



Republic of the Philippines
OFFICE OF THE SECRETARY

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ADMINISTRATIVE ORDER

No. 15

Series of 2024

SUBJECT: COMMUNICATION GUIDELINES FOR THE SPECIAL AREA FOR AGRICULTURAL DEVELOPMENT PROGRAM (SAAD) PHASE 2

WHEREAS, the Department of Agriculture (DA) – Special Area for Agricultural Development Program (SAAD) remains cognizant to the critical role of development communication as a primary tool in advancing the objectives of the program thru effective and efficient Information, Education and Communication (IEC) campaigns in helping our farmers and fisherfolk in combating poverty in the countryside;

WHEREAS, during the recent first National Information Officers Conference where designated SAAD Regional Information Officers together with the DA and Bureau of Fisheries and Aquatic Resources (BFAR) National and Regional Information Officers convened and unanimously finalized the SAAD Communication Guidelines for Phase 2; to operationalize and fast track the compliance and adoption of these from the national to the regional field levels, strengthen working relationships and integrate efforts on development communication initiatives;

WHEREAS, during that conference of Information Officers, these initiatives have been finalized to harmonize efforts aimed to integrate and strengthen the communication interventions of the Program.

NOW, THEREFORE, I, FRANCISCO P. TIU LAUREL JR., Secretary of the Department of Agriculture, by virtue of the powers vested in me by law and other issuance, do hereby order:

SAAD COMMUNICATION GUIDELINES

I. Rationale

Communication plays a pivotal role in engaging farmers and fisherfolk, disseminating information and fostering partnerships, which significantly contributes to the mission and vision of the Department of Agriculture's (DA) Special Area for Agricultural Development Program (SAAD).

This Order containing the Communication Guidelines is centered on the intensified promotion of SAAD and the development of farmers and fisherfolk from 5th and 6th

class municipalities, top 1/3 poorest municipalities, End Local Communist Armed Conflict (ELCAC) areas and Geographically Isolated and Disadvantaged Areas (GIDA), and other marginalized sectors of agriculture and fisheries.

The Program believes that effective public relations and development communication are anchored within the above-mentioned key sections of these Guidelines.

Specifically, it explains the communication process of SAAD and its outputs among its key audiences, and underscores the importance of timely dissemination of information which ensures the accountability and credibility of the Program.

This also highlights SAAD Phase 2 advocacy efforts, such as farmer and fisherfolk engagement, promotion of community-based enterprises, strengthened collaboration with government and non-government agencies, and other public relations activities – armed with continuous monitoring and evaluation which supports the improvement of these efforts.

In conclusion, the Communications Guidelines serve as a blueprint for the national and all regional Public Relations and Development Communication (PRDC) Units, ensuring the consistency in all its communication efforts and sustainability in all its initiatives, which ultimately amplifies the Program's visibility and relevance from the national to the grassroots level.

II. Thrusts and Directions

- Intensify information, education and communication (IEC) campaigns at the beneficiary level;
- Maintain a strong working relationship with DA – Agriculture and Fisheries Information Division (AFID), Regional Field Offices (RFOs), Regional Agriculture and Fisheries Information Section (RAFIS), BFAR Information and Fisheries Coordination Unit (IFCU) and Information Sections in promoting the SAAD Program at all levels;
- Enhance support for advocacy activities of the SAAD Program Phase 2 through a strong Communication Plan;
- Provide a strong communication and documentation support for SAAD Program Phase 2 activities;
- Continuous capacitation of SAAD officers to enhance their knowledge and skills on communication, information gathering, writing and dissemination regarding the Program; and
- Develop IEC materials attuned to the needs at the local levels in coordination with DA-AFID, RFOs, RAFIS, BFAR IFCU and Information Sections.

III. Goals

Recognizing the Thrusts and Directions of the SAAD Program Communication Guidelines, the Public Relations and Development Communication (PRDC) Unit shall anchor its efforts to the following goals:

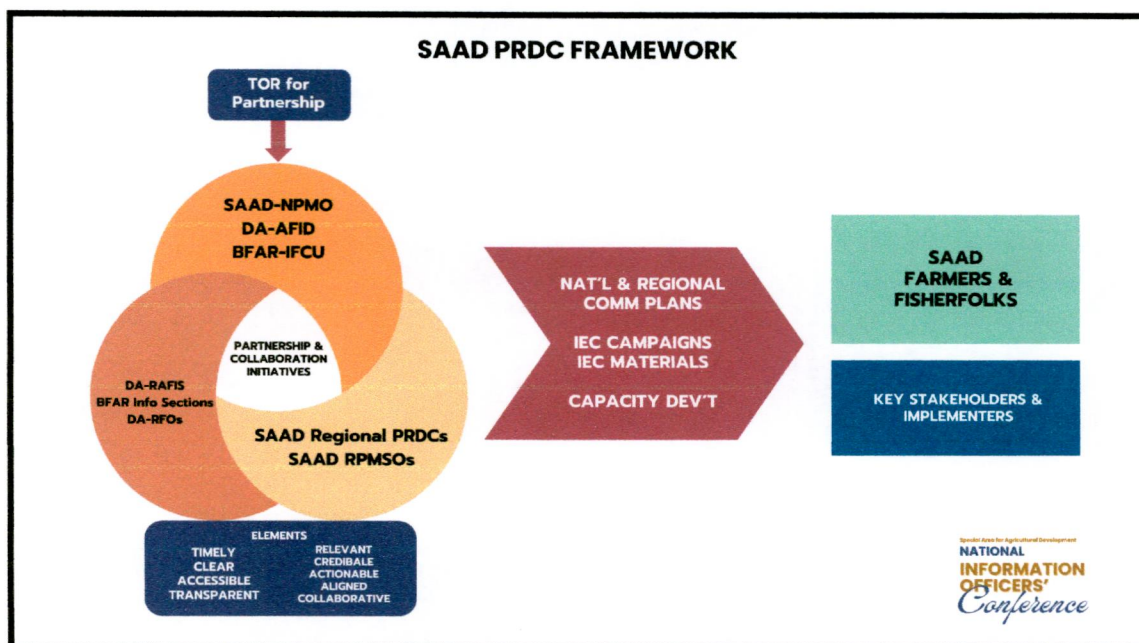
Primary Goal

- To continuously empower SAAD beneficiaries by developing intensified IEC campaigns and materials attuned to their level, and continuously inform and educate them on the Program's vision and mission, and four components.
- To lead promotional and advocacy campaigns in collaboration with DA-AFID, RFOs, RAFIS, BFAR IFCU and Information Sections to strengthen institutional support and engagement of the SAAD Program Phase 2.

Secondary Goals

- To manage risks and deal with disruptive and unforeseen circumstances that could impede the Program or its stakeholders.

IV. Framework



V. Social Media Directives

These directives for SAAD's social media (socmed) platform were designed to set down the course of actions for responsible promotion of agricultural development of the country, the Program's branding, and maintenance, and goodwill of the SAAD in social media.

- a. General Directives on how to responsibly manage SAAD's Regional social media accounts:
 - Have a crisis management plan. As part of the government, the possibility of negative publicity is frequent. A crisis management plan must be carefully planned and implemented in a professional manner to lessen damage, if unavoidable.
 - Remember that SAAD is representing DA. Respect all individuals, races, religions, and cultures and strictly adhere to the vision and mission of the agency.
 - Separate personal from professional. With the agency's reputation at stake, posting of personal opinions using the SAAD's socmed accounts are prohibited. NEVER disclose confidential information of the agency, including, but not limited to sensitive, financial, legal, and executive matters.
 - Be accurate. Do not answer a question or share information related to SAAD from unverified sources; coordinate the concern to the authorized department or individual.
 - Respect copyrights and fair use. Secure permission before posting copyrighted materials, with proper attribution to the owner and never use someone else's work as if it were the PRDC Unit's own, e.g. photo courtesy of (state name of source). If unsure as to who owns the content, do not post it.
 - Double-check grammar. Have someone else check everything the PRDC Unit puts on social media. A simple typographical error might affect credibility and is basically avoidable.
 - Be social. Engage with followers. Respond to inquiries, comments directed towards the SAAD socmed accounts whenever possible; retweet or comment on other posts. Monitor fans or followers that should be blocked (e.g., for spam or violation of site rules).
 - Be transparent. No social media and/or information officer should speak on behalf of the SAAD on issues without authorization, nor should an employee of one department speak for another department. Even on external platforms, department heads should be clear about their affiliation with the organization when answering questions or posting about SAAD.

- Do not delete negative comments, and never get into an argument online. Deleting negative comments will give a negative impression to SAAD. It is better to deal with negative comments as soon as possible and always in a professional manner. Consider when it is more appropriate to comment on the post directly, send a private message or issue a public statement.
- Be the first to respond to your own mistakes. Be up front about your mistake and correct it quickly, as this can help restore trust. If the PRDC Unit chooses to modify content that was previously posted, such as editing a post, indicate that the unit has done so.
- The PRDC Unit is the official source of SAAD statements, press releases and other news about our programs and services, as approved by the National Director.

b. Branding for SAAD Socmed Page or Account

- Bio/Description – SAAD name or username/handle should be consistent across all socmed platforms. Bios should be updated with the latest information or content to ensure everything is accurate and fresh.
- Content – Avoid the use of AI-generated and robotic writing, and use conversational tone to make your content more authentic and engaging to followers.
- Images – Strive to have photos within the dimensions recommended for a certain socmed platform. Simple is always better. Do not try to fit tons of information about SAAD or your project into a photo.
- Posting Strategy – Maintain a consistent posting schedule with at least a 30-minute to 1-hour interval between posts to keep your audience engaged. Take into account the optimal time when to post, with the time your followers are most active on your page.
- Official Hashtags
DA Central:
#BagongPilipinas
#MasaganangAgrikulturaMaunladnaEkonomiya
- BFAR Central:
#TagapagtaguyodngMalinisAtMasaganangKaragatan
- SAAD-NPMO:
#DASAAD
#SAADPhase2
#SAAD[Region/Province]
#SAADintheNews (for press releases)
#SAADinAction (for photo releases)

c. General Directives for SAAD officers on personal social media use

While the staff's personal account remains personal, all SAAD officers must also be conscious and judicious of what they post, especially if it is about DA-SAAD related events or activities or comments on matters that will ultimately redound to the agency.

- SAAD officers represent the DA and the Program, so think before you post. How SAAD officers conduct themselves online not only reflects on them, but is a direct reflection of the agency.
- When working in events or projects, please refrain from posting photos that connote disregard of or irresponsible stewardship of resources of the agency. SAAD does not always have the leisure of explaining ourselves to everyone, so better avoid such possibilities. On the other hand, innocuous posts such as pictures of the activity or event, and the SAAD staff at work are encouraged.
- For SAAD information, use the SAAD's official website and social media platforms. Should SAAD regional offices need to announce information related to work, please share the information with the PRDC Unit so these may also be announced officially on SAAD-managed platforms in order to centralize information and avoid confusion. Everyone may share the information posted by the SAAD-NPMO's official account if SAAD regional offices want to help spread the news.

VI. Collaboration with DA-AFID, DA-RAFIS and BFAR-IFCU

This is to ensure the inclusion and support of all national and regional communication efforts of the Department of Agriculture (DA) to the SAAD Program Phase 2 from 2024 to 2028.

This collaboration, as agreed during the first SAAD National Information Officers' Conference, aims to enhance the visibility, awareness, and impact of the SAAD Program across various media platforms and communication channels nationwide.

Areas for Collaboration:

- Inclusion of SAAD Program in DA-AFID and BFAR-IFCU national and regional communication programs and efforts.

There shall be an integrative effort for SAAD program's initiatives, success stories, and updates to be included in all respective DA communication plans, programs and efforts, as well as in information, education and communication (IEC) campaigns and materials.

- Provision of support for the distribution and promotion of SAAD-related IEC campaigns and materials.
- Assistance in the planning and implementation of the SAAD national and regional communication plans and strategies.

VII. Planning and Implementation of SAAD Communication Plans

As agreed during the first SAAD National Information Officers' Conference, all SAAD PRDC Units are directed to craft annual communication plans containing their respective activities and methods for the fiscal year, attuned to the Thrusts and Directions of the SAAD Communication Guidelines.

These communication plans are to be presented during the succeeding SAAD National Information Officers' Conference, with the SAAD NPMO-PRDC Unit overseeing the planning and monitoring the implementation of these communication plans at all levels.



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SAAD PRDC Communication Plan FY _____

PRDC Thrust and Directions	Objectives	Activity/ Method	Audience	Frequency	Means of Verification
Intensifies information, education and communication (IEC) campaigns at the beneficiary level particularly in the Socprep Process, FPL and Marketing and Enterprise Development	Promote, develop and implement IEC campaigns at beneficiary levels focused on creating awareness, understanding and appreciating the components of the SAAD Phase 2 Program specifically on the SocPrep process, FPL and MAED.				
Maintains a strong working relationship with RFOs, RAFIS, BFAR IFCUs in promoting the SAAD program at all levels	Conduct regular engagement to ensure strong participation of partner organizations, individuals such as RAFIS, BFAR ROs, APCOs and SAAD Area Coordinators including other stakeholders to align strategies, share good practices, and address challenges and other concerns in program promotion and implementation.				
Provides a strong communication and documentation support for SAAD Phase 2 Program activities	Utilize various communication channels and platforms and other possible communication support activities to effectively				

	document the SAAD Phase 2 Program.			
Continuous capacitation of SAAD officers to enhance their knowledge and skills on information gathering, writing and dissemination regarding SAAD Phase 2 Program	Conducts regular capacity-building for SAAD Officers national and regional information officers in coordination with DA-AFID, RFOs, RAFIS, BFAR IFCUs.			
Develops IEC materials attuned to the needs at the local levels in coordination with DA-AFID, RFOs, RAFIS, BFAR IFCUs.	Design and implement IEC materials in collaboration with DA-AFID, RFOs, RAFIS, BFAR IFCUs that are culturally sensitive, linguistically appropriate, and accessible to all beneficiaries			

Instructions:

- Leave the pre-identified parts in the first and second column as those will be finalized during the discussion on the SAAD Phase 2 Communication Guidelines.
- Based on the given PRDC Thrusts and Directions and Objectives listed therein, specify at least one corresponding activity per item.
- Identify the target audience for each activity in the fourth column.
- Determine the frequency of each activity in the fifth column.
- Indicate how verification will be done for each activity in the fifth column.

VIII. Capacity Building and Training

Aligned with the Thrusts and Directions of this communication guidelines, the SAAD NPMO PRDC Unit, is directed to lead the conduct of continuous capacity-building activities, including training workshops and seminars, to enhance the development communication skills of all SAAD PRDC officers involved in the dissemination of program-related information.

They are also tasked to conceptualize and develop training designs in consultation with SAAD information officers.

During the first SAAD National Information Officers' Conference, the DA-AFID, DA-RFOs, DA-RAFIS, and BFAR-IFCU, have also committed to provide support and assistance to the SAAD-initiated capacity-building training and activities for all SAAD PRDC officers, and coordinate with SAAD-NPMO PRDC Unit on the heightened inclusion of SAAD PRDC officers on their respective capacity building training and activities.

IX. Resource Sharing

In support of the Thrusts and Directions of this communication guidelines, the DA-AFID, DA-RAFIS, and BFAR-IFCU have committed to share relevant resources, such as information materials, and communication tools to support the SAAD PRDC Units in its communication plans, programs and efforts.

X. SAAD Phase 2 National Slogan

During the first SAAD National Information Officers' Conference, the birth of the new SAAD slogan was crafted by national and regional information officers.

"SAAD, kaagapay sa maunlad na buhay."

The slogan reflects the Program's fundamental purpose and commitment to working hand-in-hand with farmers and fisherfolk. As *kaagapay*—a close partner—SAAD embodies a participatory approach where the farmers themselves are at the center of development efforts.

The slogan emphasizes an ongoing, active partnership. The term *kaagapay* suggests walking side-by-side with farmers, reflecting SAAD's participatory approach where the Program and the farmers work together toward progress.

As a unifying message, the slogan captures the SAAD Program's long-term goal: to improve the quality of life for its beneficiaries. It highlights the importance of inclusive growth and signifies that through collaboration, hard work, and the support of the government, marginalized farmers and fisherfolks can achieve prosperity.

Cascading of the SAAD Phase 2 National Slogan:

- Unified Program Messaging: Ensure that all SAAD stakeholders, including all

officers and beneficiaries, understand and adopt the new national slogan, aligning their activities and communications with the Program.

- **Grassroots Engagement:** Communicate the slogan to SAAD beneficiaries, particularly marginalized farmers and fisherfolks, in a way that resonates with their daily lives and highlights the tangible benefits of the SAAD Program to their communities.
- **Strengthen Program Identity:** Establish "*SAAD, kaagapay sa maunlad na buhay*" as a recognizable and inspiring statement, reinforcing SAAD's identity as a key initiative of the Department of Agriculture (DA) that bridges the gap between poverty and development for agricultural communities on 5th and 6th class municipalities.
- **Regional and Local Integration:** All DA and Bureau of Fisheries and Aquatic Resources (BFAR)-SAAD national and regional offices are directed to integrate the national slogan in all media platforms, materials, and SAAD-initiated events to ensure uniformity in messaging, and to strengthen the connection between the Program's national objectives and regional execution.

XI. SAAD Hymn

The hymn titled: "Ang Pag-Unlad ay Para sa Lahat", was created to build a sense of belonging and unity among SAAD officers, including our farmers and fisherfolk beneficiaries – encapsulating the core values, and mission and vision of the Program.

All DA and BFAR SAAD National and Regional Program Management Support Offices (RPMSOs) are hereby directed to use the new official SAAD Hymn in all SAAD-initiated programs, events and IEC efforts from FY2024 to 2028, provided that this does not restrict the Program to compose additional hymns.

Ang Pag-Unlad Ay Para Sa Lahat

Verse:

*Ang pag-unlad ay para sa lahat ng may pangarap
Maraming mahihirap ang umaasa
Sa kanayunan, ang pag-unlad ng buhay magsasaka
Pati narin ang ating mangingisda*

Pre:

*Determinasyon lang kabayan ko
Ikaw, ako, sama-sama tayo
Magkaisa tayo sa pangarap
Ang pag unlad ay para sa lahat*

Chorus:

*Ituloy ang laban, laban sa kahirapan
Magsama-sama tayo'y magtulungan*

*Ang mga magsasaka at mangingisda
Sa isang adhikain, isang mithiin*

Verse:

*Marami ng natulungan at natupad na mga pangarap
Ng ating mangingisda at magsasaka
Maraming beses mang madapa, at mawalan ng pag asa
Patuloy paring mangangarap at umaasa*

Pre:

*Kaya't pakahusayin ang kakayahan
Sakripisyo lang kabayan
At sa negosyo't pangkabuhayan,
Aahon ka sa kahirapan*

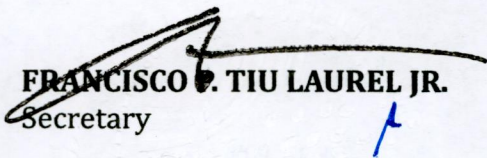
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XII. Separability. If any part or provision of this Order shall be held invalid or unconstitutional, the provisions not affected thereby shall remain in full force and effect.

XIII. Repeal. All other orders, rules and regulations, and other issuances or parts thereof which are inconsistent with the provisions of this Order are also hereby repealed or modified accordingly.

XIV. Effectivity. This Order shall take effect immediately upon approval and shall remain in force until revoked in writing.

Done this 27th day of NOVEMBER 2024.


FRANCISCO B. TIU LAUREL JR.
Secretary



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