



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region 1
SCHOOLS DIVISION OFFICE
Dagupan City



Division Memorandum
No. 482 s. 2017

RELEASED
DEPED
DATE: 12/5/17
BY: [Signature]

To: Assistant Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Education Program Supervisors
Public Elementary and Secondary School Heads
Division Media Society
All Others Concerned

From: 
LORNA G. BUGAYONG, PhD, CESO VI
Schools Division Superintendent

Date: **December 1, 2017**

Subject: **Attendance and Participation to the Conduct of the L&D on Ethical Standards in Communication including Social Media**

Pursuant to Ethical Standards for Public Servants, DepEd SDO Dagupan City aims to strengthen its human resources so as to ensure that all communication events and opportunities will bring about goodwill and harness positive development in the SDO. Amidst the proliferation of fake news and wide usage of social media, it is the obligation of the SDO to keep its employees attuned and remind them to what about appropriate for government officials.

In line with this, SDO Dagupan will hold a one-day seminar-workshop on **Ethical Standards in Communication including Social Media** at Dagupan City National High School Library on **6 December 2017**.

Participants to this L&D program are 10 Division Media Society, 39 School-based. Division Media Society, 39 School Heads, 20 SDO Personnel.

Participants are expected to have deeper understanding of the ethical standards needed for a government employee; formulate guidelines in order to observe ethical standards and appropriate

use of social media; and create a proposed slogan that will represent the SDO creed towards protecting one's rights.

The following will be the matrix of the aforementioned L&D Program:

Time	TOPIC	SPEAKER / FACILITATOR
7:30 – 8:00 am	Registration	Training Facilitators
8:00 – 9:00 am	Opening Program National Anthem Prayer Presentation of Participants Welcome Remarks Levelling of Expectations	Training Facilitators Dr. Lourdes D. Servito Training Facilitators
9:00 – 10:00 am	DepEd Vision, Mission and Goals	Mdm. Maria Linda R. Ventenilla
10:00 – 11: 00 am	Legal Mandates and Ethical Standards	Atty. Jose Oviedo
11:00 – 12:00 am	Harnessing the Power of Social Media	Ms, Venus H. Sarmiento
12:00 – 1:00 pm	Lunch Break	
1:00 -2:00 pm	Working Together for Better DepEd Dagupan	Mdm. Myrel Angelica Lopez
2:00 – 3:00 pm	Drafting Guidelines for using Social Media	Atty. Jose Oviedo
3:00 – 4:00 pm	Creation of Slogan for Ethical and Responsible Use of Social Media	Reynante Infante
4:00 – 5:00 pm	Closing Program Pilipinas Kong Mahal Turnover of Outputs to SDO Officials Words of Challenge Distribution of Certificates	AVP Group Leaders Dr. Lorna G. Bugayong, CESO VI Training Team

Widest dissemination of this memorandum is desired.