



Republic of the Philippines
Province of Cavite
CITY OF BACOR

Office of the Sangguniang Panlungsod

DISTRICT I

HON. CATHERINE SARINO-EVARISTO
City Councilor

HON. MICHAEL E. SOLIS
City Councilor

HON. ADRIELITO G. GAWARAN
City Councilor

HON. VICTORIO L. GUERRERO, JR.
City Councilor

HON. ALEJANDRO F. GUTIERREZ
City Councilor

HON. LEVY M. TELA
City Councilor

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City Councilor / President Pro-Tempore

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HON. ALDE JOSELITO F. PAGULAYAN
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HON. SIMPLICIO G. DOMINGUEZ
City Councilor

HON. ROGELIO M. NOLASCO
Liga ng mga Barangay Vice President

HON. PALM ANGEL S. BUNCIO
SK Federation President

Attested by:

ATTY. KHALID A. ATEGA, JR.
Sangguniang Panlungsod Secretary

Certified by:

HON. ROWENA BAUTISTA-MENDIOLA
City Vice Mayor

Approved:

HON. STRIKE B. REVILLA
City Mayor

CITY ORDINANCE NO. 361-2024
Series of 2024

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.

Sponsored by:

Hon. Rogelio M. Nolasco

Co-Sponsored by:

Hon. Roberto L. Advincula, Hon. Palm Angel S. Buncio, Hon. Simplicio G. Dominguez, Hon. Catherine Sarino-Evaristo, Hon. Reynaldo M. Fabian, Hon. Randy C. Francisco, Hon. Adrielito G. Gawaran, Hon. Alejandro F. Gutierrez, Hon. Alde Joselito F. Pagulayan, Hon. Reynaldo D. Palabrica, Hon. Michael E. Solis, and Hon. Levy M. Tela.

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;



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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;

WHEREAS, private sector organizations, including social media content creators and influencers, play an essential, complementary role in sharing public disclosure through providing value-added dissemination to reach wider audiences;

WHEREAS, the City Government of Bacoor recognizes the need to enhance information dissemination among the constituents of the City of Bacoor not only for the purpose of delivery of public services but especially for the dissemination of local policies and ordinances to empower and encourage active and wider participation of the people;

NOW, THEREFORE, be it ordained by the 5th Sangguniang Panlungsod of the City of Bacoor that:

Section 1. Title. This Ordinance shall be known as the "**Enhanced Public Information Ordinance.**"



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Section 2. Purpose.

 This Ordinance aims to:

1. Promote quick, wide-spread distribution of public information;
2. Improving the city's official website, which will serve as the central hub of city information;
3. Advocate transparency and public trust by ensuring the provision of accessible, inclusive, and targeted public information;
4. Encourage collaboration between the City Government of Bacoor and local content creators for the dissemination of safe, reliable, and timely information on public services and activities;
5. Boost local talents, promote local culture and heritage, and stimulate economic and social growth;
6. Provide guidelines to collaborating local content creators in disseminating city information, including a feedback mechanism;
7. Provide incentives to local content creators through acknowledgment or recognition, training, or facilities for content creation.

Section 3. Definition of Terms.

 The following terms, as used in this Ordinance, shall be understood as:

1. Content Creators - are individuals who specialize in creating graphics and other visual content (with the use of editing software) to be posted on various social media platforms.
2. Public Information - refers to the dissemination of government information to the public, which may be made through press releases, social media, public announcements, and community or barangay engagements.
3. Social Media Influencers - are people who have built a reputation for their knowledge and/or expertise on a specific topic who post content on social media sites.
4. Social Media - are web-based applications where people can create, share, and exchange information and ideas in virtual communities and networks, particularly Facebook, Twitter, YouTube, and Instagram.



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5. Social Media Manager - refers to the City Information Officer, or the person in charge of the City Information Office, 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 social media pages and accounts of the City Government.
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



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gatherings, civic activities, and social services, with the end in view of enhancing community engagement and fostering a sense of unity among the residents.

- 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.
- 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.
- 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.
- 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 Office shall be the lead office in charge of implementing this Ordinance. It shall have the following duties and responsibilities:

- Identify and list all social media content creators and social media influencers who are residing or



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City Mayor

- 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 Social Media 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 Office 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.



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City Mayor

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 Office 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.

ENACTED this 25TH day of March 2024 by the 5th Sangguniang Panlungsod of the City of Bacoor, Cavite.

I hereby certify that the foregoing Ordinance was duly approved in accordance with law.

Certified by:

HON. ROWENA BAUTISTA-MENDIOLA
City Vice Mayor/Presiding Officer



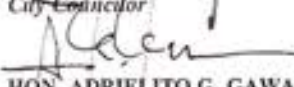
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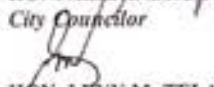

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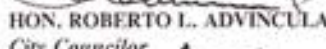

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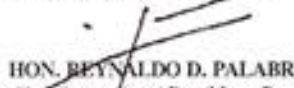

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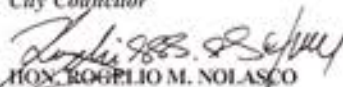

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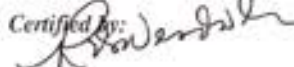

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Date of Approval: 26 JUL 2024