



**COMMITTEE ON INFORMATION AND COMMUNICATION
TECHNOLOGY
AND
COMMITTEE ON RULES AND PRIVILEGES, LAWS AND ORDINANCES**

**JOINT COMMITTEE REPORT
NO. ICT-020--S-2024**

Subject: AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION CAPABILITIES OF THE CITY GOVERNMENT OF BACOR AND ENCOURAGING COLLABORATION WITH SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE AND TIMELY INFORMATION ON VARIOUS PUBLIC SERVICES AND ACTIVITIES - PCO-2024-164 dated February 26, 2024

Referred to the Joint Committee during the 80th Regular Session is the above-subject matter for appropriate action and recommendation.

OBJECTIVE OF THE ORDINANCE:

The proposed Ordinance is in line with the mandate under Republic Act No.10844 otherwise known as the "Department of Information and Communication Technology Act of 2015", that is, to promote the use of information and communication technology for the enhancement of key public services, such as education, public health and safety, revenue generation, and socio-civic purpose.

In particular, the City Government aims to harness the talents of social media content creators who produces entertaining, helpful, or educational material, and who caters the interests of their target audiences by way of blog posts, videos, podcasts, photos, and graphics. A few common types of content creators include:

- Podcasters
- YouTubers
- Writers
- Social media influencers



OFFICE OF THE SAGGUNIANG PANLUNGSOD

To date, social media is the fastest way of communication, information sharing and the transformation on how the people appreciate and consume the media.

Under the proposed Ordinance, the social media creators or influencers shall play an essential and complimentary role in public disclosures to reach wider audiences, enhance public information dissemination of policies and ordinances, and to encourage active and wider participation of the people in any events and activities of the City Government of Bacoor.

COVERAGE AND RESPONSIBILITIES OF THE CITY GOVERNMENT UNDER THE ORDINANCE:

The proposed Ordinance shall cover all the concerned city government personnel, private organizations, and social media content creators or influencers based in the City of Bacoor who may work with the City Government for enhanced information campaign explicitly identified in the proposed ordinance.

The City Government may acknowledge, recognize and support the efforts of local content creators who will positively contribute to public information dissemination, and such recognition may include features on official City Government platforms, events, or other appropriate means.

As provided in the proposed Ordinance, the City Information and Community Relations Department (CICRD) shall be the lead office in charge of implementing the ordinance and shall establish a reporting mechanism to receive feedback and collaboration concerns with local content creators.

RECOMMENDATION:

In view of the foregoing, the Honorable Members of the Joint Committee hereby recommend **TO APPROVE** the City Ordinance strengthening the public information capabilities of the City Government of Bacoor through collaboration with the social media content creators or influencers, subject to the existing laws and government policies for that matter.



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PROVINCE OF CAVITE
City of Bacoor

CGBCR-SPBac-F003.00
10/20/2023

OFFICE OF THE SAGGUNIANG PANLUNGSOD

WE HEREBY CERTIFY that the contents of the foregoing report are true and correct.

Signed this day of March 2024 at the City of Bacoor, Cavite.

THE COMMITTEE ON INFORMATION AND COMMUNICATION TECHNOLOGY


HON. ROSELITO M. NOLASCO
Chairman


HON. ALEJANDRO F. GUTIERREZ
Vice Chairman


HON. ADRIELITO G. GAWARAN
Member



Republic of the Philippines
PROVINCE OF CAVITE
City of Bacoor

CGBCR-SPBac-F003.00
10/20/2023


OFFICE OF THE SAGGUNIANG PANLUNGSOD

THE COMMITTEE ON RULES AND PRIVILEGES, LAWS AND ORDINANCES


HON. REYNALDO D. PALABRICA
Chairman


HON. LEVY M. TELA
Vice Chairman

Prepared by:


ROBERTO A. DE GUZMAN

Local Legislative Staff Assistant I

JOINT COMMITTEE REPORT ICT-020 -S-2024

PCO-2024-164 – AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION CAPABILITIES OF
THE CITY GOVERNMENT OF BACOR THROUGH THE SOCIAL MEDIA CONTENT CREATORS.

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Committee on Information and Communication Technology

JOINT COMMITTEE HEARING MINUTES

NO. ICT-020-S-2024

Subjects: *AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION CAPABILITIES OF THE CITY GOVERNMENT OF BACOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE, AND TIMELY INFORMATION ON VARIOUS PUBLIC SERVICES AND ACTIVITIES. PCO-2024-164 dated February 26, 2024.*

Present:

Committee on Information and Communication Technology

Hon. Rogelio M. Nolasco - Chairman
Hon. Alejandro Gutierrez - Vice Chairman

Committee on Rules and Privileges, Laws and Ordinances

Hon. Reynaldo Palabrica - Chairman
Hon. Levy Tela - Vice Chairman

5TH Sangguniang Panlungsod Members

Hon. Alde Pagulayan - Member

Resource Persons:

Atty. Salve Valenciano - Office of City Legal Service
Mr. Lodgene Asuncion - Management Information System
Mr. Marzon Figueras - CICRD

Hon. Rogelio Nolasco: "A Joint Committee Hearing, on Information and Communication Technology and Committee on Rules and Privileges, Laws and Ordinances regarding, **"AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION OF THE CITY GOVERNMENT OF BACOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE, AND TIMELY INFORMATION ON VARIOUS SERVICE AND ACTIVITIES OF THE CITY OF BACOR** is now call to order."

Hon. Rogelio M. Nolasco: "I would like to acknowledge the presence ng ating mga Konsehal, Konsehal Levy Tela, Konsehal Alde Pagulayan, Konsehal



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Alejandro Guffierrez and Konsehal Reynaldo Palabrica. For our record pwedeng pakilala lang po ang ating mga resource persons at kung anong department?"

Hon. Rogelio M. Nolasco: "Sa ating CICRD nabasa nyo na po ba ang ordinance?"

Mr. Marzon Figueras: "Nabasa na po namin ito, ang isa lang po naming tanong dito yung tungkol sa promotion ng mga nag ba vlog, gagamitin nila ang city government sa pag ba vlog nila pero, sa kanila pupuntos yung pagtaas ng credit. Kumbaga gagamitin nila yung facilities ng city government pero pangalan nila ang gagamitin nila sa vlog nila yun ang ginagawa nila at hindi yung page ng city government. Ang target pa naman po natin ay yung page natin, yung City of Bacoor page, yun po kasi ang nakalagay dito eh. Yun po ang pinag uusapan po namin dyan eh."

Hon. Reynaldo Palabrica: "Mr. Chairman, kung ang target ng city government ay tumaas ang rate kaya matutulungan ng vlogger na tumaas kasi ang pini feature ng vlogger ay ang contents ng city there is a possibility na tumaas ang rates."

Mr. Marzon Figueras: "Kasi po yung isang vlogger kasi na nagpunta dito nakita namin yung rate niya or yung followers niya nasa 100 lang eh bago ang city government nasa 200,000 pataas na, pag ginamit nila ang city government ay tataas sila mas matataasan pa tayo eh. Mapupunta po sa kanila."

Mr. Lodgene Asuncion: "Suggestion lang po Sir, maganda po yung programa sa ordinansa natin sa content creator kaya lang siguro po kung sino yung mag ku qualify as part of the partner ng city government as content creator. Tama nga po yung sinasabi ni Mr. Marzon kasi sa facebook may income yan so, baka ang iniiwasan lang po natin ay baka magamit yung account natin ng city government of Bacoor which is mas mataas ang popularity or followers compare doon sa mga followers nila, kasi sa facebook yung number of reach or number of use is a monetization. So na momonetize po ang lahat ng facebook users. So, siguro hindi ko lang nababasa ng buo yung ordinansa, dapat po siguro may standard for taking as qualify for content creator."

Hon. Alde Pagulayan: "Yung accreditation process? Kung sino ang ma accredit?"

Mr. Lodgene Asuncion: "Yes po."

Hon. Alde Pagulayan: "Mr. Lodgene, with due respect, Mam sa inyo po nanggaling yung draft ng ordinansa?"

Atty. Salve Valenciano: "Yes po, instruction po ni Admin. Although it was mentioning po before na mag mi meet daw po yung parang kagawad daw po pero the meeting ay hindi natuloy."



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Hon. Alde Pagulayan: "So, may point si kuya Lodgene yung ensuring that this kasi, maganda yung idea doon sa power na ibibigay natin doon sa vloggers to transmit official information regarding the city. For instance, nagkaroon cascade noong panahon ni Mam Rowena na naglabas ng statement to the event na walang pasok ngayon tapos na carry ng ibang private na hindi, may pasok ngayon so yung information na ibibigay natin doon sa individual vloggers is very crucial when we are talking about the project of the government, that's why very important Mr. Chair yung sinabi ni Mr. Lodgene na how do we accredit? The accreditation process, yung identifying vloggers as accredited vloggers of the city. Paano natin gagawin yun?"

Mr. Lodgene Asuncion: "Iwasan din po natin yung disinformation, kasi mamaya baka mga accredited vloggers ito ng city government kasi kapag sila ang nag vlog ang perception ng mga followers dito is from the city government, parang sila ang extended account or extended social media account of the city government parang yung announcement sa TV pakikinggan ng followers nila. Dapat malinaw sa ordinansa kung ano yung magiging standard natin yung accreditation ng content creators."

Hon. Alde Pagulayan: "Actually Mr. Chair, dito sa **section 6 Implementing office** the CICRD, this section is quiet doon sa mga tinatanong ni Mr. Lodgene eh. How do you accredit?, who becomes the legal representative na maging content creator ka ng city, very crucial yan I think."

Atty Salve Valenciano: "I recall po doon sa office namin before po namin ito i finalize before the final endorsement to the office of the Mayor nag send po ako ng request to our CICRD through the office of Admin, wala pong reply from your end. Yun din po talaga ang gusto naming makuhang detail from the **CICRD** po since yung department po ang specifically engaging doon sa content creator. I agree naman po na talagang kulang ito, kapos doon sa detalye na sino ang dapat at papano yung dapat. Ang nangyari sa section 6 Implementing office, this will be the duty of CICRD so kailangan I po formulate po kung ano yung kailangan papano yung identity."

Hon. Alde Pagulayan: "Once again bonding, may na create tayong isang content creator Mr. Marzon ibubuga nya ang policies and program of the city so, maganda. Pero ang next vlog nya tinitira nya si BBM paano natin mapipigilan?"

Mr. Marzon Figueras: "Kaya kailangan, lahat ng ibubuga nya dumaan muna sa amin."

Hon. Alde Pagulayan: "Hindi ko naman papayagan kung content creator ako di ba? kasi that's censorship?"

Atty Salve Valenciano: "At saka ano, baka lang din po mag ano mag create ng employee/employer relationship ako as independent vlogger lahat ba ng sasabihin ko dapat dumaan. Siguro po dapat may parameters yung parang principles na ito yung principle sa engagement na kung mayroon ng



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ma establish po between sa vloggers po and the city. Dapat ito yan, kung lalabas kayo dito mayroon kayong kalalagyan."

Hon. Reynaldo Palabrica: "Mawawalan ng freedom of speech."

Hon. Lodgene Asuncion: "Maselan po kasi yung partnership with the content creator and the city government, lahat ng mali nilang publication or post ay magiging reflection din ng city. Yun din po ang iniiwasan natin. Ang malalaman ng tao ito ay isang content creator natin, politically sa ganitong kandidato, politically matatamaan ang mga kandidato natin maselan or mahirap balansehin kasi hindi naman natin ma kokontrol yung mga content creator. Kasi wala naman ba tayong kontrata sa kanila na kung sila ba ay magiging content creator natin ay hindi sila pwedeng mag post ng ganito. Pero hindi naman siguro pwede nating pigilan."

Hon. Reynaldo Palabrica: "Mr. Chairman, ang pinag uusapan natin dito sa **section 4** ay **coverage**, ang specific dito na ang covered lang ng ordinansang ito ay to those content creators and influencers based on the city of Bacoor, yun taga Bacoor lang. Ngayon ang sinasabi naman dito ay walang partnership sa **section 5**, call for collaboration with local content creators. Ngayon, Mr. Chairman, ang kailangan siguro nating ilagay sa ordinansa, ang pwedeng i share ng mga mag pa participate or mag co collaborate sa city of Bacoor not necessarily with partnership ay kung ano lang yung i post ng city government sa CICRD ay yun lang ang pwedeng i share. Yun lang ang gawin nating batas dito na hindi nila pwedeng i modify at hindi nila pwedeng i edit kundi may criminal liability sila or may ordinance violation sila. Yun lang siguro ang pwede nating ilagay dito para secured natin ang interest ng ating city government and at the interest of our politician. Kasi ganito ang hinahabol ng ordinansa eh maglabas si CICRD ng ordinansa natin. Bawal ang copy for minors ang reach nila 200,000 lang tapos may mga hindi sila na reach may mga followers or influencers at content creators na back pages na hindi na reach ng City of Bacoor so ngayon kung i aalaw natin na i share nila anyway kahit sino naman pwedeng i share eh wala namang restriction sa pag se share ang kailangang lang natin doon sa pag se share i restrict natin na hindi pwedeng i edit. Hindi pwedeng i alter ang information na naandoon, para yung collaboration with digital creator's para ma wide spread natin ang information campaign of what the city government would like to spread the information to our constituent. So, ang kailangan lang natin yung misinformation, yung disinformation so i limit natin yun ang i restrict natin sa regulation na ang lahat ng post ng city government ng bacoor or information, kung ano yung content hindi pwedeng i alter, kung ano yun pwedeng i share pero hindi pwedeng i modify. Yun lang siguro ang pwede nating batas."

Mr. Lodgene Asuncion: "Mr. Chair yung pagkakadinig ko sa last meeting, isa sa programa with content creators' partnership, mag ba vlog sila for the city government, yun ang pagkaka intindi namin dyan. So, kapag sila ang nag vlog, lahat ng sasabihin nila is for the announcement ng city government."

Hon. Reynaldo Palabrica: "Yes, pero hindi nila pwedeng i alter ang announcement. Ang ibig kong sabihin stated, kung ano ang inilagay na



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information yun lang talaga. Yun ang pwede nilang sabihin or pwede nilang i express kapag inedit nila iyon may violation sila sa ordinansa yun ang i se safe natin para mawala ang misinformation. Yun ang punto ko Mr. Chairman."

Hon. Rogelio M. Nolasco: "Atty. ano ang opinion nyo po?"

Atty. Salve Valenciano: "Opo, tama naman po iyong lahat ng sinabi nila. Yun nga lang po kagaya ng nabanggit kanina yun nga po ang details, terms of engagement with the content creator yun nga po ang kulang. Yun po sana ang gusto naming hingiin from the CICRD kasi sila naman ang nagkakaroon ng engagement with other social media personality so, sana po ay matulungan tayo, ma craft or ma formulate kung ano po yung terms na beneficial po sa ating LGU. Basically, nakikita naman po natin doon sa section 5, yun po yung mga ilang activity pero nasabi ko nga po this is a proposal kung mayroong gusto tayong alisin o idagdag wala pong problema. Definitely, kung ano po yung beneficial sa city. Yung ilang idea or halimbawa **number 2 community events**, so, okey ba sa atin na gaya nyan meron tayong event sa labas like parada tapos naandyan po yung ating mga vloggers okey lang po ba sa city? Yun lang mga ilang ideas."

Mr. Marzon Figueras: "Gusto naman po namin kung may nag ba vlog para maikalat kaso halimbawa kung yun ang sinasabing cause ng mga traffic yun po ang iniwasan namin."

Hon. Reynaldo Palabrica: "Yun ang gusto nating ayusin upang hindi mawala ang karapatang magsalita."

Atty. Salve Valenciano: "Pero kung may partnership naman po sila talaga sa mga vlogger pwede nilang kausapin yun."

Hon. Alde Pagulayan: "Paano mo ma mama manage to gain the partnership? Anong deals?"

Atty. Salve Valenciano: "Kung baga may agreement po sila with the city doon po i-line up kung ano yung mga limitations parang principles of engagement halimbawa kapag may event kami inform namin kayo pero ito dapat yung i pi feature nyo. Syempre kung ineexpect natin na kung sila po ay makikipag partner sa atin ay inaasahan natin na hindi sila mag sasalita ng against sa city."

Hon. Alde Pagulayan: "Eh kasi with our content sila but by tomorrow is completely different."

Hon. Reynaldo Palabrica: "Mr. Chair may suggestion lang ako sa discussion nila ibig sa sabihin tungkol doon sa makikipag collaborate ang vloggers with the city of Bacoor. Tulad ng sinabi ni Konsi na mag accredit tayo the first accredit vloggers or content creators, doon magkakaroon ng MOA syempre at doon sa accreditation may tinatawag na commitment or manifesto or specific document pertaining to commitment. May written commitment na i po promote nya ang city government constructively and never destructively."



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Kumbaga voluntary ang kanyang commitment hindi natin pinilit, voluntary commitment on the city government to disseminate information constructively. Hindi natin pinipilit kundi voluntarily para hindi mawala ang freedom of speech kumbaga kung sino yung supportive sa Bacoor yung taga Bacoor in voluntary commitment and actively acknowledge as part ng vloggers ng ating CICRD."

Hon. Alde Pagulayan: "Yes Mr. Chair, there are different type of vloggers like life style and culture pero kapag political bloggers hindi siguro natin pwedeng bigyan ng puwang yan."

Hon. Reynaldo Palabrica: "Yung mga political bloggers, yan ang lilimitahan nation. I reregulate natin yung limitations. Maganda naman ito pero kuhanin lang natin yung interest."

Hon. Lodgene Asuncion: "Yun kasi ang iniwasan nating partnership with other vloggers ay yung mag disseminate ng information. Ang hindi natin maiwasan diyan syempre yung tao kung kumalas sa city government syempre kung mag announce yan against sa city government. Kasi hindi natin kontrolado yan kahit meron tayong MOA that can be terminated anytime kasi nga alam ng tao na itong si vlogger A ay accredited ng city government impression ng tao paniniwalaan siya."

Hon. Alejandro Gutierrez: "Alam ng tao alam nya sinasabi nya."

Hon. Lodgene Asuncion: "Halimbawa hindi natin sila napag bigyan, syempre possible yun eh. Halimbawa mag demand sila sa city na kailangan naming ng ganito. Kasi minsan may mga vlogger sa post ng city government mas sila mismo nagrereklamo halimbawa sa services, sa traffic may makikita ka dyang complain, sila mismo nagrereklamo or siya mismo nag se share sa facebook nila. Hindi natin kontrolado ang mga tao specially vlogger kasi gusto nila i express yung feelings nila eh mas advantage sa kanila kasi it will gain popularity and it will attract many kapag pinatulan nila yung issue na iyon. Maganda pero mahirap kung paano natin ito iimpliment, hindi ganoon kadali, medyo technical, baka ang konseho pa ang mapahamak kasi sila ang nagpasa ng ordinansa."

Hon. Alejandro Gutierrez: "Pag aralan muna."

Hon. Lodgene Asuncion: "Kasi ang mga vlogger, gusto nilang i express yung nararamdaman nila eh."

Mr. Marzon Figueras: "Kapag hindi natin napagbigyan yan baka tayo ang balikan nyan."

Hon. Lodgene Asuncion: Kapag tumataas na ang rate ng city government, kumikita na sila sa facebook baka humingi pa sila ng compensation sa city."

Hon. Alejandro Gutierrez: "Sino ba ang nag propose ng ordinansang yan?"



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Atty. Salve Valenciano: "Napag utusan lang po kami."

Mr. Marzon Figueras: "Maganda po pero pag aralan po muna namin."

Hon. Alde Pagulayan: "Everybody agree that this proposal needs further study so I move to suspend the committee hearing and pending the Legal Department, MIS Department and the CICRD, I so move Mr. Chair."

The hearing adjourned at 3:15 P.M.

Prepared By:

EDGARDO B. NOLASCO
CLERK

Attested By:

COUN. ROGELIO "BOK" M. NOLASCO
Chairman

Committee on Information and Communication Technology



Republic of the Philippines
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City of Bacoor

Office of the Sangguniang Panlungsod
Received by: Jenet Pring
Date: 4/4/2024
Time: 3:30 PM

OFFICE OF THE SAGGUNANG PANLUNGSOD

COMMITTEE ON INFORMATION AND COMMUNICATION TECHNOLOGY
&
COMMITTEE ON RULES AND PRIVILEGES LAWS AND ORDINANCES

NOTICE OF JOINT COMMITTEE HEARING
(PROOF OF RECEIPT)

March 7, 2024 / 2:00 P.M.

MSBR Conference Room 4th Floor, Bacoor Legislative and Disaster Resilience Building

Subject: *AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION CAPABILITIES OF THE CITY GOVERNMENT OF BACOOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE, AND TIMELY INFORMATION ON VARIOUS PUBLIC SERVICES AND ACTIVITIES. **PCO 2024-164** dated **February 26, 2024***

| NAME | BUSINESS/OFFICE AFFILIATION | CONTACT NUMBER | SIGNATURE/DATE |
|-----------------------------|-----------------------------|----------------|-----------------------------|
| HON. REYNALDO D. PALABRICA | SP | 09190024669 | <i>[Signature]</i> 3/05/24 |
| HON. ADRIELITO G. GAWARAN | SP | 09260464981 | <i>[Signature]</i> 3/5/24 |
| HON. LEVY TELA | SP | 09-5418 | <i>[Signature]</i> 3-5-24 |
| HON. ALEJANDRO F. GUTIERREZ | SP | 091151139161 | <i>[Signature]</i> 3/5/24 |
| MR. LODGENE ASUNCION | MIS | 09983503945 | <i>[Signature]</i> 3/5/2024 |
| MS. LYSA BLANCAFLOR | CICRD | 09399388306 | <i>[Signature]</i> 3/5/24 |



OFFICE OF THE SAGGUNYANG PANLUNGSOD



PICTURES OF JOINT COMMITTEE HEARING ICT-020-S-2024

PCO-2024-164 – AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION CAPABILITIES OF THE CITY GOVERNMENT OF BACOOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS ON VARIOUS PUBLIC SERVICES ACTIVITIES.

Feb. 26, 2024
8074



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Province of Cavite

CITY OF BACOR

Office of the Mayor

CGBCR-MO-02-F03.00
10/20/2023

February 16, 2024

OFFICE OF THE
SANGGUNIANG PANLUNGSOD
RECEIVED
BY: ARIEL

DATE: 2/19/24 TIME: 4:44
BACOR CITY, CAVITE

HON. ROWENA BAUTISTA-MENDIOLA

City Vice Mayor,
Bacoor Government Center
Bacoor City, Cavite

Thru: Atty. Khalid Atega, Jr.
Sangguniang Panlungsod Secretary

Subject: Endorsement Letter

Dear Hon. Bautista-Mendiola:

I hereby endorse to the esteemed members of the Sangguniang Panlungsod for appropriate action Endorsement Letter No. 253, S. 2024, issued by the Office of the City Legal Service, relative to the proposed ordinance strengthening the public information of the City Government of Bacoor and encouraging collaboration with local social media content creators in the delivery of safe, reliable and timely information on various services and activities in the City of Bacoor.

Attached herewith is the aforementioned letter, including the draft proposed ordinance, for your immediate reference.

I trust that you give this matter your utmost consideration.

Sincerely yours,

Office of the Mayor **STRIKE**
Strike B. Revilla



SBR20240982


STRIKE B. REVILLA
City Mayor



STRIKE AS

Address: Bacoor Government Center, Bacoor Blvd., Brgy. Bayanan, City of Bacoor, Cavite
Trunkline: 434-1111 | Website: www.bacoor.gov.ph

SCAN ME



OFFICE OF THE CITY LEGAL SERVICE

ENDORSEMENT LETTER No. 253, S. 2024

To: **HON. STRIKE B. REVILLA**
City Mayor

ATTY. PAUL MICHAEL SANGALANG
*Executive Assistant IV,
Office of the City Mayor*

*Mayor A.
02/16 3:34 PM*

Re: **FOR APPROVAL AND SUBSEQUENT ENDORSEMENT TO SANGGUNIANG PANLUNGSOD
AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION OF THE CITY GOVERNMENT OF BACOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE, AND TIMELY INFORMATION ON VARIOUS SERVICES AND ACTIVITIES OF THE CITY OF BACOR**

Date: **16 February 2024**

The City Administrator instructed this Office to draft an ordinance pertaining to the collaboration of the City Government of Bacoor with the Local Social Media Content Creators or Influencers to enhance the delivery of public information of the City.

In this respect, we hereby respectfully endorse the attached proposed City Ordinance for your approval and subsequent endorsement to Sangguniang Panlungsod for consideration and enactment of a local legislation.

Thank you for your usual support.

Respectfully,

[Signature]
ATTY. KIM NYCA R. LOFRANCO
City Legal Officer

**STRIKE
AS**



PROPOSED CITY ORDINANCE NO. _XXX_-2024
Series of 2024

AN ORDINANCE STRENGTHENING THE PUBLIC INFORMATION OF THE CITY GOVERNMENT OF BACCOOR AND ENCOURAGING COLLABORATION WITH LOCAL SOCIAL MEDIA CONTENT CREATORS IN THE DELIVERY OF SAFE, RELIABLE, AND TIMELY INFORMATION ON VARIOUS SERVICES AND ACTIVITIES OF THE CITY OF BACCOOR

Sponsored by: xxx

WHEREAS, the 1987 Philippine Constitution declares as a state policy the recognition of the vital role of information and communications technology (ICT) in nation-building;

WHEREAS, Section 2 of Republic Act No. 10844 ("Department of Information and Communications Technology Act of 2015"), declared as a policy of the State:

1. to promote the use of ICT for the enhancement of key public services, such as education, public health and safety, revenue generation, and socio-civic purposes;
2. to encourage the use of ICT for the development and promotion of the country's arts and culture, tourism, and national identity;
3. to promote and assist the development of local ICT content, applications, and services, which may include support for ICT-based start-up enterprises through strategic partnerships;
4. to ensure the provision of strategic, reliable, cost-efficient, and citizen-centric information and communications technology (ICT) infrastructure, systems, and resources as instruments of good governance and global competitiveness;

WHEREAS, Republic Act No. 7160 grants the local government units to exercise such other powers and discharge such other functions and responsibilities as are necessary, appropriate, or incidental to efficient and effective provision of the basic services and facilities such as information services which include investments and job placement information systems, tax, and marketing information systems;

WHEREAS, social media have become a relevant platform for the government to interact with its constituents and the public at large, and it enables the local government units to encourage public participation, publicize events information dissemination to residents, and network their services and campaigns;

WHEREAS, the City Government of Bacoor has an existing official social media account on which all information campaigns of the city of its public services are posted, but lacks significant reach for wider dissemination;

WHEREAS, with the rapid growth of social media, there has been a significant increase in the number of social media content creators and influencers who may take an active role in local government units to foster good governance through developing and strengthening partnerships with them in the program planning, implementation, monitoring, and evaluation relative to the delivery of reliable public information and campaigns;

5. **Social Media Manager** - refers to the officer in charge of the City Public Information and Community Relations Department who approves what to post on the official social media pages and accounts of the City Government of Bacoor. He/She is also responsible for creating a strategy and media plan for the City's social media accounts.
6. **Social Media Officer** - refers to the one who assesses and scrutinizes details of contents to be posted on the official City's social media pages and accounts.
7. **Social Networking Team** - refers to a group of designated personnel of the City Government of Bacoor and the social media content creators authorized to post public information, articles, announcements, or contents of the city government.

Section 4. Coverage. This Ordinance shall cover all the concerned city government personnel, private organizations, and social media content creators or influencers based in the City of Bacoor who may work with the City Government of Bacoor for enhanced information campaigns.

Section 5. Call for Collaboration with Local Content Creators. Social media content creators or influencers based in the City of Bacoor are strongly encouraged to support and collaborate with the city government for:

1. **Public Service Announcement and Awareness Raising.** Content creators are expected to actively participate in disseminating crucial public service announcements, ensuring that accurate and timely information reaches the residents of Bacoor City. Emphasis should be placed on raising awareness regarding important issues such as public health and safety guidelines, traffic rules, curfew, and other social or economic initiatives.
2. **Community Events.** Collaboration with content creators is sought to cover and promote various community events organized by the city government, including festivals, cultural gatherings, civic activities, and social services, with the end in view of enhancing community engagement and fostering a sense of unity among the residents.
3. **Interviews and Q&A Sessions.** Social media influencers are encouraged to engage in interviews and Q&A sessions with city government representatives, providing a platform for open communication and addressing queries from the community, bridging the gap between the government and the public.
4. **Promotion of Certain Local Businesses.** Content creators are urged to showcase and promote certain local businesses in Bacoor City through their platforms to boost local economic development, foster entrepreneurship, and create a supportive environment for businesses within the community. Said certain local businesses include those that are jointly ventured with the City Government of Bacoor or which the latter has a Memorandum or Agreement (or any equivalent) with, or those that are already considered as heritage herein.

5. **Educational and Cultural Campaigns.** Collaboration is sought in creating and disseminating educational content or campaigns that contribute to the intellectual of Bacoor constituents and highlight the cultural development and heritage of Bacoor City.
6. **Crisis Communication.** In times of crisis or disasters, content creators are recognized as crucial partners in ensuring the prompt and accurate dissemination of reliable updates, emergency measures, and/or evacuation and assistance mechanisms.

Section 6. Implementing Office. The City Information and Community Relations Department (CICRD) shall be the lead office in charge of implementing this Ordinance. It shall have the following duties and responsibilities:

1. Identify and list all social media content creators and social media influencers who are residing or based in the City of Bacoor and the category of their content;
2. Convene and encourage them to support and collaborate with the city government;
3. Formulate guidelines on the extent and limitations of the collaboration that these social media content creators and/or influencers may have on the city government;
4. Ensure the accuracy, reliability, and safety of information shared through various social media platforms;
5. Establish a system of coordination with the SocMed Content Creators and influencers;
6. Ensure that all posts shall not be inimical to the interest of the organization and to the security of the city government and the public as well;
7. Ensure that all social media posts on the official social media account of the City shall not disclose confidential information detrimental to the safety of any individual;
8. Ensure that the consenting local content creator or influencer enter and execute a memorandum of understanding or agreement with the City Government for the purpose of implementing this ordinance;
9. Review, formulate, and recommend measures for appropriate action of the City Mayor or the Sangguniang Panlungsod on the implementation and/or amendments of this Ordinance;
10. Make an annual report to the City Mayor on the implementation of this Ordinance.

Section 7. Recognition and Support. The City Government of Bacoor may acknowledge and support the efforts of local content creators who contribute positively to public information dissemination. Such recognition may include features on official City Government platforms, events, or other appropriate means.

Section 8. Monitoring and Reporting. The City Information and Community Relations Department shall establish a reporting mechanism to receive public feedback and address collaboration concerns with local content creators. This mechanism ensures the continuous improvement of public information practices in the City of Bacoor.

Section 9. Application of National Law In Case of Abuse and Misuse of Information. Any individual or entity found to have engaged in the abuse and misuse of information during the implementation of this ordinance shall be subject to penalties in accordance with the Revised Penal Code and Cybercrime Prevention Act of 2012 (R.A. No. 10175). Such penalties may include fines, imprisonment, or other appropriate sanctions as determined by the competent authorities.

Section 10. Implementing Rules and Regulations. The City Information and Community Relations Department and the Office of the City Legal Service, under the supervision of the City Administrator's Office, shall formulate the necessary rules and regulations for the effective implementation of this Ordinance subject to the approval of the City Mayor. Said Rules shall outline the details of the partnership and collaboration between the City Government of Bacoor and the social media content creators contemplated in this Ordinance.

Section 11. Separability. If, for any reason, any part or provision of this Ordinance shall be held to be unconstitutional or invalid, the other parts or provisions thereof which are not affected thereby shall continue to be in full force and effect.

Section 12. Repeal. The provisions of all City Ordinances, contrary to or inconsistent with the provisions of this Ordinance, are hereby amended or repealed accordingly.

Section 13. Effectivity. This Ordinance shall take effect immediately upon publication in a newspaper of general circulation within the City of Bacoor, Cavite.