, for and in view of the foregoing, the NSC hereby **RESOLVES** to approve the NCI-SRD Social Media Guidelines for implementation and dissemination to the National and RCI Secretariats.

**Done in Quezon City, Philippines this 26th day of July 2023.**

**APPROVED AND SIGNED BY THE NSC OR THEIR PERMANENT ALTERNATE REPRESENTATIVES:**

**ENGR. ZAMZAMIN L. AMPATUAN, CESO I**  
Undersecretary  
DA

**ATTY. MILAGROS ISABEL A. CRISTOBAL**  
Undersecretary  
DAR

**ATTY. JONAS R. LEONES, CESO I**  
Undersecretary  
DENR

**MARLO L. IRINGAN, CESO III**  
Undersecretary  
DILG