

Reference No. 2025-06-302
June 27, 2025

MEMORANDUM FROM THE OIC-DIRECTOR

TO: ALL DIVISION AND UNIT HEADS

**SUBJECT: HARMONIZATION OF THE DA-BAR'S COMMUNICATION STRATEGIES
WITH THE DA AND PRESIDENTIAL COMMUNICATIONS OFFICE**

In lieu of the matters presented and discussed during the Orientation and Harmonization of the DA's Communication Strategies held on June 16, 2025 at the BSWM Convention Hall, Quezon City, all are enjoined to adhere to the following in order to align the communication strategy of the DA, hence the bureau, with that of the Presidential Communications Office, to wit:

- Limit DA social media posts of pictures of seminars and meetings, long captions, and written in English. This creates a gap between the department and the stakeholders, thus making communication less effective. Instead, post other activities aside from meetings and show its impact on people, more than just informing the public about the activity/initiative.
- Effective social media for impactful communication should be consistent (voice, visual identity, posting schedule); portray real stories and emotions; encourage likes, comments, and shares, and prioritize value over volume. Leverage people-centric visuals considering the public wants to know what the DA is doing and see the direct impact of government projects to people.
- *In general, all DA agencies were advised to repost key DA content, regardless of whether it is related to the agency's mandate or not and to create its own caption based on specific mandate.*
- *To repost key DA content within 24 hours. Information officers must confirm/inform the DA Viber group once DA content is reposted on the agency page. This will be monitored by the DA central office.*
- *What to prioritize for field work and event photos?*
 - Emphasize farmers and beneficiaries
 - Capture small, intimate groups, and include a mini town hall meeting is feasible
 - For significant events like ribbon cuttings, ensure a farmer leader participates in the actual cutting
 - Avoid speaking from a podium; instead, be on the same level as the audience
 - Officials and staff should mingle directly with stakeholders and the public



- Avoid inviting LGU officials unless absolutely essential
- Wear toned-down clothing
- No bodyguards

Further to this, The KMISD-Applied Communications Section is hereby instructed to update the DA-BAR Communication Strategies and guidelines.

For information and compliance.


JOELL H. LALES, RAgr, MTM ^{PH}

