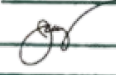




Republic of the Philippines
Department of Transportation
PHILIPPINE RAILWAYS INSTITUTE

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PHILIPPINE RAILWAYS INSTITUTE	

PRI Office Order No. 9, series of 2022

An Order amending the PRI Office Order No. 7, s. 2020, as regards the Guidelines on the Establishment and Management of Social Media Platforms, Establishing the PRI's Social Media Policy, Reorganizing the Digital Media-Public Assistance Team and Renaming it to the Media and Public Affairs Team, and Prescribing its Powers and Functions and Other Purposes

WHEREAS, it is the policy of the Philippine Government to develop human resource capacities in the railway sector that would ensure its competence and compliance with the standards of practice and rules and regulations, taking into consideration the existing and new railway lines;

WHEREAS, Executive Order (EO) No. 96, series of 2019, otherwise known as "Establishing the Philippine Railways Institute under the Department of Transportation as the Planning, Implementing, and Regulatory Agency for Human Resources Development in the Railways Sector," created the Institute as a research and training center under the Department of Transportation (DOTr);

WHEREAS, the E-Government Masterplan 2022 issued by the Department of Information and Communications Technology promotes digital transformation and visualizes one digitized government;

WHEREAS, Subsector Outcome 4 of the Philippine Development Plan 2017-2020 mandated that government policies, programs, and projects must be responsive to the needs of people and as such, the Government shall actively seek to engage citizens in all aspects of governance, otherwise known as the participatory rulemaking;

WHEREAS, in relation to Section 2 of EO No. 96 and pursuant to the Anti-Red Tape Authority's Memorandum Circular (MC) No. 06, series of 2020, otherwise known as "Guidelines on the Issuance and/or Reinstitution of Permits and Licenses Under the New Normal," government agencies are to observe participatory rulemaking through the facilitation of online live consultations in various social media platforms to acquire real-time comments from stakeholders;

WHEREAS, to uphold transparency, accountability, and improved public service, the DOTr issued Department Order (DO) No. 07, series of 2018 that provides for the mechanism in the orderly establishment of Digital Media Offices (DMOs) within the Department;

WHEREAS, the Institute deemed it necessary to build its online presence to provide an accessible platform to its stakeholders and spread interest in the railway sector to the general public;

WHEREAS, PRI Office Order No. 7, s. 2020 establishes the guidelines for the establishment and management of the Institute's social media platforms;

WHEREAS, there is a vital need to reorganize and effect functional changes within the PRI, and create a team to systematize, rationalize, and complement the existing structure to achieve a more efficient and systematic interaction between the people and the Institute;

WHEREAS, it is likewise imperative that the PRI re-defines its efforts to integrate and harmonize its message conceptualization, formulation and development of policies and programs in order to fully utilize the opportunities arising from the rapid development of existing and emerging media;

WHEREAS, there is a need to streamline the present organizational and functional operations of Digital Media - Public Assistance Team (DM-PAT) to enable it to perform these crucial tasks more effectively and efficiently;

WHEREAS, the Republic Act (RA) No. 6713, otherwise known as the "Code of Conduct and Ethical Standards for Public Officials and Employees," promulgates performance of duties and responsibilities with the highest degree of professionalism and excellence;

NOW, THEREFORE, I, ANNELI R. LONTOC, Officer-in-Charge – Executive Director (OIC-ED) of the PRI, by virtue of the powers vested in me, hereby order that the following rules and procedures be promulgated and adopted:

ARTICLE I

Coverage

This Order shall amend Articles III and IV of PRI Office Order No. 7, s. 2020 as regards the creation of the PRI's DM-PAT, the requirements for the content types that the former releases to various social media platforms of the Institute, and the demeanors and etiquette the PRI personnel shall observe when engaging on its social media platforms.

ARTICLE II

Creation of Media and Public Affairs Team

The Media and Public Affairs Team (MPAT) shall be the primary policy, planning, programing, and coordinating unit for the conduct of relevant and effective information and communication management programs that will introduce the PRI's activities, policies, and directions to its stakeholders. As its primary function, it shall be responsible for the formulation and implementation of a comprehensive communication plan, which will present the plans, programs, projects, and activities of the PRI, foster positive public understanding of its activities and policies, and improve the public trust and support to the PRI.

Moreover, to streamline the processes and effectively and efficiently carry out its task of providing information to the public, the MPAT shall absorb the scope of responsibility, authority, and accountability of the DM-PAT. As such, the DM-PAT shall be renamed as MPAT, which shall be composed of the following information units:

- a. Newsletter: Press Riles Insider;
- b. Website and Social Media Accounts; and
- c. Public Assistance Portals (e.g., PRI's Facebook inbox, official email addresses).

The MPAT shall perform the following specific functions:

- a. prepare, update, and implement the PRI's Communications Plan;
- b. develop and implement strategies and mechanisms on the delivery and dissemination of information relating to the policies, programs, official activities, and accomplishments of the PRI;
- c. provide information to the public utilizing all media services under its control;
- d. rationalize a viable and manageable information platform that will furnish the PRI with instantaneous access to the people, and build positive relationship with its stakeholders; and
- e. strengthen its capabilities for information delivery through print, electronic, and other special media vehicles.

The MPAT shall be headed by the MPAT Head, also referred to as the Public Affairs Chief, who shall supervise the following three (3) sub-teams:

- a. Print Media Team (PMT), tasked to handle the PRI's newsletter, Press Riles Insider, and other forms of print media;
- b. Digital Management Team (DMT), which is composed of the Web Management Team (WMT) and Social Management Team (SMT), is tasked to handle the PRI's official website, social media platforms, and broadcasting-related matters; and
- c. Public Assistance Team (PAT), tasked to handle the PRI's public assistance portals.

A. Functions

1. MPAT Head / Public Affairs Chief

The MPAT Head / Public Affairs Chief shall have the following duties and responsibilities:

- a. prepare, update, and facilitate the approval of the comprehensive Communication Plan;
- b. supervise and oversee the overall operations of the three (3) sub-teams namely: (1) PMT; (2) DMT; and (3) PAT;
- c. identify Key Performance Indicators (KPIs) for the team, which shall be included in the concerned personnel's Individual Performance and Commitment Reviews;
- d. coordinate directly with the DOTr-Communications and relevant agency communication units on relevant information materials for posting in the official social media platforms of the PRI;
- e. ensure that the PRI's social media objectives are efficiently accomplished;
- f. employ public relations strategies that best fit the environment or circumstance;
- g. proofread contents while ensuring the quality of written works and maintaining the organization's communication credibility and reputation;
- h. ensure that all written works are verified and truthful (not fake news), and free from any intellectual property-related violations or any malicious or sensitive contents;
- i. identify training opportunities for the team relevant to their respective roles; and
- j. submit an Annual Media and Public Affairs Report (AMPAR) of the team's progress to the Executive Director (ED), copy furnished the DOTr-Communications Digital Media Office.

2. Print Media Team

The PMT shall be composed of the following personnel, with their respective duties and responsibilities:

- a. **Editor-in-Chief (EIC)** - manages the team of writers and editors; determines the look and feel of the publication; finalizes the quality of works; recommends to the ED what to publish, oversees the publication's operations and policies, and creates draft press releases; and coordinates with the DMT.
- b. **Associate Editor (AE)** - ensures that editors submit high-quality content; reviews and edits copies, sets deadlines, and supervises the production details of the publication; creates draft press releases; and coordinates with the WMT and SMT.
- c. **Managing Editor (ME)** - generates story ideas; responsible for the planning, assigning, and editing content; ensures the credibility and integrity of written works; oversees production schedules and editorial calendars; creates draft press releases; and coordinates with the WMT and SMT.
- d. **Copy Editor (CE)** - reviews and edits files so that the content is in accordance with the Chicago Manual of Style and specific Newsletter style guidelines. The Chicago Manual of Style Online is the venerable, time-tested guide to style, usage, and grammar.
- e. **Production Editor (PE)** - works with the layout of each article and issue, thus, ensuring that all texts have a certain style applied to it, adding and sizing graphics, and generally making sure that everything looks visually good before publication; and coordinates with the WMT and SMT.
- f. **Editorial Consultant (EC)** - provides independent assistance and expertise to help the PMT develop a cohesive communications strategy and message appropriate for the audience and brand.

- g. **News Writers** - a stringer/beat writer who contributes reports or photos to the newsletter on a continuing basis. He/she is typically assigned to cover his/her area of competency.

3. Social Media Team

a. Web Developer (WD)

- i. design, build, and maintain the PRI's website and its contents;
- ii. confer with other sub-teams to resolve conflicts, prioritize needs, develop content criteria, or decide for the solution/s;
- iii. back-up files to local directories for monthly recovery;
- iv. resolve technical problems that were identified through customer feedback and testing;
- v. ensure compatibility with browsers, devices, or operating systems; and
- vi. determine user needs by analyzing technical requirements.

b. Social Media Officer (SMO)

- i. provide inputs to the comprehensive Communication Plan;
- ii. ensure that all disseminated contents are gender and political sensitive, professional, and free from fake news, copyright infringement, and related claims;
- iii. generate, edit, publish, and share engaging content daily (e.g., original text, photos, videos, news articles);
- iv. oversee the social media accounts' design (e.g., timeline cover, profile picture, layout);
- v. use the PRI's official social media accounts only on matters concerning its official work;
- vi. identify issues depending on the content, groups, and users;
- vii. identify trends and patterns (through third-party tools for social media like Buffer, HootSuite, etc.) on potential issues, and escalate the same to the MPAT Head for guidance and appropriate action;
- viii. build strong and professional relationship with users and group administrators to promote transparency, efficient coordination, and gain a thorough understanding of interest and/or concerns;
- ix. monitor and review photos, reviews, and comments posted on the platforms;
- x. monitor and delete contents that are inappropriate, abusive, or non-conforming to ethical standards in social media;
- xi. produce content for the PRI's website;
- xii. coordinate with the PMT;
- xiii. identify and share social media content contributions from the public and other government agencies; and
- xiv. generate reports as may be required.

c. Graphics/Video Editor (GE)

- i. conduct video and/or photo coverage of PRI events (digital and in-person) or other events as may be instructed;
- ii. design and layout information materials such as infographics, infomercials, and audio-visual presentations, among others; and
- iii. coordinate with the PMT.

4. Public Assistance Team

The PAT shall be composed of the following personnel:

a. Public Assistance Officer (PAO)

Control No.: PRI-ODR-ESM-001

Signature: 

- i. facilitate the resolution of all complaints/concerns related to the PRI that are lodged through the PRI's email account, e-FOI, e-8888, and Contact Center ng Bayan, or referred to by the DOTr-Central Office;
- ii. establish and maintain good public relations through properly and efficiently responding to PRI-related queries, complaints, requests, or concerns from the public;
- iii. monitor the performance of the PRI's divisions to which concerns are being forwarded to in terms of aging status of tickets;
- iv. lead the Assistant PAO in the performance of the latter's tasks;
- v. endorse summary report of complaints to the MPAT Head/Public Affairs Chief for the preparation of reports and communications regarding actions taken/referral on public complaints/assistance, grievances, petitions, and other PRI-related matters; and
- vi. prepare summary report of comments/queries as documentation for process improvement endeavors within the PRI and refer the same to the concerned division, copy furnished the MPAT Head; and

b. Assistant PAO

- i. ban user accounts posting/commenting contents that are offensive (e.g., foul words/phrases, pornography) and for networking or money-making opportunities/purposes;
- ii. religiously check inbox of all official social media accounts of the PRI and respond to PRI-related concerns, comments, queries, and complaints with empathy, high quality, speed, and accuracy using the PRI's social media accounts;
- iii. prepare summary report of complaints and comments/queries for submission to the PAO; and
- iv. generate other reports as may be required.

B. Composition, Term, and Qualifications

The ED shall appoint the following personnel, considering their expertise or experience relevant to the position, through the issuance of an Office Order:

1. MPAT Head / Public Affairs Chief - the Research and Development Division Chief or his/her equivalent, or a suitable substitute as may be assigned by the ED;
2. Members
 - a. WD - personnel with a salary grade (SG) of 16 or above;
 - b. SMO - personnel with SG 14 or above;
 - c. GE - personnel who has the skill set, competency, and experience in graphics/video editing;
 - d. EIC - the Institutional and Human Skills Section (IHSS) Supervisor or his/her equivalent, or a suitable substitute as may be assigned by the ED
 - e. AE - personnel with at least SG 18 and must be from the IHSS;
 - f. ME - personnel with SG 15 or above;
 - g. CE - personnel with SG 15 or above;
 - h. PE - personnel with SG 15 or above;
 - i. EC - any member of the PRI's Management Committee;
 - j. News Writer - any personnel with SG 10 or above (at least one (1) personnel from each division);
 - k. PAO - personnel with SG 18 or above; and
 - l. Assistant PAO - personnel with SG 15 or above.

The number of personnel per designation shall be under the ED's discretion as may be recommended by the MPAT Head. An alternate MPAT Head may also be appointed in cases where the permanent MPAT Head is unavailable.

ARTICLE III Content and Approval

The MPAT shall release the following content on its social media platforms:

1. Print Media

The specific features of the Press Riles Insider may include, but are not limited to, the following:

a. Content

- i. news;
- ii. photos;
- iii. column / editorial;
- iv. graphics (e.g., charts, graphs, infographics); and
- v. advertisements.

b. Format

One-Sheet / One-Pager / Flier: Press Riles Insider shall be printed on colored A4 Paper Size (8-1/4 x 11-3/4 in). Computers, word processing software, desktop publishing programs, and graphic design software will enable the newsletter production process.

c. Circulation

The number of copies to be circulated shall be determined by the MPAT as may be necessary.

- d. **Mailing List** - The Press Riles Insider shall be sent to anyone with whom the PRI wants to inform about the organization and establish a regular relationship with including, but not limited to, the following:

- i. current customers;
- ii. prospective customers;
- iii. stakeholders (colleagues and consultants); and
- iv. media entities.

- e. **Editorial Process** - The following shall be the process of developing, printing, and publication of the newsletter:

- i. **Content Development:** The writers, taking into consideration their respective beats, shall gather news and cover events that are relevant to the PRI. Once ready, the article shall be sent to the ME who shall decide which articles are for editing/review. The selected articles shall then undergo review by the AE. Thereafter, the AE or EIC, together with the EC, will sit in an editorial conference to determine which articles are included in the monthly issuance. In cases where there are revisions, the same shall be addressed by the ME. Otherwise, the article shall be reviewed by the CE as to its contents and the PE with regard to the layout. Once the final decision is made by the ED, publication shall proceed (See *Annex A*).
- ii. **Pre-Press:** Pre-press is where photos are edited, graphics are created and developed, and the newsletter's pages are laid-out and designed by the PEs. The newsletter/page planning is done on a dummy sheet (a blank sheet as a pre-print test) to give a prototype of the final look and feel of each page.
- iii. **Press/Printing:** This is the main process/step during newspaper production.
- iv. **Post-Press:** The copies are prepared for mailing to the customers or target readers.

2. Digital Media

The MPAT shall release the following contents on its website and social media platforms:

a. Railway Project Updates

- i. Frequency: As the Need Arise (ANA); specific timeframe shall form part of the Communication Plan
- ii. Source: PRI; DOTr's official channels; and other sources as may be deemed appropriate
- iii. Content: Must be updates on existing, ongoing, and upcoming projects in the railway sector of the Philippines
- iv. Procedure: Share with a brief summary of the update
- v. Approval: MPAT Head

b. Shared Content

- i. Frequency: ANA; specific timeframe shall form part of the Communication Plan
- ii. Source: PRI; DOTr's official channels; and other sources as may be deemed appropriate
- iii. Content: Must be shared/provided by other other sources as deemed appropriate
- iv. Procedure: Share with a brief summary of the update
- v. Approval: MPAT Head

c. Feature, Job Advertisements, and Thematic Content

- i. Frequency: ANA; specific timeframe shall form part of the Communication Plan
- ii. Source: PRI; DOTr's official channels; and other sources as may be deemed appropriate
- iii. Content: Must be a feature article, job vacancy announcements in the Philippine railway sector, or a thematic content as determined by the SMO
- iv. Procedure: Share with a brief summary of this update
- v. Approval: MPAT Head

d. News Release

- i. Frequency: ANA; specific timeframe shall form part of the Communication Plan
- ii. Source: PRI; DOTr's official channels; and other sources as may be deemed appropriate
- iii. Content: Must be news releases that are internal to the PRI (e.g. PRI activities); external news about the PRI and its activities; and other relevant railway-related news
- iv. Procedure: Share with a brief summary of the news and connection to the PRI
- v. Approval: MPAT Head

e. Advisory

- i. Frequency: ANA; specific timeframe shall form part of the Communication Plan
- ii. Source: PRI
- iii. Content: Official advisory layout (signed by ED) and infographics (if applicable)
- iv. Procedure: Post with brief summary
- v. Approval: ED

The MPAT Head shall assign any of the SMOs to oversee the postings in the PRI's social media platforms through regularly scheduled meetings of the MPAT. The assigned SMO shall post contents at least three (3) times per week, one (1) of which shall be posted over the weekend. The scheduling of said posts shall be under the discretion of the assigned SMO.

Given the fast-paced environment of the digital world, themes and programs may be established or changed at any given time with the approval of the MPAT Head and ED, if necessary.

ARTICLE IV

Publications and Reportorial Requirements

The following timeline shall be observed by the MPAT:

Documents	MPAT Head	Print Media Team	Digital Media Team	Public Assistance Team
Reportorial Requirements				
Communication Plan	After the conduct of the bi-annual strategic planning session			
Summary of Complaints	Quarterly	N/A	N/A	Quarterly
Annual Media and Public Affairs Report	Yearly			
Publication Requirement				
Newsletter	Monthly	Monthly	N/A	N/A

ARTICLE V

Social Media Policy

Social media presents an opportunity for the PRI to reach railway operators, railway personnel, stakeholders, graduating students, and the general public. In addition to disseminating information, the social media platform offers an opportunity to engage with stakeholders and form online communities to reach out to wider audiences. As such, there is a need to establish rules and regulations as regards the PRI personnel's engagement in social media. The following general principles, the details of which are further discussed in the next sections, shall serve as their guide:

- follow the social media accounts of the PRI;
- disclose affiliation to the PRI;
- communicate responsibly using their personal accounts;
- only authorized personnel are allowed to post on PRI's behalf;
- think twice before posting/clicking;
- do not disclose confidential information;
- do not give negative and/or malicious comments to any post and page related to the PRI's line of business;
- the tone of voice, messages, postings, articles, or any written works must be kept professional, and courtesy and respect are observed; and
- do not react in conflict, alert the digital media team for negative interactions, conflicts, or crises.

A. Scope

The social media policy shall apply to the personal accounts of the PRI staff and other accounts managed by the PRI, other than the official social media accounts under Section B of this policy, in support of performing its mandate.

B. Social Media Accounts of the PRI

The PRI's official social media accounts and future social media platforms in which the PRI can engage with are as follows:

1. Facebook: <https://facebook.com/DOTrPRI>
 - a. general engagement platform for the PRI's stakeholders
 - b. sharing news releases, and posting of announcements and advisories
 - c. posting of job vacancies
2. Instagram: Sharing news releases, and posting of announcements, advisories, and job vacancies in picture catalog format
3. YouTube: Storing video contents for public consumption
4. Twitter: Sharing news releases, and posting of announcements and advisories
5. LinkedIn: Posting of job vacancies

All official social media accounts of the PRI are linked and registered from the official email address/es of the PRI.

C. Responsibilities and Conduct of the PRI Staff

Only members of the DMT are allowed to post on behalf of the PRI.

All staff must follow and/or subscribe to the PRI's official social media accounts. There must be a disclosure of his/her affiliation to the PRI. In addition, everyone is also encouraged to amplify the contents posted or shared in the PRI's social media pages by sharing them in their respective personal social media accounts.

When using the PRI's social media accounts or referencing anything relevant to the PRI and its programs in their personal social media accounts, the PRI staff shall exercise utmost propriety, decency, and decorum. The use of social media shall, however, not interfere with the staff's work responsibilities. Moreover, the PRI's computer systems shall be used for official business purposes only, including the use of social media of the members of the DMT.

The PRI staff must be aware of the effect/s of their action/s to the PRI's corporate image. Thus, he/she shall exercise best judgment in posting materials to ensure that the same is not considered fake news, inappropriate, or harmful to the PRI and its staff, clients, and stakeholders. Moreover, the staff must bear in mind that any information that he /she posts shall be public information for a long time even though the same can be deleted as someone may have captured a screenshot of it.

Lastly, the PRI staff shall only use the PRI logos and brands, designs, and copyrighted materials, among others, for official purposes and conduct of official duties and events. The use of such for personal purpose/s is strictly prohibited.

D. Tone of Voice

In their dealings on social media, the PRI staff is expected to:

1. be honest and polite;
2. cite sources and provide acknowledgements of contents not originally written;
3. never post negative comments about the PRI, its stakeholders, and competitors; and
4. never react in conflicts and alert the DMT and PAT for negative interactions, conflicts, or crises.

E. Confidentiality and Copyright

In general, all contents shared through the PRI's official social media accounts can be shared by the PRI staff. However, the following matters are considered confidential and shall never be posted, disclosed, and shared by the staff through any of their personal social media accounts. If there are questions about what is considered confidential, the staff should check with his/her immediate supervisor.

1. internal communication;
2. financial information;
3. employee information;
4. training materials;
5. contract agreements requiring the contracting parties' consent for disclosure; and
6. other documents as may be identified by the Management Committee.

The PRI staff shall secure appropriate permission/s before using the PRI's proprietary materials or that of other agencies, which were entrusted to the PRI. Likewise, permission is required before referring to or posting images of current and former PRI staff, vendors and suppliers, and employees and members of partner institutions.

F. Data Protection and Monitoring

All data published in the PRI's social media pages shall not be used without proper authorization for use in other publications. The MPAT shall be responsible for monitoring the same. In case any information from users and persons is given to and published by the PRI through its social media platforms, the information shall be stored, processed, and used in accordance with RA No. 10173 or the Data Privacy Act of 2012. This shall be monitored by the appointed Personal Information Controllers of the PRI or the MPAT Head.

G. Disciplinary Action

All applicable statutory laws including, but not limited to, the following shall be observed accordingly:

1. The Intellectual Property Code of the Philippines (RA No. 8293);
2. Electronic Commerce Act of 2000 (RA No. 8792);
3. Code of Conduct and Ethical Standards for Government Officials and Employees (RA No. 6713);
4. Civil Service laws and regulations;
5. all other local laws and policies; and
6. all international copyright laws and e-commerce treaties.

Any violation or non-compliance shall be acted upon with due diligence by the Management Committee. The said committee shall investigate all major violations, evaluate, and recommend appropriate disciplinary sanctions to the ED within fifteen (15) days upon discovery of the violation.

ARTICLE VI **Online Etiquette**

A. Acceptable and Prohibited Use of Official DOTr Email Account

All PRI employees shall act professionally and shall be bound by the provisions of the Code of Conduct and Ethical Standards for Public Officials and Employees (R.A. No. 6713).

All communications made via email using official email accounts of the DOTr/PRI are considered official matters and employees are considered official representatives of the PRI. Messages sent through the official email accounts shall follow the government communication protocol or the rules stipulated in the Institution's communication policy.

Official email accounts assigned to personnel/divisions are to be considered government property. Use of the official email accounts for matters of personal interest or as a misrepresentation of the Institute are expressly prohibited and shall be subject to relevant laws and administrative order.

Liability and accountability of the official email accounts shall be in accordance with Section 22 of Presidential Decree No. 526.

B. Communication Guidelines on Email Etiquette

The following rules on online communication shall be observed:

1. All communication done via email using official PRI/DOTr email accounts are communications involving official matters. All officials and employees covered by these guidelines shall observe the proper usage of the basic principles of grammar, spelling, and logic.
2. Every official and employee shall only use his/her official email account on matters within their respective official duties.
3. The usage of phrases and/or words emphasizing courtesy, professionalism, and respect towards superiors and colleagues must be strictly observed at all times. Words including, but not limited to, "Dear", "Please", and "Thank you" are encouraged.
4. The use of standard formatting such as the use of standard fonts, such as Times New Roman or Arial, as well as standard colors and sizes are appropriate for official emails.
5. Usage of clear, professional subject line and proper salutation in email communications and exchanges are advised.
6. Relevant interested parties must be considered in the usage of carbon copy (cc) and blind carbon copy (bcc) in email exchanges.
7. Attachments must be double-checked. Let the recipient know in the body of the email that a document is attached (including the use of zip files and uploading documents to a shared location and/or folder and giving the recipient a link to access the same).
8. The tone of the message must be kept professional.
9. No email addressed to government agencies and other organizations/entities shall be sent to its intended recipient/s without the immediate supervisor's proofreading and approval.
10. Respond within the reasonable timeframe as prescribed for in RA No. 6713 and PRI Circulars and Office Orders;
11. Avoid the use of text abbreviations, acronyms, and jargons without proper definition in the same email.
12. Write clear, short paragraphs and direct communication and/or letters.
13. Always check spam emails.
14. Avoid sending sensitive and confidential information that could potentially harm someone's reputation and could possibly be read by an unintended recipient/person such as, but not limited to, usernames, passwords, credit card, or other account information.
15. Be mindful of hitting the "reply all" button and ensure that the recipients are intended to receive the email to be sent.

C. Basic Policy and E-mail Format

The basic policy and e-mail format are as follows:

Employee Email Account

Employee e-mail accounts shall be created and used for official purposes only and to provide PRI personnel a faster, efficient, and transparent online communication within and outside the PRI.

PRI employees shall use the email account and provide the log-in credentials approved by the Director of the DOTr's Management Information Service (MIS).

Division or Non-Personnel Account

Likewise, the Division or non-personnel accounts, approved by the DOTr's MIS Director, shall be used as the means of communication between the agencies, stakeholders, and to the general public as a channel for first contact.

Mailing Lists

Mailing list or group distribution lists may be created in lieu of division or non-personnel email accounts.

D. Email Formatting and Standards

The Institute shall use the National Government Portal utilized by the DOTr with the domain name *@dotr.gov.ph*. To maintain uniformity in identifying the PRI through email, the required format for Division and personnel email addresses shall be as follows:

1. The general syntax of the email address shall include the name of the division and/or section of the Institute, a period, and the name "PRI", followed by the domain *@dotr.gov.ph*. Ex. *td.pri@dotr.gov.ph*;
2. For PRI employees' email accounts, the general syntax of the email address shall include the first name and last name separated by a period, followed by the domain name of the agency. Ex. *juan.delacruz@dotr.gov.ph*;
3. To properly identify the sender, the email's signature shall contain the following information, in the prescribed order:
 - *Complete Employee Name* (for personnel emails only)
 - *Position / Designation* (for personnel emails only)
 - *Section / Division / Office*
 - *Complete Agency/Office Address*
 - *Telephone / Fax Number*
 - *URL (Uniform Resource Locator)*
 - *Disclaimer (Data Privacy Act)*
4. Account users shall use the following standard disclaimer:

"The information contained in this communication is intended solely for the use of the individual or entity to whom it is addressed, and other parties authorized to receive it. It may contain confidential or legally privileged communication. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or action relevant to the contents of this information is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by responding to this e-mail and then immediately delete it from your system. Opinions contained in this email or any of its attachments do not necessarily reflect the opinions of the PRI or the DOTr."

E. Protocols on Videoconferencing

The PRI adopts the guidelines on the use of videoconferencing for online meetings, workshops, and training within and outside the Institution. The following practices in videoconferencing shall be observed:

1. be early and test out equipment before the scheduled virtual meeting;
2. present a calm, clean, and appropriate virtual background, adjust the environment, and make it look professional;
3. do not keep the microphone on if you are not speaking;

4. turn off or silence loud notifications;
5. dress professionally;
6. avoid multitasking;
7. pay attention to the camera angle and look straight into the camera;
8. do not interrupt and ask questions via chat;
9. send out meeting requests in advance by making sure the participants have an ample time to accept or defer meetings based on their schedules;
10. prepare a clear strong meeting agenda; and
11. use professional display photos.

The above-stated practices are applicable to ensure that virtual meetings, workshops, and training are in order and professionally executed.

ARTICLE VII

Availability of Public Documents and PRI Performance Reports

All public documents of the PRI shall be made available at all times through the official website or upon request, as prescribed in Section 5 (d) and (e) of RA No. 6713.

ARTICLE VIII

Amendments

Amendment to any provision of this Order shall undergo legal review to ensure its compliance with the DOTr DO No.2018-007, EO No. 96, s. 2019 and DOTr DO No. 2020-005.

ARTICLE IX

Separability Clause

If, for any reason, any section or provision of this Order is declared unconstitutional or invalid, the other sections or provisions hereof not affected by such declaration shall remain in full force and effect.

ARTICLE X


Repealing Clause

All rules and procedures or parts thereof that are inconsistent with the provisions of this Order are hereby repealed or modified accordingly.

ARTICLE XI

Effectivity Clause

This Order shall take effect immediately upon its issuance.


ANNEL R. LONTOC, CESO I
Undersecretary, DOTr and 
OIC-ED, Philippine Railways Institute

Control No.: PRI-ODR-ESM-001

Signature: _____

EDITORIAL PROCESS

