

CCTG Order No. 05  
Series of 2025

## **GUIDANCE NOTES ON THE CREATION OF THE 4Ps VIBER COMMUNITY FOR CITY AND MUNICIPAL LINKS**

### **I. RATIONALE**

Recognizing the vital roles of the City and Municipal Links (C/MLs) in the implementation of the Pantawid Pamilyang Pilipino Program (4Ps), constant communication between them and the 4Ps National Program Management Office (NPMO) is imperative to ensure that all directives and instructions are effectively communicated, as well as the concerns from the Field Offices (FOs) are addressed.

Hence, the Official 4Ps Viber Community for C/MLs is established as a communication platform for disseminating official announcements, updates, and relevant information regarding the implementation of the 4Ps. This group aims to ensure real-time and efficient information sharing with the C/MLs for better coordination and program implementation.

### **II. OBJECTIVES**

This guidance aims to provide a platform for efficient communication and information sharing to and from the C/MLs. Specifically, it aims to:

#### **A. Enhance Communication and Coordination**

1. Establish a centralized and real-time communication platform for C/MLs.
2. Facilitate faster dissemination of updates, policies, and announcements related to 4Ps implementation.

#### **B. Strengthen Program Implementation**

1. Provide an avenue for sharing best practices, challenges, and solutions in the field.
2. Improve coordination in program monitoring, compliance verification, and grievance handling.

#### **C. Promote Capacity Building, Mental Health, and Wellness of C/MLs**

1. Offer a space for continuous learning, sharing of training materials, tips, and resources for the promotion of mental health and wellness.
2. Remind the C/MLs to take care of themselves and support/implement activities that promote the mental health of workers.
3. Encourage peer-to-peer support among C/MLs.

#### **D. Improve Beneficiary Engagement and Services**

1. Enhance service delivery by ensuring frontline implementers receive timely and accurate information.
2. Enable proactive responses to concerns raised by 4Ps beneficiaries.

**E. Ensure Data Security and Privacy Compliance**

1. Implement security measures to protect sensitive program-related information.
2. Adhere to data privacy policies and guidelines in managing digital communications.

**III. LEGAL BASES**

The following laws and policies serve as the foundation for these guidelines:

- A. Republic Act No. 11032** known as the Ease of Doing Business and Efficient Government Service Delivery Act of 2018
- B. Republic Act No. 10173** or the Data Privacy Act of 2012
- C. Republic Act No. 8792** or the Electronic Commerce Act of 2000
- D. Memorandum Circular No. 03, series of 2024** or the DSWD Cybersecurity Policy
- E. Memorandum Circular No. 26, series of 2004** on Information Technology Usage and Network Security Policy
- F. Administrative Order No. 9, series of 2015** or the Policy on Stewardship, Acceptable Use, and Security of DSWD Information and Communication Technology Resources

**IV. SCOPE/COVERAGE**

The Viber community is exclusively for the following:

- A. 4Ps C/MLs**
- B. 4Ps - NPMO Representatives**
  1. National Program Manager
  2. Deputy Program Managers for Administration, Program Services and Interventions, and Data Management Systems
  3. Division Chiefs and their designated technical staff
- C. Office of the Assistant Secretary for Conditional Cash Transfer Group Representatives**
- D. Office of the Undersecretary for Conditional Cash Transfer Group Representatives**
- E. Office of the Secretary Representatives**

**V. GUIDING PRINCIPLES**

The following principles serve as the foundation for communication within the 4Ps Viber Community, ensuring that interactions are timely, respectful, purposeful, and secure. These also promote a professional and collaborative environment that supports the effective implementation of the guidelines.

**A. Timely and Accurate Information Sharing**

1. Ensure that all updates, announcements, and advisories are verified and disseminated promptly.
2. Avoid misinformation by fact-checking before sharing any content.

## **B. Professionalism and Respect**

1. Maintain a respectful and courteous tone in all discussions and interactions. Avoid using offensive, discriminatory, or inappropriate language.
2. Uphold ethical standards when addressing concerns or giving feedback.

## **C. Relevance and Purpose-Driven Communication**

1. Keep discussions aligned with 4Ps-related matters, avoiding unrelated or personal topics.
2. Use the platform for productive and solution-focused exchanges that contribute to program efficiency and effectiveness.

## **D. Collaboration and Knowledge Sharing**

1. Encourage sharing of good practices, and solutions to challenges among members.
2. Foster a supportive environment where members can learn from each other.

## **E. Confidentiality and Data Privacy Compliance**

1. Safeguard sensitive information and ensure compliance with data privacy laws and policies.
2. Avoid or refrain from sharing personal data of beneficiaries or staff within the community.

## **F. Active Participation and Responsiveness**

1. Encourage members to engage in discussions and provide constructive inputs.
2. Ensure prompt responses to urgent concerns or inquiries.

## **G. Accountability and Moderation**

1. Assign community administrators to manage discussions, enforce guidelines, and ensure proper use of the platform.
2. Establish clear policies on content moderation and handling of inappropriate messages.

# **VI. OPERATIONAL GUIDELINES AND IMPLEMENTING MECHANISMS**

This section outlines the rules, roles, and procedures to ensure the smooth and secure operation of the 4Ps Viber Community. It covers membership protocols, responsibilities of administrators and members, posting etiquette, and contact information to support effective coordination and information sharing.

## **A. Membership and Participation**

1. Members should use their full names and work areas for identification and transparency. Use this format:
  - a) For C/MLs:  
*FO ##\_Complete First Name*  
**Example:** *FO III\_Ana Dominique*
  - b) For DSWD Central Office:  
*OBSU\_Complete Name*  
**Example:** *4Ps-SMD\_Ana Dominique S. Pablo*
2. Unauthorized individuals, including beneficiaries and non-4Ps personnel, are not allowed to join.

## B. Roles and Responsibilities

1. Super Administrators (Social Marketing Division Chief and Technical Staff)
  - a) Creator of the Viber Community and has ultimate control to all general and privacy settings.
  - b) Appoint other administrators to help manage the community.
  - c) Update Viber Community information, including the icon and name.
  - d) Post official announcements and program-related updates together with other administrators.
  - e) Monitor compliance with Viber Community guidelines.
2. Administrators (Remaining 4Ps-NPMO Division Chiefs)
  - a) Appointed by the Super Administrators to help moderate the community through adding authorized members from the updated List of C/MLs (from the Administrative Support Division). May also remove/ban users as needed.

DIVISION/OFFICE	REGIONS TO BE MONITORED
Social Marketing Division	NIR, I
Administrative Support Division	CAR, CALABARZON
Risk Management and Quality Assurance Division	VIII
Institutional Partnerships Division	V
Modified Conditional Cash Transfer Division	IX, X
Social Services Delivery and Management Division	XI
Family Development Division	NCR
Compliance Verification Division	VI, CARAGA
Grievance Redress Division	II, XII
Beneficiary Data and Management Division	BARMM
Business Process Solutions Section	III, VII
Grants Division	MIMAROPA

- b) Post official announcements and program-related updates.
- c) Delete messages from users, as needed, and pin important messages.
- d) Monitor compliance with Viber Community guidelines.

3. Other Administrators (4Ps National Program Manager, 4Ps Deputy Program Managers, Concerned Executive Committee Members and their designated staff)
  - a) Post official announcements and program-related updates.
  - b) Engage in official discussions and provide official responses to member queries and concerns.
  - c) Provide directives for compliance of all community members and administrators.
4. Members (C/MLs)
  - a) Stay connected with official announcements through checking the Viber Community daily, and participating in community conversations, as needed.
  - b) Disseminate relevant information to beneficiaries in their respective areas, when instructed by the Office of the Secretary and other officials.
  - c) Adhere to Viber Community principle and guidelines and maintain professionalism in all communications.
  - d) Report inappropriate content and members to assigned administrators/regional monitors.

#### **C. Posting Guidelines and Community Etiquette**

1. Only official announcements, program updates, and urgent concerns on 4Ps should be posted, hence, approval of the authorities should be sought before posting.
2. Use respectful language and avoid offensive or inappropriate content.
3. Personal opinions, political discussions, religious posts, commercial advertisements, and non-4Ps matters are not allowed.
4. Any concerns or clarifications should be directed through private messages to the 4Ps-NPMO rather than in the community.
5. Attachments, such as official memos and directives, should be uploaded in PDF or image format for clarity.
6. C/MLs and all members who wish to resign or transfer from their posts should inform 4Ps-NPMO administrators and voluntarily leave the Viber Community.

#### **D. Contact Information**

For any concerns or technical issues regarding the Viber Community, members may reach out to the following personnel:

1. Marie Grace O. Ponce, Chief, 4Ps-NPMO Social Marketing Division (Viber No. +639661779560)
2. Ana Dominique S. Pablo, Information Officer, 4Ps-NPMO Social Marketing Division, (Viber No. +639562959095)

### **VII. SANCTIONS**

Members of the 4Ps Viber Community who fail to comply with Section VI (Operational Guidelines and Implementing Mechanisms) of this guidance note will be subject to the following:

**First offense:** Private warning from the Administrator/Moderator.

**Second offense:** Temporary removal from the group for one month, or until the violation is resolved.

**Third offense:** Permanent removal with a report to the Regional Director.


This guidance ensures that the 4Ps Viber Community remains an effective, efficient, and professional channel of communication, supporting the efficient delivery of the program.

## VIII. EFFECTIVITY

This CCTG Order shall take effect immediately. Let copies of this CCTG Order be disseminated to the 4Ps NPMO and RPMO Personnel for guidance, reference, and compliance.

Issued in Quezon City this 05 day of May 2025.

Prepared by:

for:   
**GEMMA B. GABUYA**  
Director IV and National Program Manager

Recommending Approval:

  
**MARITES M. MARISTELA, CESO III**  
Assistant Secretary for Conditional Cash Transfer Group

~~Approved/Disapproved:~~

  
**VILMA B. CABRERA**  
Undersecretary for Conditional Cash Transfer Group

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
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