



CHAPTER THIRTEEN: PROMOTIONS AND COMMUNICATIONS OFFICE

Article 1. Official Branding Manual

RATIONALE

In today's digital and interconnected world, the way we present ourselves to the public holds immense significance. Our brand is not just a logo or a tagline; it is the essence of our institution's identity, values, and aspirations. Hence, the City College of Cagayan de Oro is dedicated to fostering a consistent, professional, and inspiring brand that resonates with our students, faculty, staff, alumni, and the broader community.

This Official Branding Manual has been crafted to serve as a comprehensive guide for all branding and communication efforts across the institution. It outlines the standards and guidelines that must be adhered to in order to maintain a unified and distinctive brand identity.

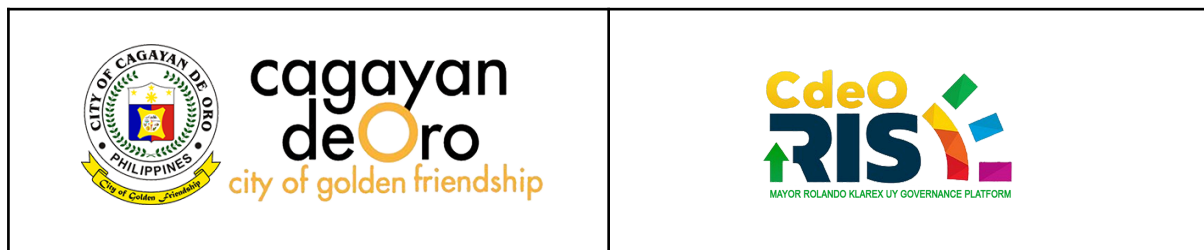
The primary purpose of this Branding Manual is to:

- To establish a consistent visual and verbal identity across media platforms and materials
- To create cohesive and strategic branding that aligns with the institution's mission, vision, and core values.
- To provide guidelines that uphold the professionalism and integrity of the institution's communications.

This manual applies to all aspects of branding and communication, including but not limited to:

Section 1. CDO-LGU and CDO-RISE Official Logos

The CDO-LGU and CDO RISE logos are the official symbols of the city that represent the City Government of Cagayan de Oro and the platform of governance under the administration of City Mayor Rolando "Klarex" A. Uy. City College of CDO personnel must adhere to the guidelines ensuring that these logos are included in both external and internal branding collaterals across all platforms.

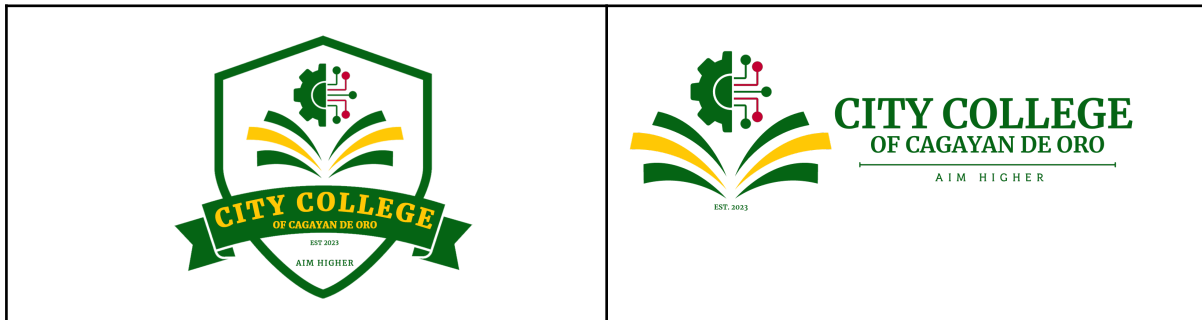


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Section 2. City College of Cagayan de Oro Official Seal and Logotype



2.1 Description

The college seal is a formal emblem that represents the official authority and historical significance of the City College of Cagayan de Oro. It is typically more intricate in design and may include elements such as the institution's founding year, symbols of knowledge, and other traditional iconography.

Meanwhile, the logotype is a more versatile and modern representation of the City College of Cagayan de Oro. It is designed for broader and more frequent use compared to the seal.

2.1.1 Institutional Name

The official name given by City Ordinance 14564-2023 through the education committee, as an LGU-run higher educational institution.

2.1.2 Shield Emblem

The shield emblem represents the institution's commitment to delivering a well-rounded education that encompasses diverse areas of knowledge, embraces practical skills relevant to industries, and actively contributes to the holistic development of the community.

2.1.3 Institutional Slogan

A genuine tagline representing the school's commitment to future graduates.

2.1.4 Ribbon

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The laurel leaves are symbolic of knowledge and learning. They represent the pursuit of quality education by signifying diversity, holistic education, and the wholeness of student development.

2.1.5 Information Technology Icon

This icon represents the institution's dedication to providing better opportunities for youth and adults to gain the knowledge and competence necessary to perform duties in the industrial workforce through technical skills training.

2.1.6 Open Book

The open book symbolizes the institution's goal of producing competent, skilled, and self-sufficient workers in the region.

2.1.7 Year

This element denotes the year the institution was established.

Section 3. Logo Usage Guidelines

3.1 Official College Seal - The college seal is to be used in the following contexts:

- Official Correspondence: Diplomas, certificates, official transcripts, and other formal academic documents
- Ceremonial Events: Graduation programs, official invitations, and ceremonial banners.
- Legal and Formal Communications: Contracts, Memorandum of Agreement/Understanding, and official correspondences from the Office of the President
- Institutional Merchandise: Items such as plaques and medals

3.1.1 Restrictions

- Do not alter the seal's design, colors, or proportions.
- Do not use the seal in casual or informal contexts.
- Avoid using the seal in digital or print materials that are not directly related to official or ceremonial purposes.

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3.2 College Logotype - The logotype is to be used in the following contexts:

- Marketing and Promotional Materials: Brochures, posters, flyers, advertisements, and promotional videos
- Digital Media: Websites, social media profiles, email signatures, and digital newsletters
- Internal Documents: Office memoranda, reports, presentations, and other internal communications
- School Merchandise: T-shirts, pens, notebooks, and other usual promotional items
- Signage: Building signage, directional signs, and banners

3.2.1 Restrictions

- Do not alter the logotype's design, colors, or proportions.
- Ensure that the logotype remains legible and clear, even when resized.
- Avoid using the logotype in contexts that require the formal authority of the college seal.

Section 4. Color Palette

The official colors of the institution are Green, Yellow, and Red.

4.1 Hex code for Print (CMYK)

- Green – #146734
- Yellow – #FDD421
- Red – #EF3A37

4.2 Hex code for Digital (RGB)

- Green – #086618
- Yellow – #FED421
- Red – #FF3131

Section 5. Typography

The official typefaces to be used for both internal and external communications are:

5.1 Primary Fonts





- Merriweather
- Cambria

5.2 Secondary Fonts

- Monserrat
- Tahoma

5.3 Usage Guidelines

- The usage of other typefaces is allowed in designing publicity materials under the condition that the official typefaces of the institution are also reflected in the design to maintain brand and consistency.
- The typeface "Cambria" should be used for official communications sent to other offices and for outgoing correspondence.
- The Office of the President utilizes the distinct font "Tahoma" in official communication letters for purposes of distinction.

Section 6. Request for Social Media Posting

This procedure outlines the steps required for requesting social media postings related to activities and programs. It ensures timely and effective promotion of events according to the Communications Plan 2024.

6.1 Steps:

1. Review the Official Communications Plan 2024:

- Open the Official Communications Plan 2024 to check the schedule of activities and target posting dates.

2. Schedule and Notify:

- Ensure all activities and programs that need to be posted on social media are plotted in advance.
- Send a calendar invite to the Promotions focal person (promotions.cccdo@gmail.com) at least one week before the scheduled activity.

3. Submit Posting Request:

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- Fill out the Google form available at <https://tinyurl.com/SocMedPostingRequest> to input the caption and upload the publicity material.
- If the publicity material is in video format, provide a Google Drive link instead.
- Complete this step two days before the scheduled posting date.

4. Approval Process:

- Submit the publicity material (pubmat) for initial review and approval by the Director.
- After the Director's approval, the material must be reviewed and approved by the VP for Administration.

5. Posting:

- Once the publicity material is approved by both the Director and the VP for Administration, it will be posted on the scheduled date.

Notes:

- Ensure all materials adhere to the institution's branding guidelines and quality standards.
- Allow sufficient time for the approval process to avoid delays in posting.

Section 7. Guidelines on Designing for Collaterals

These guidelines ensure that all designed collaterals, including but not limited to logos, posters, tarpaulins, certificates, plaques, booklets, newsletters, and videos, adhere to the institution's branding standards and maintain consistency across all materials.

- When designing a logo for a specific activity, you may incorporate other colors and font styles to create a unique brand.
- Retain the institutional colors (#086618, #FED421, #FF3131) and typefaces (Montserrat, Cambria, and Merriweather).
- Use institutional colors as the background or in other elements if the logo/poster is not in .png/transparent format to maintain brand consistency.
- Ensure that only original and high-definition photos of our trainees are used as models in all designs.
- Include the City College of Cagayan de Oro and LGU official logos, contact details, and Facebook account in all collaterals.
- Set the canvas to a 1:1 aspect ratio or 1200 x 1200 pixels for social media posters.

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- Printed material sizes may vary, but all other elements (such as fonts, colors, and logos) must strictly adhere to the branding guidelines.
- A standard PowerPoint slide deck template will be provided to faculty, staff, and other clusters for use in class presentations and official meetings/activities.
- All official logos must be overlaid on the video.
- Each qualification/program can choose their preferred color and design for their uniform/shirt, provided that the official logos are retained.
- Once the design is complete, allow the Promotions and Communications Office (PCO) Focal Person to review the publicity material (pubmat) to ensure alignment with the set branding guidelines.

Section 8. Request for Collaterals Design

These guidelines outline the steps for requesting collateral designs to ensure timely and effective preparation, review, and approval of materials.

8.1 Steps:

1. **Consult the Branding Manual:**
 - Open the Branding Manual for guidance on design standards and requirements.
2. **Allow for Variability in Completion Time:**
 - Note that the time required to complete the requested layout may vary depending on the volume of requests and urgency.
3. **Submit Requests in Advance:**
 - Make your request at least five (5) days before the scheduled program to allow the PR Officer sufficient time to prepare, edit, and for the Director to review and approve the material.
4. **Complete the Google Form:**
 - Fill out the Google form at <https://tinyurl.com/LayoutRequest> with the required layout details and specify the type of collaterals needed.
 - Additionally, send a formal email request to the PCO OIC Director for approval of the requested collateral(s).
5. **Event Documentation:**
 - For event documentation, the PR Officer will handle the coverage. Sorting and editing of the material will be the responsibility of the Project Head/Staff.

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Article 2. Manual Operating Procedure on Facebook Page Administration: Roles, Netiquette, and Security Measures

MOP Code	2024002
Effective Date	February 2024
Revision Status	02

Section 1. OBJECTIVE

To ensure efficient management, oversight, and security of the City College of CDO's Facebook page through clear roles, defined delineation of tasks among concerned offices, proper onboarding and offboarding processes for the FB Page Administrators and Moderators, and adherence to netiquette guidelines.

Section 2. SCOPE

This MOP defines the steps to be followed by the Facebook Page Administrators and Moderators of the City College of Cagayan De Oro.

Section 3. DEFINITION OF TERMS

- **PCO** – Promotions and Communications Office
- **FACEBOOK PAGE / FACEBOOK BUSINESS PAGE** - A public profile on Facebook created by businesses, organizations, public figures, or brands to engage with their audience.
- **ROLES** - Refers to the specific responsibilities and permissions assigned to individuals involved in managing the Facebook page, such as administrators and moderators.
- **FACEBOOK PAGE ADMINISTRATOR** - An individual with full control over the settings and content of a Facebook page. They have the authority to manage roles, publish posts, respond to comments, access insights, and make administrative changes to the page.
- **FACEBOOK PAGE MODERATOR** - An individual with limited control over the settings and content of a Facebook page. Typically assist by monitoring and managing interactions on the page.
- **ONBOARDING** - The process of integrating new administrators or moderators into the management team of the Facebook page, including providing training, access to resources, and familiarization with roles and responsibilities.
- **OFFBOARDING** - The process of removing/replacing administrators or moderators from the management team of the Facebook page, which may include revoking access privileges.

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- **NETIQUETTE** - Refers to the accepted rules or standards of behavior for online communication which should be followed by administrators and moderators when interacting on the Facebook page.
- **COMPROMISED FACEBOOK ACCOUNT** - When the account owner's credentials are obtained or used by someone else without their permission. It can happen due to various factors such as weak passwords, phishing attacks, malware infections, or unintentional sharing of login details.
- **HACKED FACEBOOK ACCOUNT** - Occurs when an external party gains unauthorized access to the account by exploiting security vulnerabilities in Facebook's systems or using hacking techniques.

Section 4. City College of CDO Staff Who Have Access to CCCDO Facebook Page

Facebook Page Administrators and Moderators play crucial roles in content creation, audience engagement, community management, analytics tracking, and page maintenance. The tables below provide a detailed delineation of roles per office, outlining key functions based on their level of access.

Table 1. Current Facebook Page Admins & Moderators

NO.	ADMINISTRATORS <small>(have full control over the settings and content of a Facebook page.)</small>	ACCESS LEVEL						
		Page Deletion	Permissions	Content	Messages and Calls	Community Activity	Ads	Insights
2.	Sittie Aliah Paki	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	Hope Carino	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

NO.	MODERATORS <small>(have limited control over the settings and content of a Facebook page)</small>	ACCESS LEVEL						
		Page Deletion	Permissions	Content	Messages and Calls	Community Activity	Ads	Insights

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1	Jess Ajon			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2	Malou Corda			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3	Angelou Villaluz			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	CityCollege Cdo Registrar			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Table 2. Facebook Page Administration Overview

FUNCTION	DESCRIPTION	OFFICE-IN-CHARGE
Overall Page Management	Manage administrative tasks related to the page, such as updating page information, moderating comments and user-generated content, and ensuring compliance with Facebook's policies and guidelines.	ILPO (PR/Comms Section)
Social Media Analytics and Insights	Monitor and analyze the page's performance using Facebook Insights and other analytics tools. This includes tracking key metrics such as reach, engagement, and conversion rates, and using this data to inform decision-making and optimize the page's strategy.	
Crisis Management	Address and mitigate any negative feedback or crises that may arise on the page professionally and promptly.	
	Respond to attempted unauthorized access or actual hacking to the City College of CDO's Facebook page.	ILPO (PR/Comms Section) in coordination with ICT & Systems Administration Division

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Content Creation	Develop and implement a content strategy to ensure that the page provides valuable, engaging, and relevant content to its audience. This may involve planning and scheduling posts, as outlined in the social media communications plan, as well as creating multimedia content, including still and motion graphics.	ILPO <i>(with the assistance of other offices)</i>
Online Engagement	Interact with followers through comments, messages, and reactions, fostering a sense of community and engagement.	ILPO and REGISTRAR <i>(but shall only respond to enrollment/ pre-registration concerns)</i>

Table 3. Facebook Page Administrators' Key Roles

OFFICE	FOCAL	LEVEL OF ACCESS	FUNCTIONS
International Linkages & Promotions Office (ILPO)	Director	Admin	<ul style="list-style-type: none"> Over-all Page and Content Management Collaboration Crisis Management & Resolution <u>Full access to information as indicated by the Legal Team of the LGU of Cagayan de Oro City</u>
	PR, Comms, & Promotions Officer		<ul style="list-style-type: none"> Page Management Overview (Post reach, Ads, Insights) Content Creation & Publication Monitoring & Reporting Crisis Management & Resolution Full access to

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			<p>information as indicated by the Legal Team of the LGU of Cagayan de Oro City</p>
	PR, Comms, & Promotions Associate		<ul style="list-style-type: none"> Assists in Page Management Overview Assists in Content Creation & Publication Facilitate FB post content requests Assists in Crisis Management & Resolution
ICT & System Administration Division	Network and Infrastructure Officer	Admin <i>(Temporary Access only)</i>	<ul style="list-style-type: none"> Help resolve unauthorized access or hacking activities Provide recommendation/s to improve FB page's security
Office of the Registrar	PIC for Online Registration and Inquiries	Moderator	<ul style="list-style-type: none"> Responds to clients' queries / message requests and comments based on the Frequently Asked Questions (FAQs) Cheatsheet provided Promptly responds to queries based on the plotted shifting schedule. Monitors quarterly enrollment engagements

Table 4. Shifting Schedule Response to FB Page Inquiries

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OFFICE OF THE REGISTRAR RESPONSE TO FB PAGE INQUIRIES SCHEDULE						
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00-9:00		RIC 1	RIC 1	RIC 1	RIC 1	
9:00-10:00	RIC 1					RIC 4
10:00-11:00		RIC 2	RIC 2	RIC 2	RIC 2	
11:00-12:00						
12:00-1:00	RIC 2					
1:00-2:00		RIC 3	RIC 3	RIC 3	RIC 3	
2:00-3:00						RIC 4
3:00-4:00	RIC 3	RIC 4	RIC 4	RIC 4	RIC 4	
4:00-5:00						

LEGEND:

- RIC - Registrar-In-Charge 1: Rudelyn Babia
- RIC - Registrar-In-Charge 2: Angelou Pepino
- RIC - Registrar-In-Charge 3: Malou Corda
- RIC - Registrar-In-Charge 4: Jess Ajon

NOTE:

- If the registrar staff is on scheduled CTO or absent, another staff member will take over the shift.
- RIC 1-3 are present from Monday to Friday only; RIC 4 has a scheduled day off on Monday and reports on Saturday.

Section 5. Facebook Page Admin & Moderator Netiquette

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A Facebook business page serves as the online representation of an organization. It's a platform where netizens can view and assess the various programs and activities the institution is involved in. Therefore, it's crucial for the designated administrators to adhere closely to the established rules and conduct themselves that safeguard the institution's credibility.

Below is the online netiquette for how admins of the City College of Cagayan de Oro's Facebook page need to diligently observe.

Table 5. Admins & Moderators Netiquette

ONLINE ETIQUETTE	DESCRIPTION	EXAMPLE
1. Maintain a respectful and appropriate tone	<ul style="list-style-type: none">• Avoid offensive language• Ensure courteous responses	<p>Scenario: A netizen complaining on assessment fee that he/she has to shoulder as he/she believes everything should be free</p> <p>Instead of saying: "Sorry, but nothing in life is free. Maybe you should reconsider your priorities."</p> <p>Say: Hello [NAME]. We understand your concern. All our TESDA-registered programs have free training fees, but a regular trainee (who's not a TESDA-scholar) will need to pay the assessment fee if they decide to take the National Certificate I/II - which will only be given by TESDA once passed/competent.</p> <p>For further assistance, you may reach us at citycollegecdo.helpdesk@gmail.com or contact us at 0936 120 8946.</p> <p>We look forward to hearing from you, [NAME/S].</p> <p>Thank you."</p>

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<p>2. Participate/ Respond in healthy conversations</p>	<ul style="list-style-type: none"> ● Encourage valuable insights ● Responsibly interact in meaningful comments 	<p>Scenario: A netizen congratulating the City College of its achieved milestone, activity, or engagements.</p> <p>Instead of plainly saying: “Thank you.”</p> <p>Say: Thank you very much for your thoughtful words! Achieving this [milestone/activity/engagement] wouldn't have been possible without the invaluable support of stakeholders like you. We're delighted to share this accomplishment.</p>
<p>3. Avoid content that could harm or offend</p>	<ul style="list-style-type: none"> ● Consider content impact on audience ● Respect privacy and confidentiality ● Refrain from posting images that display nudity or suggestively sexual content 	<p>Scenario: Tagging the City College of circulating an unverified video/image undermining the institution’s credibility.</p> <p>Instead of saying: "Stop tagging City College on the circulating videos/photos."</p> <p>Say: "The City College of Cagayan De Oro is aware of the circulating videos/images concerning a [video/image]. While the institution is conducting its internal investigation, we kindly request that you refrain from tagging the City College of Cagayan de Oro regarding the unverified incident. Thank you for your cooperation."</p>
<p>4. Help maintain professional virtual appearance</p>	<ul style="list-style-type: none"> ● Use language consistent with branding ● Avoid using the page for personal, unrelated posts 	<p>Scenario: An admin of the City College’s Facebook page accidentally shares a meme from another FB satire page.</p> <p>Preventive Measure: Always double-check and switch to a personal account when using it for personal matters.</p> <p>Recovery Measure: Admins exercise full control by automatically hiding and/or deleting any unauthorized published content, particularly irrelevant ones, on the City College’s Facebook page.</p>

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<p>5. Address negative feedback courteously</p>	<ul style="list-style-type: none"> • Acknowledge concerns and offer solutions • Respond with diplomacy and empathy 	<p>Scenario: A netizen aired his/her frustrations on the newsfeed section of the City College FB Page and/or tagged the City College of Cagayan de Oro FB page.</p> <p>Instead of saying: "Your complaint is invalid."</p> <p>Say: "Hello [NAME/S]. We highly value your feedback as part of the institution's drive for continuous improvement. We are interested to hear more from you.</p> <p>Kindly email us your concern at citycollegedco.helpdesk@gmail.com or reach us at 0936 120 8946 for a healthy dialogue.</p> <p>We look forward to hearing from you, [NAME/S]. Thank you."</p>
<p>6. Practice Zero Trust Strategy</p>	<ul style="list-style-type: none"> • A strategic approach to cyber security that secures an organization by eliminating implicit trust and continuously validating every stage of digital interaction. 	<p>Scenario: Admins/Moderators received a suspicious link/files and the likes either on the City College's Facebook page or on his/her personal Facebook account.</p> <p>Instead of doing: "Clicking the link/file out of curiosity."</p> <p>Suggested response:</p> <ul style="list-style-type: none"> • Do not click the link until the source is verified. • Utilize URL scanning tools to check for malicious links/files like VirusTotal, urlscan.io, etc.

NOTE: The citycollegedco.helpdesk@gmail.com is a dedicated email address to *centralize communication*, ensuring all clients, beneficiaries, partners, and/or stakeholders' queries are directed to one location, streamlining communication for efficient management and prompt response.

Section 6. Facebook Page Admin & Moderator Onboarding

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Below are the onboarding processes to ensure the responsible handling of the institution's social media channel.

NO.	PROCEDURE	RESPONSIBILITIES	DAYS
1	Introduction to Brand Guidelines	The current/new admin shall familiarize themselves with the City College of CDO's brand guidelines to ensure consistency in tone, visuals, and messaging.	01 day
2	Acknowledgement of Facebook Page Admin Accountability Document	<p>The current/new admin shall sign a Facebook Page Admin Accountability Agreement Form indicating that he/she fully understands his/her responsibilities in managing the City College of CDO's Facebook page.</p> <p>Below is the <i>Facebook Page Admin Accountability Document</i>.</p>	02 days

Facebook Page Admin & Moderator Accountability Agreement Form

I, [Your Full Name], holding the position of [Designation] within the [City College of CDO's Office/Cluster], hereby acknowledge my commitment to adhere to the guidelines established for Facebook Page Admins of the City College of Cagayan de Oro. This entails upholding the highest standards of professionalism and integrity in managing the online presence of the institution, as specified below:

1) Content Management

- a) Abide by the college's brand guidelines and the approved social media communications plan for consistent messaging and visuals.
- b) Ensure all posted content is aligned with the Vision, Mission, Goals, and Core Values of the institution.
- c) Share related posts from the City Information Office and Rolando A. Uy's official Facebook pages.

2) Audience Engagement

- a) Respond promptly to comments and messages with helpful and informative replies.

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b) Foster a supportive online community environment.

3) Post Scheduling

- a) Schedule posts following the institution's calendar of activities reflected in the communications plan.
- b) Obtain pre and final approval from the ILPO Director before posting or sharing content from other pages.

4) Event Announcements

- a) Coordinate with the person-in-charge or the Project Head within or from other offices for event details.
- b) Ensure accurate and timely announcements.

5) Monitoring and Reporting

- a) Monitor user activity and report any inappropriate content or interactions, including but not limited to brand inconsistencies.
- b) Promptly report potential hacking activities or technical issues to the immediate head and bring attention to the ICT focal person.
- c) Collaborate with other admins for constant alignment and cohesive social media management.
- d) Regularly communicate updates or concerns to the PR, Communications, and Promotions Officer for an immediate solution.

6) Online Etiquette

- a) Refrain from engaging in online disputes or arguments, maintaining a respectful tone at all times.
- b) Adhere to established posting guidelines and avoid sharing content that may reflect negatively on the institution.

7) Unauthorized Access/Hacking

- a) Follow established preventive measures and report any unauthorized access or attempted hacking activities on the Facebook page immediately.

8) Compliance

- a) Adhere to Facebook's Community Guidelines.
- b) Refrain from sharing sensitive or confidential information.

In any circumstance where I submit my resignation, undergo suspension, termination, non-renewal, or am absent without official leave (AWOL), I will notify the Public Relations, Communications, and Promotions Officer and the International Linkages and Promotions Office Director, for the immediate termination of access to the City College of CDO's Facebook page.

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By signing below, I confirm that I have read and understood the responsibilities outlined above and agree to abide them during my tenure as a Facebook Page Admin.

[Signature]

[Your Full Name]

[Post/Designation]

[Date]

3	Access Granted	Should there be a new FB Page Administrator or Moderator appointed, the current FB page admin will provide access to the new admin.	01 Day
	Restore Access	Once the administrator/moderator's Facebook account has been retrieved and screened (after being compromised/hacked) or if their communication device is confirmed to be free from potential malware (after being lost and found), the ILPO (PR & Comms Section), in coordination with the Information, Communication, and Technology Division of the Admin Cluster, will restore access.	03 Days

Section 7. Facebook Page Admin & Moderator Offboarding

If a Facebook Page Admin and Moderator is promoted, suspended, resigns, is not renewed, gets terminated, goes on Absent Without Official Leave (AWOL), or personal Facebook account has been compromised/hacked, the following procedures outline the steps for the offboarding process.

PROCEDURE	RESPONSIBILITIES	DAYS
1. Access Removal	Upon receiving official resignation or being officially suspended, non-renewed, terminated, or marked as Absence Without Official Leave (AWOL), the ILPO Director, through the	03 days

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	PRCPO, will remove the admin access of the individual from the Facebook Page. In the case of suspension, the restoration of access will be assessed.	
2. Compromised/ Hacked Admin's Personal Facebook Account	<p>When a report of attempted hacking or a confirmed hacked account is received, the PRCPO promptly removes the compromised/hacked Facebook account (Administrator/s or Moderator/s) until further notice.</p> <p>Please refer to tables 3 and 4 (Section VIII) for the step-by-step Preventive and Retrieval Processes for Admins' and Moderators' Hacked Personal Facebook Accounts.</p>	01 day
3. Lost or misplaced communication device of Administrator or Moderator	If an administrator/moderator loses or misplaces their communication device, they promptly report the incident to PRCPO. PRCPO then temporarily removes the concerned administrator/moderator's Facebook account until further notice.	01 day
4. Data Security Check	A data security check will be conducted by the PRCPO, with the assistance of the ICT-DMS Officer, to ensure that the departing admin no longer has access to sensitive information or control over the Facebook Page.	01 day
5. Transfer of Credentials	Should the departing admin have any pending responsibilities or tasks, steps will be taken to facilitate the transition of these duties, such as handing over the login credentials to another admin.	03 days
6. Feedbacking	If applicable, an exit interview may be conducted with the departing admin to gather feedback, insights, or any additional information that could be valuable for continuous improvement of social media management.	01 day

Section 8. Facebook Page Security Measures

Table 6. Preventive Facebook Page Hacking Measures

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PREVENTIVE MEASURE	PROCESS	FOCAL PERSON
1. Page Roles Assignment	<p>Assign appropriate roles to team members with the least privilege necessary.</p> <p>Regularly review and update page roles to ensure only authorized individuals have access.</p> <p><u>If suspicious accounts have been found, quickly inform other admins/moderators, and once the account's authenticity is confirmed, delete.</u></p>	Administrators & Moderators
2. Two-Factor Authentication (2FA)	<p>Enable two-factor authentication for an extra layer of security.</p> <p>This typically involves receiving a code on your mobile device in addition to entering your password.</p>	Administrators & Moderators
3. Set-up Security Log-in Alerts	<p>Enable login alerts to receive notifications about any suspicious login activity.</p> <p>These alerts can help you quickly respond to unauthorized access attempts.</p> <p>If unsure, coordinate with the Information, Communication, and Technology Division of the Admin Cluster.</p>	ILPO (PR & Comms Section) in coordination with the Information, Communication, and Technology Division of the Admin Cluster.
4. Secure Email Account	<p>Ensure the email account associated with your Facebook Page is secure.</p> <p>Regularly update and monitor the security settings of your email account.</p>	Administrators, Moderators, & Information, Communication, and Technology Division of the Admin Cluster.

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Office of the Promotions and Communications



	<p>When receiving suspicious emails or Facebook notifications appearing from Meta or organization, report to the Information, Communication, and Technology Division of the Admin Cluster.</p>	
<p>5. Reporting and Blocking</p>	<p>Administrators and moderators to familiarize the process of reporting and blocking suspicious accounts.</p> <p>Report any phishing attempts or suspicious activity to Facebook to the Information, Communication, and Technology Division of the Admin Cluster.</p>	<p>Administrators, Moderators, & Information, Communication, and Technology Division of the Admin Cluster.</p>
<p>6. Educate Page Administrators</p>	<p>Continually educate all page administrators and moderators about personal Facebook account best security practices.</p>	<p>ILPO (PR & Comms Section) in coordination with the Information, Communication, and Technology Division of the Admin Cluster.</p>

Table 7. Retrieval Measures on a Hacked CCCDO Facebook Page

RETRIEVAL MEASURE	PROCESS	FOCAL PERSON
<p>1. Try to Regain Access</p>	<p>Admin to attempt to log in on the Facebook account using his/her usual login credentials.</p> <p>If unable to log in, click on the "Forgot Password" link on the login page and follow the steps to reset your password.</p>	<p>Administrators in coordination with the Information, Communication, and Technology Division of the Admin Cluster.</p>

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	<p>Recreate a strong password, using a combination of letters, special characters, and numbers.</p> <p>Quickly notify other admins about the attempted hacking to ensure everyone is aware of the situation. Likewise, ensure that all admin accounts associated with the page are secure by changing their passwords and enabling two-factor authentication.</p> <p>Determine the extent of the hacking attempt and identify any unauthorized changes made to the page.</p> <p>If applicable, inform followers about the hacking attempt, reassure them that the situation is being addressed.</p> <p>Keep a close eye on the page for any further unauthorized access or suspicious activity, and take prompt action if necessary.</p> <p><u>If the Facebook page is compromised, admins proceed to step 2.</u></p>	
<p>2. Report the Compromised Facebook Account</p>	<p>Use the "My Account Is Compromised" form on Facebook. This form is specifically designed for hacked accounts. To access the "My Account Is Compromised" form on Facebook, follow the steps below:</p> <ol style="list-style-type: none"> 1. Go to Facebook's Help Center by visiting 	<p>Administrators in coordination with Information, Communication, and Technology Division of the Admin Cluster.</p>

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	<p>https://www.facebook.com/helpp.</p> <ol style="list-style-type: none">2. In the search bar at the top of the page, type "My Account Is Compromised" and press Enter.3. From the search results, click on the relevant article titled "What to do if your account has been hacked" or similar.4. Within the article, look for a section or link that directs you to the "My Account Is Compromised" form. This form is specifically designed for reporting hacked accounts.5. Click on the provided link to access the form. Alternatively, the article may provide instructions on how to directly access the form through Facebook's settings.]6. Once you have accessed the form, follow the instructions to report the compromise of your account and <u>provide any necessary information or documentation as requested.</u> <p>Note: While awaiting resolution, it's important to take immediate steps to secure your compromised account further:</p>	
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	<ol style="list-style-type: none"> 1. Change the passwords for any associated email addresses linked to your Facebook account. Use strong, unique passwords that are not easily guessable. 2. Enable two-factor authentication (2FA) for your Facebook account if it's available. This adds an extra layer of security by requiring a secondary verification method, such as a code sent to your phone, in addition to your password. 	
<ol style="list-style-type: none"> 3. Educate Administrators & Moderators 	<p>Continually educate all administrators and moderators about the security risks and the best practices to prevent future compromises.</p>	<p>ILPO (PR & Comms Section) in coordination with Information, Communication, and Technology Division of the Admin Cluster</p>

Table 8. Preventive Measures for Admins' and Moderator's Personal Facebook Accounts

PREVENTIVE MEASURE	PROCESS	FOCAL PERSON
<ol style="list-style-type: none"> 1. Establish Strong Passwords 	<p>Ensure that all admin and moderator accounts have strong, unique passwords to prevent unauthorized access.</p>	<p>Administrators and Moderators</p>

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2. Enable Two-Factor Authentication (2FA)	Enable Two-Factor Authentication (2FA) to add an extra layer of security.	
3. Ensure Security Connections	Ensure that admins and moderators use secure devices and networks when accessing the Facebook page to prevent unauthorized access.	
4. Educate Administrators & Moderators	Provide continuous training on security best practices for all admins and moderators to help them recognize and respond to potential hacking activities.	ILPO (PR & Comms Section) in coordination with the Information, Communication, and Technology Division of the Admin Cluster.

Table 9. Retrieval Measures for Admins' and Moderator's Hacked Personal Facebook Accounts

RETRIEVAL MEASURE	PROCESS	FOCAL PERSON
1. Report Immediately	<p>Immediately inform co-admins (if you're an admin) or any admins (if you're a moderator) via SMS, call, or email as soon as your personal Facebook account is compromised/hacked.</p> <p>Administrator immediately offboards the compromised/hacked account.</p>	Administrators and Moderators
2. Initiate Password Reset	Initiate a password reset process through Facebook's "Forgot Password" feature to regain access to the hacked account.	Administrators and Moderators

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<p>3. Activate Two-Factor Authentication (2FA)</p>	<p>If Two-Factor Authentication (2FA) was enabled, use the secondary authentication method (e.g., SMS code, authenticator app) to regain access to the account.</p>	<p>Administrators and Moderators</p>
<p>4. Report the Compromised Facebook Account</p>	<p>Use the "My Account Is Compromised" form on Facebook. This form is specifically designed for hacked accounts. To access the "My Account Is Compromised" form on Facebook, follow the steps below:</p> <ol style="list-style-type: none"> 1. Go to Facebook's Help Center by visiting https://www.facebook.com/help. 2. In the search bar at the top of the page, type "My Account Is Compromised" and press Enter. 3. From the search results, click on the relevant article titled "What to do if your account has been hacked" or similar. 4. Within the article, look for a section or link that directs you to the "My Account Is Compromised" form. This form is specifically designed for reporting hacked accounts. 5. Click on the provided link to access the form. Alternatively, the article may provide instructions 	<p>Administrators in coordination with Information, Communication, and Technology Division of the Admin Cluster.</p>

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	<p>on how to directly access the form through Facebook's settings.]</p> <p>6. Once you have accessed the form, follow the instructions to report the compromise of your account and <u>provide any necessary information or documentation as requested.</u></p> <p>Note: While awaiting resolution, it's important to take immediate steps to secure your compromised account further:</p> <ol style="list-style-type: none"> 1. Change the passwords for any associated email addresses linked to your Facebook account. Use strong, unique passwords that are not easily guessable. 2. Enable two-factor authentication (2FA) for your Facebook account if it's available. This adds an extra layer of security by requiring a secondary verification method, such as a code sent to your phone, in addition to your password. 	
<p>5. Educate Administrators & Moderators</p>	<p>Provide continous trainings on security best practices for all admins and moderators to help them recognize and respond to potential hacking activities.</p>	<p>ILPO (PR & Comms Section) in coordination with Information, Communication, and Technology</p>

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		Division of the Admin Cluster.
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Article 71. Manual Operating Procedure on Media/Press Invitation.....

MEDIA/PRESS INTERVIEW INVITATION
 Manual Operating Procedure

MOP Code	2024001
Effective Date	January 2024
Revision Status	02

Section 1. OBJECTIVE

To provide a step-by-step procedure for media/press interview invitations and media relations partnership for the Public Relations, Communications, and Promotions Section of the ISDO.

Section 2. SCOPE

This MOP defines the steps to be followed by the PR, Communications, and Promotions Section of the International Linkages and Promotions Office.

Section 3. DEFINITION OF TERMS

- **MEDIA** - it refers to the various means and channels of communication that are used to transmit information, news, entertainment, and other content to a wide audience. It encompasses a broad range of formats and platforms, including:
 - **Traditional**
 - **Print Media:**
 1. Newspapers
 2. Magazines
 - **Broadcast Media:**
 1. Television
 2. Radio
 - **Outdoor Media:**

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1. Billboards
2. Posters
3. Transit advertising (on buses, trains, etc.)

○ **Digital**

- Online News:
 1. News websites
 2. Online Newspapers
- Social Media:
 1. Facebook
 2. Twitter
 3. Instagram
 4. TikTok
 5. LinkedIn
- Digital Broadcast/Websites:
 1. Blogs/Vlogs
 2. Audio & Video Podcast
- **MEDIA PARTNER** - it refers to an organization, company, or individual that collaborates with another entity to achieve sharing of resources, typically for a project or event, providing coverage, promotion, or support through various media channels.
- **PRCPFP** - Public Relations, Communications, and Promotions Focal Person
- **PRCPA** - Public Relations, Communications, and Promotions Associate
- **PCO** - Promotions and Communications Office
- **PA** - Partnership Agreement

Section 4. REFERENCES

- Xavier University – Ateneo de Cagayan / Communications and Promotions Office / <https://www.xu.edu.ph/cpo>
- University of Science and Technology of Southern Philippines / Strategic Communication Office / <https://www.ustp.edu.ph/stratcomm/>

Section 5. PROCEDURE

5.1 Inbound Communication (Invited by Media Outlets)





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PHASE	KEY TASKS	DURATION	REMARKS
Pre-Event			
Inquisition	1.) Provide an acknowledgment receipt upon receiving the initial invitation, whether through email, phone call, SMS text, Facebook page, or in person. The only person/s responsible for communicating, confirming, and coordinating with the media are the PRCPFP and/or PRCPA. In the event that other personnel receive invitations, they are required to streamline the process and promptly forward them to the PCO office.	1 day	
	2.) Ask for the specific details about the interview: <ul style="list-style-type: none"> ● Media outlet ● Purpose of the interview ● Scope of the interview ● List of topics/questions to be discussed and answered 	1 day	
	3.) After obtaining the necessary information for the interview, request the media to send a formal invitation letter containing the following details: <ul style="list-style-type: none"> ● Program segment ● Date and time of the scheduled interview ● Platform (Zoom, Video Recording, Phone patch, or directly in their station) 	1 day	

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	<ul style="list-style-type: none">• Address the letter to: JESTONI P. BABIA Interim President City College of Cagayan de Oro <p>Thru:</p> <ul style="list-style-type: none">• SITTIE ALIAH PAKI OIC Director Promotions and Communications Office City College of Cagayan de Oro Zone 2, Brgy. Agusan, Cagayan de Oro City <ul style="list-style-type: none">• Send it to this email: president@citycollegecdo.edu.ph promotionscomm.citycollegecdo@gmail.com <ul style="list-style-type: none">• CC: promotions.cccdo@gmail.com <p>If other offices have directly received the interview invitation, kindly request the media or organization to resend the formal invitation letter addressed mainly to the College President, Dr. Jestoni P. Babia, with the Office Head requested for the interview as "thru."</p>		
Receipt & Delineation	1.) Upon receiving the official invitation letter from the requesting media partner/s or organization, the PRCPA will collaborate with the PRCPFP to identify the most suitable personnel to participate in the activity.	1 Day	

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<p>(cont.) Receipt & Delineation</p>	<p>2.) Personnel selection will be determined by the interview's scope. Below are the respective topics each personnel from the City College of CDO has expertise in.</p> <p>a.) President</p> <ul style="list-style-type: none"> ● Institutional Vision, Mission, and IDP Implementation ● Academic Programs ● Accreditation and Recognition ● Ongoing land development in Brgy Dansolihon ● Recent updates/issues ● Research and Innovation <p>b.) VP for Academics</p> <ul style="list-style-type: none"> ● Academic Programs and Curricular Innovations ● Faculty Development ● Student Success Strategies ● Academic Policies and Procedures ● Innovations in Teaching ● Methods Research and Scholarly Activities ● Academic Support Services <p>c.) Vocational School Administrator</p> <ul style="list-style-type: none"> ● Technical Vocational Programs ● Training Facilities and Equipment ● Trainers Continuous Professional Development ● Industry-Relevant Curriculum ● Success Stories of Graduates 	<p>1 Day</p> <p>(cont.) 1 Day</p>	
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	<p>d.) Director of Community Empowerment and Social Synergy (CESS)</p> <ul style="list-style-type: none"> ● Social Impact Initiatives ● Community partnerships/synergies ● Outreach Programs ● Cultural and Arts Integration <p>e.) Director of International Linkages and Promotions Office</p> <ul style="list-style-type: none"> ● International Collaboration ● Public Relations and Communications ● Cultural Exchange Initiatives ● Global Networking and Partnerships ● Business Development Initiatives ● Success Stories in Internationalization <p>f.) Quality Assurance, Planning, and Sustainability Office</p> <ul style="list-style-type: none"> ● Sustainable Development Goals ● Education for Sustainable Development ● Quality assurance measures for academic programs ● Planning initiatives for campus development ● Sustainability efforts and environmental initiatives <p>g.) VP for Administration</p> <ul style="list-style-type: none"> ● Campus Operations ● Ongoing land developments in 	<p>(cont.) 1 Day</p> <p>(cont.) 1 Day</p>	
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	<p>the main campus site</p> <ul style="list-style-type: none"> ● Infrastructure projects and upgrades ● Budget allocation and financial management ● Human resource management and staffing <p>h.) Supervising Administrative Officer</p> <ul style="list-style-type: none"> ● Special cases (i.e., issues pertaining to student complaints) ● Student welfare and support services ● Administrative policies and procedures 		
	<p>3.) Once determined, PRCPA/PRCPFP will coordinate with the PCO OIC Director to officially inform the concerned office of the interview details and secure attendance confirmation.</p>	<p>1 day</p>	
	<p>4.) PRCPFP/PRCPA will prepare the soft and/or physical copies of the attending personnel's updated CV/Resume, professional photo, brief bionote, and relevant promotional materials to the inviting media outlet/s.</p>	<p>2 day</p>	<p>▶ KEY PERSON...</p>
<p>Confirmation</p>	<p>1.) Upon confirmation, refer to the timeline of activities. If there is no scheduled activity on the specified date, respond to the</p>	<p>3 days</p>	

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	<p>email thread to confirm the time slot for the interview.</p> <p>a.) an interview with the College President, coordinate with the Executive Secretary to make necessary adjustments if the President is available on the given date and time.</p> <p>b.) If the concerned personnel is unavailable due to an 'emergency or equally-important appointment', below are the following steps to be taken:</p> <p>i. PRCPA/PRCPFP will request the media outlet/s for a reschedule. If okay, inform the concerned office of the rescheduled date and the ISDO Director.</p> <p>ii. If unable to reschedule the original set interview date, PRCPA/PRCPFP below is the particular order of authorized representatives from the City College of CDO vis-a-vis scope of interview:</p> <ul style="list-style-type: none">● <i>Academic Programs</i> <ol style="list-style-type: none">1. Executive Secretary		
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	<ol style="list-style-type: none"> 2. VP for Academics 3. Vocational School Administrator 4. Director, ISDO <ul style="list-style-type: none"> • <i>Community Engagements</i> <ol style="list-style-type: none"> 1. Director, CESS • <i>Sustainable Development Goals</i> <ol style="list-style-type: none"> 1. Director of Quality Assurance • <i>Business Development, Promotions, & Internationalization</i> <ol style="list-style-type: none"> 1. Director of ISDO 2. Global Partnerships and Exchange Programs Officer and/or PR, Comms, and Promotions Officer 	(cont.) 3 days	
	2.) PRCFPF/PRCPA sends the soft and/or physical copies of the attending personnel's updated CV/Resume, professional photo, brief bionote, and relevant promotional materials to the inviting media outlet/s.	1 Day	📹 KEY PERSON...
On the event day			
	<ol style="list-style-type: none"> 1.) The PRCFPF/A is expected to provide photo and video documentation of the said interview. <ol style="list-style-type: none"> a.) If it is a live (on-air) 	1 day	

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	interview, share the post/live stream of the media.		
Post-event			
	1.) PRCPA to update and log details of the post-interview in the media tracker/database.	1 day	<input checked="" type="checkbox"/> PR and COM... Link to the media tracker
	<p>2.) PRCPA to monitor all the published content on social media and the website to ensure it aligns with the brand identity of the City College of CDO.</p> <p>a.) For any inconsistencies such as but not limited to institution's name, brand color, location of campuses, spelling of personnel name and designation, and others, PRCPA will reach out to the media agency and advise needed correction.</p> <p>Below is the suggested English and Bisaya script.</p> <p><i>ENGLISH:</i> Good day sir/ma'am (Name from media agency),</p> <p>I am (Name and Designation) from the City College of Cagayan de Oro and a dedicated follower (required) of your Facebook page po.</p>	2 days	

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	<p>We sincerely appreciate your agency's assistance in giving us an opportunity to be invited and promote the City College of CDO on your platform. However, we have observed a minor inconsistency in branding, where (mention the specific inconsistency) is currently displayed differently as (mention the specific inconsistency).</p> <p>We kindly request your assistance in updating it to reflect the correct branding, which is (correct term)?</p> <p>This slight adjustment will contribute significantly to distinguishing our institution from our counterparts.</p> <p>We look forward to your consideration on this matter sir/ma'am.</p> <p>Thank you once again for your continuous support for the City College of CDO.</p> <p><i>BISAYA:</i></p> <p>Maayong adlaw sir/ma'am (Ngalan sa media agency),</p> <p>Ako diay si (Name and Designation) sa City College of Cagayan de Oro ug usa ka follower (required) sa inyong Facebook page po.</p> <p>Dako among pasalamat sa tabang sa inyong ahensya nga kami inyong</p>		
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	<p>gihatagan ug higayon nga ma-imbatar ug ma-promote ang mga serbisyo nga gitanyag sa City College of CDO pina-agi sainyong plataporma. Apan, among na-obsorbahan ang usa ka gamay nga wala na subay sa branding, diin (hisguti ang part nga inconsistent) na display nga (hisguti ang part nga naay inconsistency).</p> <p>Gihangyo namo ang inyong pagsabot sa pag-update niini nga mao ang (tama nga branding).</p> <p>Kining gamay nga kausaban dakog ikatampo sa pag-ila sa institusyon nga mapinasahi sa uban kolehiyo sa dakbayan.</p> <p>Kami nagpasalamat ng daan sainyong konsiderasyon niini nga butang sir/ma'am.</p> <p>Salamat pag-usab sa inyong padayon nga pagsuporta sa City College of CDO.</p>		
	<p>3.) Submit a quarterly narrative report that highlights the number (x) of media invitations received and confirmed.</p> <p>a.) The narrative report must be signed by the Office Director once reviewed and approved.</p>	<p>3 days</p>	<p></p> <p>Link to the gdrive folder</p>

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5.2 Outbound Communication (Reaching out to potential media partners)

PHASE	KEY TASKS	DURATION	REMARKS
Pre-Event			
Inquisition	1.) Provide an acknowledgment receipt upon receiving the initial invitation, whether through email, phone call, SMS text, Facebook page, or in person. The only person/s responsible for communicating, confirming, and coordinating with the media are the PRCPFP and/or PRCPA. In the event that other personnel receive invitations, they are required to streamline the process and promptly forward them to the ISD office.	1 day	
	2.) Ask for the specific details about the interview: <ul style="list-style-type: none"> ● Media outlet ● Purpose of the interview ● Scope of the interview ● List of topics/questions to be discussed and answered 	1 day	
	3.) After obtaining the necessary information for the interview, request the media to send a formal invitation letter containing the following details: <ul style="list-style-type: none"> ● Program segment ● Date and time of the scheduled interview ● Platform (Zoom, Video Recording, Phone patch, 	1 day	

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	<p style="text-align: center;">or directly in their station)</p> <ul style="list-style-type: none"> ● Address the letter to: <p style="text-align: center;">JESTONI P. BABIA Interim President City College of Cagayan de Oro</p> <p>Thru:</p> <p style="text-align: center;">JAMES PATRICK R. SANTOS Director International Linkages and Promotions Office City College of Cagayan de Oro Zone 2, Brgy. Agusan, Cagayan de Oro City</p> <ul style="list-style-type: none"> ● Send it to this email: president@citycollegecdo.edu.ph cdotvi.externallinkages@gmail.com ● CC: promotions.cccdo@gmail.com 		
Receipt & Delineation	<p>1.) Upon receiving the official invitation letter from the requesting media partner/s or organization, the PRCPA will collaborate with the PRCPPF to identify the most suitable personnel to participate in the activity.</p>	1 Day	
	<p>2.) Personnel selection will be determined by the interview's scope. Below are the respective topics each personnel from the City College of CDO has expertise</p>	1 Day	

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<p>(cont.) Receipt & Delineation</p>	<p>in.</p> <p>a.) President</p> <ul style="list-style-type: none"> ● Institutional Vision, Mission, and IDP Implementation ● Academic Programs ● Accreditation and Recognition ● Ongoing land development in Brgy Dansolihon ● Recent updates/issues ● Research and Innovation <p>b.) VP for Academics</p> <ul style="list-style-type: none"> ● Academic Programs and Curricular Innovations ● Faculty Development ● Student Success Strategies ● Academic Policies and Procedures ● Innovations in Teaching ● Methods Research and Scholarly Activities ● Academic Support Services <p>c.) Vocational School Administrator</p> <ul style="list-style-type: none"> ● Technical Vocational Programs ● Training Facilities and Equipment ● Trainers Continuous Professional Development ● Industry-Relevant Curriculum ● Success Stories of Graduates <p>d.) Director of Community Empowerment and Social Synergy (CESS)</p> <ul style="list-style-type: none"> ● Social Impact Initiatives ● Community 	<p>(cont.) 1 Day</p>	
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CITY COLLEGE OF CAGAYAN DE ORO
 Office of the Promotions and Communications



	<ul style="list-style-type: none"> • Human resource management and staffing <p style="text-align: center;">h.) Supervising Administrative Officer</p> <ul style="list-style-type: none"> • Special cases (i.e., issues pertaining to student complaints) • Student welfare and support services • Administrative policies and procedures 		
	<p>3.) Once determined, PRCPA/PRCPFP will coordinate with the ISDO Director to officially inform the concerned office of the interview details and secure attendance confirmation.</p>	1 day	
	<p>4.) PRCPFP/PRCPA will prepare the soft and/or physical copies of the attending personnel's updated CV/Resume, professional photo, brief bionote, and relevant promotional materials to the inviting media outlet/s.</p>	2 day	<div style="border: 1px solid gray; border-radius: 10px; padding: 5px; display: inline-block;"> KEY PERSON... </div>
Confirmation	<p>1.) Upon confirmation, refer to the timeline of activities. If there is no scheduled activity on the specified date, respond to the email thread to confirm the time slot for the interview.</p> <p style="padding-left: 40px;">a.) an interview with the College President, coordinate with the</p>	3 days	

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	<p>Executive Secretary to make necessary adjustments if the President is available on the given date and time.</p> <p>b.) If the concerned personnel is unavailable due to an 'emergency or equally-important appointment', below are the following steps to be taken:</p> <p>i. PRCPA/PRCPFP will request the media outlet/s for a reschedule. If okay, inform the concerned office of the rescheduled date and the ISDO Director.</p> <p>ii. If unable to reschedule the original set interview date, PRCPA/PRCPFP below is the particular order of authorized representatives from the City College of CDO vis-a-vis scope of interview:</p> <ul style="list-style-type: none">● <i>Academic Programs</i> <ol style="list-style-type: none">1. Executive Secretary2. VP for Academics3. Vocational School Administrator4. Director, ISDO		
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	<ul style="list-style-type: none"> • <i>Community Engagements</i> <ol style="list-style-type: none"> 1. Director, CESS • <i>Sustainable Development Goals</i> <ol style="list-style-type: none"> 1. Director of Quality Assurance • <i>Business Development, Promotions, & Internationalization</i> <ol style="list-style-type: none"> 1. Director of ISDO 2. Global Partnerships and Exchange Programs Officer and/or PR, Comms, and Promotions Officer 	(cont.) 3 days	
	<p>2.) PRCFPF/PRCPA sends the soft and/or physical copies of the attending personnel's updated CV/Resume, professional photo, brief bionote, and relevant promotional materials to the inviting media outlet/s.</p>	1 Day	KEY PERSON...
On the event day			
	<p>1.) The PRCFPF/A is expected to provide photo and video documentation of the said interview.</p> <p style="padding-left: 40px;">a.) If it is a live (on-air) interview, share the post/live stream of the media.</p>	1 day	
Post-event			

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	<p>1.) PRCPA to update and log details of the post-interview in the media tracker/database.</p>	<p>1 day</p>	<p><input checked="" type="checkbox"/> PR and COM... Link to the media tracker</p>
	<p>2.) PRCPA to monitor all the published content on social media and the website to ensure it aligns with the brand identity of the City College of CDO.</p> <p>a.) For any inconsistencies such as but not limited to institution's name, brand color, location of campuses, spelling of personnel name and designation, and others, PRCPA will reach out to the media agency and advise needed correction.</p> <p>Below is the suggested English and Bisaya script.</p> <p><i>ENGLISH:</i> Good day sir/ma'am (Name from media agency),</p> <p>I am (Name and Designation) from the City College of Cagayan de Oro and a dedicated follower (required) of your Facebook page po.</p> <p>We sincerely appreciate your agency's assistance in giving us an opportunity to be invited and promote the City College of CDO on your platform. However, we have observed a minor inconsistency in</p>	<p>2 days</p>	

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	<p>branding, where (mention the specific inconsistency) is currently displayed differently as (mention the specific inconsistency).</p> <p>We kindly request your assistance in updating it to reflect the correct branding, which is (correct term)?</p> <p>This slight adjustment will contribute significantly to distinguishing our institution from our counterparts.</p> <p>We look forward to your consideration on this matter sir/ma'am.</p> <p>Thank you once again for your continuous support for the City College of CDO.</p> <p><i>BISAYA:</i></p> <p>Maayong adlaw sir/ma'am (Ngalan sa media agency),</p> <p>Ako diay si (Name and Designation) sa City College of Cagayan de Oro ug usa ka follower (required) sa inyong Facebook page po.</p> <p>Dako among pasalamat sa tabang sa inyong ahensya nga kami inyong gihatagan ug higayon nga ma-imbatar ug ma-promote ang mga serbisyo nga gitanyag sa City College of CDO pina-agi sa inyong plataporma. Apan, among na-observer ang usa ka gamay nga</p>		
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	<p>wala na subay sa branding, diin (hisguti ang part nga inconsistent) na display nga (hisguti ang part nga naay inconsistency).</p> <p>Gihangyo namo ang inyong pagsabot sa pag-update niini nga mao ang (tama nga branding).</p> <p>Kining gamay nga kausaban dakog ikatampo sa pag-ila sa institusyon nga mapinasahi sa uban kolehiyo sa dakbayan.</p> <p>Kami nagpasalamat ng daan sainyong konsiderasyon niini nga butang sir/ma'am.</p> <p>Salamat pag-usab sa inyong padayon nga pagsuporta sa City College of CDO.</p>		
	<p>3.) Submit a quarterly narrative report that highlights the number (x) of media invitations received and confirmed.</p> <p>a.) The narrative report must be signed by the Office Director once reviewed and approved.</p>	<p>3 days</p>	<p> Narrative Re...</p> <p>Link to the gdrive folder</p>

Article 72. Office Functions Roles and Responsibilities.....

Section 1. Promotions and Communications Office Mandates

The Promotions and Communications Office is dedicated to enhancing the visibility and brand identity of the institution. This office is responsible for developing and executing comprehensive

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marketing strategies and communications plan, managing public/media relations, creating promotional materials, and overseeing internal and external communications. It also implements promotional events to engage the community and highlight the institution's offerings. By ensuring consistent and effective messaging across all platforms in line with the institution's established branding guidelines, the office supports enrollment growth and fosters positive relationships with stakeholders, including students, faculty, alumni, and the community.

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