



Republic of the Philippines  
**Department of Education**  
 REGION XI  
**SCHOOLS DIVISION OF DAVAO DE ORO**

2024-10-02-0849



Office of the Schools Division  
 Superintendent

September 30, 2024

DIVISION MEMORANDUM  
 No. 838 s. 2024

**DIVISION IMPLEMENTATION STRATEGY ON THE PROPER USE OF SOCIAL MEDIA FOR DEPED TEACHING AND NON-TEACHING PERSONNEL IN DAVAO DE ORO DIVISION**

To: Assistant Schools Division Superintendent  
 Chief Education Supervisor CID & SGOD  
 Education Program Supervisors  
 Public Schools District Supervisors  
 Unit and Section Heads  
 Public and Private School Heads/Principals  
 (Elementary & Secondary Schools)  
 All Others Concerned

In light of the increasing use of social media platforms, including TikTok and Facebook, among DepEd personnel, this memorandum reinforces guidelines for responsible and ethical use. The Department of Education reminds all teachers and staff of their role as public servants and educators, and of their responsibility to uphold the Department's online and offline integrity.

**1. Purpose of Social Media Use**

DepEd personnel, particularly teachers, are allowed to use social media platforms, including TikTok and Facebook, for **academic-related purposes only**, such as classroom instruction, educational content creation, and academic discussions. The following guidelines must be strictly observed:

- A. **Academic Use Only** – Social media, including TikTok and Facebook, may only be used for educational purposes and must not be misused for personal entertainment that may reflect poorly on the profession.
- B. **Respect for Others** – Posts, comments, or videos must not contain content that is malicious, defamatory, or aimed at mocking or destroying the reputation of others, including other individuals, religions, or races.

**2. Prohibited Conduct on Social Media**

DepEd personnel are **strictly prohibited** from the following activities on social media, especially on platforms like TikTok and Facebook:

- A. **Wearing DepEd Uniforms for Non-Academic or Inappropriate Content**
  - a. Any use of the uniform on social media must reflect professionalism and align with the educator's role as a public servant.
  - b. Teachers and personnel are prohibited from creating and posting TikTok and Facebook videos or other social media content while wearing DepEd



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uniforms for non-academic or inappropriate purposes, especially those that do not align with the values of the Department.

- c. Wearing the DepEd uniform in content that promotes suggestive, offensive, or unprofessional behavior is strictly prohibited.

**B. Displaying Learners' Faces, Names, and Locations**

- a. No teacher or DepEd personnel is allowed to post content that shows the faces, names, or personal whereabouts of learners without the express written consent of their parents or guardians. This includes TikTok videos, Instagram posts, Facebook videos, and any other social media content.
- b. This is to protect the privacy of learners as required by **Republic Act No. 10173**, the **Data Privacy Act of 2012**.

**C. Posting Content that Mocks Religion, Individuals, or Race**

- a. DepEd personnel must not post or share content that mocks or disrespects any religion, race, individual, or group on social media platforms. Any form of hate speech, discrimination, or content promoting prejudice is strictly prohibited.
- b. Violations of this guideline are subject to disciplinary actions and potential criminal liability under **Republic Act No. 10175** (Cybercrime Prevention Act of 2012), particularly provisions on online defamation and cyber libel.

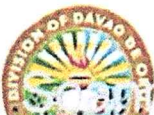
**3. Legal Bases**

The guidelines for the proper use of social media are grounded on the following legal provisions:

- A. **Republic Act No. 10175** or the **Cybercrime Prevention Act of 2012**, covering cyber libel, cyber harassment, and unlawful activities on digital platforms.
- B. **Republic Act No. 6713**, the **Code of Conduct and Ethical Standards for Public Officials and Employees**, which mandates that public servants maintain professionalism and uphold the dignity of their office at all times.
- C. **Republic Act No. 10173** or the **Data Privacy Act of 2012**, which protects the privacy of individuals, including students, and prohibits the unauthorized sharing of personal information.
- D. **DepEd Order No. 49, s. 2022**, which directs DepEd personnel to be mindful of their online behavior and the potential impact it may have on their professional standing and the reputation of the Department.

**4. Penal Provisions**

Violations of the provisions in this memorandum, including but not limited to: Posting TikTok videos or any other social media content while wearing DepEd uniforms





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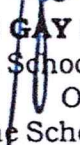
in an unprofessional manner, Displaying learners' personal information or images without consent, Posting content that mocks religion, individuals, or race, will be subject to the following penalties:

- A. **Administrative Sanctions** – Disciplinary action under **Section 46, Rule X of the Revised Rules on Administrative Cases in the Civil Service (RRACCS)**, which may include suspension, dismissal, or other appropriate actions.
- B. **Criminal Liability** – Violations may lead to criminal liability under the **Cybercrime Prevention Act of 2012** and the **Data Privacy Act of 2012**, particularly with regard to online defamation, cyber libel, and data privacy breaches.

### 5. Monitoring and Enforcement

The **School/District Social Media Monitoring Committee**, composed of the school ICT coordinator, legal officers, school heads, or assigned personnel, will actively monitor the social media activities of DepEd personnel. Any breach of these guidelines will be reported to the Division Superintendent for immediate action. Reports of violations should also be submitted by teachers, parents, or other concerned individuals through the official channels, ensuring that privacy and confidentiality are respected at all times.

For strict compliance.

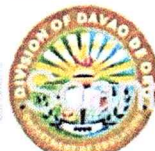
  
**PHOEBE GAY L. REFAMONTE, CESO VI**  
Assistant Schools Division Superintendent  
Officer-In-Charge  
Office of the Schools Division Superintendent

Incl.: As Stated.

#### Legal References:

- Republic Act No. 10175 – Cybercrime Prevention Act of 2012
- Republic Act No. 6713 – Code of Conduct and Ethical Standards for Public Officials and Employees
- Republic Act No. 10173 – Data Privacy Act of 2012
- DepEd Order No. 49, s. 2022
- Section 46, Rule X of the Revised Rules on Administrative Cases in the Civil Service (RRACCS)

cld/rmp



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