



# Boy Scouts of the Philippines

## National Office

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### NATIONAL OFFICE MEMORANDUM

No. 11 , s. 2023

**TO :** National Office Directors and Head of Office  
Regional Scout Directors  
Council Scout Executives/ Officers-in-Charge  
All concerned

**SUBJECT :** BSP OFFICIAL SOCIAL MEDIA PLATFORMS

The National Office of the Boy Scouts of the Philippines disseminates the Guidelines for the Official Social Media Platforms of the BSP for Facebook, Twitter, Instagram and YouTube Channel.

The official communications arm of the Boy Scouts of the Philippines is the Public Relations and Communications Office (PRCO). It shall be the sole official administrator of the social media accounts of the BSP.

For your information, guidance, and compliance.

  
**DIOSDADO N. SAN ANTONIO**  
OIC- Secretary General

## **GUIDELINES ON THE OFFICIAL SOCIAL MEDIA PLATFORMS OF THE BOY SCOUTS OF THE PHILIPPINES**

### **RATIONALE**

The Boy Scouts of the Philippines social media accounts on Facebook, Twitter, Instagram and YouTube are a reflection of our Scout Organization. Any untoward, inappropriate, unverified posts on these accounts will give the rise to the impression of incompetence and ineptitude on the part of the BSP National Office. In such cases, the National President's Office and Office of the Secretary General bear the brunt and ire of the public and the consequences along with it.

### **SCOPE AND COVERAGE**

1. These guidelines are issued to provide standard rules and procedures on the Official Social Media Platforms of the Boy Scouts of the Philippines;
2. These guidelines shall cover all the social media platforms of the Boy Scouts of the Philippines.

### **GENERAL POLICIES**

1. The official communications arm of the Boy Scouts of the Philippines is the Public Relations and Communications Office (PRCO). It shall be the **"sole"** official administrator of the social media accounts of the BSP for Facebook, Instagram, Twitter and YouTube.

The following are the official administrators of the BSP Social Media Accounts:

- **Official Facebook Page**
    - A. Ma. Elaine H. Pare
    - B. Nixon A. Canlapan
    - C. Charlie Cameros (Page Owner)
    - D. Mark Anthony I. Laranang
  - **Official Instagram Page:**
    - A. Ma. Elaine H. Pare
    - B. Mark Anthony I. Laranang
  - **Official Twitter Account:**
    - A. Ma. Elaine H. Pare
    - B. Mark Anthony I. Laranang
2. The Official YouTube Channel of the Boy Scouts of the Philippines will be managed by the Public Relations and Communications Office.
  3. The videos and contents that will be uploaded on the said channel shall relate to the BSP Vision 2025: Sustaining Growth and to all the Scouting Events within the Philippines and International Scouting events wherein the Boy Scouts of the Philippines shall be a participant thereto.
  4. New contents on the Official YouTube Channel are expected to be uploaded twice a month.
  5. The Official Administrators for the Official YouTube Channel are the following:
    - A. Ma. Elaine H. Pare – Administrative Officer I, PRCO
    - B. Mark Anthony I. Laranang – Social Media Handler, PRCO
  6. Content Consultants to the Social Media Platforms are the following:

- A. Members of the Public Relations and Marketing Scouting Committee
  - B. Executives from the Field Operations Division
  - C. Office of the Secretary General.
7. All requests for posting of contents from any of the offices or division of the BSP National Office and Regional Office shall be approved by the Public Relations and Communications Office for checking and initial approval and to the Office of the Secretary General for the final approval.
  8. No announcement and/or content shall be posted outside the BSP Official Page ahead of the official announcement from the Office of the Secretary General through the Public Relations and Communications Office.
  9. Any content that will come out on the PRCO administered Fan Page shall be deemed BSP official statement.
  10. Any announcements or contents that will be released by the National Office without approval shall be considered violative of these guidelines and subject to disciplinary action.

#### **REPEALING CLAUSE**

Previous issuances of the National Office which are inconsistent with this National Office Memorandum are deemed repealed or modified accordingly.

#### **EFFECTIVITY**

This Memorandum shall take effect immediately upon issuance and posting of the ICTS on the BSP Website and shall continue to be in force until it is revoked.

For your information, guidance, and compliance.

  
**DIOSDADO M. SAN ANTONIO**  
OIC-Secretary General

cc: National President, DALE B. CORVERA  
OIC-Secretary General DIOSDADO M. SAN ANTONIO  
OIC-Deputy Secretary General RODOLFO C. PANGILINAN  
Directors/Office Heads  
Resident Auditor, Commission on Audit  
Central Records  
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