Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

August 13, 2026

DIVISION MEMORANDUM
No. 472, s. 2026

DISSEMINATION OF MEMORANDUM ON THE REMINDER ON THE RESPONSIBLE USE OF SOCIAL MEDIA BY ALL DEPED PERSONNEL

To: Assistant Schools Division Superintendents
Chiefs, CID and SGOD
Division Unit Heads
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Teaching and Non-Teaching Personnel
All Others Concerned

1. For the information, guidance, and compliance of all concerned, this Office hereby disseminates the attached **Memorandum titled "Reminder on the Responsible Use of Social Media by All DepEd Personnel."**

2. The said Memorandum reminds all DepEd officials and personnel to **exercise responsibility, professionalism, prudence, and sound judgment in the use of social media and other online platforms**, whether using official or personal accounts, particularly when their online activities may be associated with the Department.

3. In this regard, all personnel are reminded to observe applicable DepEd policies, civil service rules, data privacy requirements, and ethical standards in their online activities. Personnel shall exercise due care in posting, sharing, commenting on, or otherwise engaging with online content, particularly information involving the Department, its officials and personnel, learners, parents, and other stakeholders.

4. Likewise, all concerned are reminded to safeguard confidential, sensitive, and personal information; refrain from posting or sharing unverified, misleading, defamatory, offensive, or otherwise inappropriate content; and ensure that official information and communications concerning DepEd are released only through the appropriate and duly authorized channels.

5. School Heads are requested to **disseminate and discuss the attached Memorandum with all teaching and non-teaching personnel under their supervision** and ensure that its provisions and other existing policies governing the responsible use of social media are properly observed.

5. A copy of the aforementioned Memorandum is attached to this issuance for the **information, guidance, and strict compliance of all concerned**.

6. Immediate and widest dissemination of and strict compliance with this Memorandum are directed.

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ROMEO M. ALIP, PhD, CESO V
Schools Division Superintendent

Encls. As stated.

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Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

MEMORANDUM

TO : **Undersecretaries**
Assistant Secretaries
Bureaus and Service Directors
Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads and Teachers
All Others Concerned

FROM : **ATTY. FATIMA LIPP D. PANONTONGAN**
Undersecretary and Chief of Staff
Office of the Secretary

SUBJECT : **Reminder on the Responsible Use of Social Media by All DepEd Personnel**

DATE : August 11, 2026

1. This Office has received reports of social media posts involving teachers and other school personnel that may not be consistent with the standards of professionalism expected of DepEd personnel. These reports highlight the need to exercise appropriate judgment and responsibility in the use of social media, particularly where online activities involve learners, classroom activities, school premises, or otherwise arise from the performance of official functions.

2. In view thereof, this Office deems it appropriate to reiterate existing Department of Education (DepEd) policies on the responsible use of social media and the standards of conduct expected of all DepEd personnel in their online activities, whether undertaken in their personal capacity or in connection with the performance of their official functions.

3. DepEd Order (DO) No. 049, s. 2022, or the Amendments to DO No. 047, s. 2022 (Promotion of Professionalism in the Implementation and Delivery of Basic Education Programs and Services), was issued to further strengthen professionalism within the Department and expressly introduced additional provisions on the responsible use of social media. Under the same Order, DepEd officials and employees are expected to treat learners and stakeholders with the **highest degree of professionalism, skill, and excellence**, respect the rights of others, and desist from acts that may compromise their integrity as government employees or the honor of DepEd.

4. These standards expressly extend to the use of social media. DO 049, s. 2022 requires employees and officials to consider the legal restrictions imposed by existing laws, rules, and DepEd issuances in their use of social media, whether for personal

use or as a tool in carrying out their mandate. It further directs personnel to exercise caution when sharing posts or other content and to remain mindful of the reputation and honor of the Department.[1]

5. Accordingly, all DepEd personnel are expected to exercise professionalism, prudence, and sound judgment in their online activities. The use of personal social media accounts does not, by itself, dispense with the professional and ethical standards applicable to DepEd personnel, particularly where the content is connected with the performance of their official functions, identifies or represents them as DepEd personnel, or involves learners, school activities, or school premises.

6. For teachers and other personnel who directly interact with learners, particular care must be exercised when creating or publishing social media content involving learners or classroom activities. Teachers occupy positions of trust and exercise authority and influence over learners. Thus, they are expected to maintain appropriate professional boundaries and to exercise sound professional judgment where content features learners under their supervision or makes use of classroom activities or school premises.

7. This responsibility is further reinforced by DO 006, s. 2026, titled Guidelines on Ensuring a Safe and Motivating Learning Environment, which applies learner-protection measures in both physical and virtual settings and supplements and harmonizes existing DepEd policies, including DOs 047 and 049, s. 2022. DO 006, s. 2026 emphasizes the responsibility of teaching, teaching-related, and nonteaching personnel to uphold professionalism and ethics, protect learners' rights, autonomy, and personal boundaries, and maintain safe physical and online environments. In this regard, DO 006, s. 2026 likewise regulates the use of portable electronic devices during instructional hours and requires safeguards against the unauthorized use, access, or disclosure of learners' Personally Identifiable Information, including through social media.[2]

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[1] Department of Education DO 049, s. 2022 amending DO 047, s. 2022. Item 3. Employees and officials must consider the legal restrictions imposed by existing statutes, rules, and DepEd Orders in the use of social media. Whether it be for personal use of the DepEd official or employee, or as an essential or an incidental tool in carrying out their mandate, social media rules should be complied with. As such, employees and officials of the DepEd:

a. Shall exercise caution when sharing posts or other contents and should not participate in the spreading of rumors and false information;
b. Shall not unduly post online attacks against fellow DepEd employees and must utilize legal and human resource mediation procedures; and
c. Shall not disparage DepEd and must always be mindful of the reputation and honor of the organization.

[2] Department of Education DO 006, s. 2026. Annex G. Administrative Sanctions and Penalties for Using Portable Electronic Devices During Instructional Hours.
B. For Teaching, Teaching-related, and Nonteaching Personnel
For Teaching, Teaching-related, and Nonteaching Personnel — Violations shall be a ground for administrative disciplinary action, which the disciplining authorities can initiate. Schools and CLCs shall be responsible for the following:

1. Inform the learners and parents/guardians of this Order at the beginning of every school year through orientation, advisories, and conferences; and
2. Implement suitable technical and organizational measures to ensure the security and confidentiality of the learners' Personally Identifiable Information (PII); prevent unauthorized use, access, or disclosure; and ensure that the PII is used solely for the stated purpose and not disclosed to any party or public forum (e.g., social media) without the explicit consent of the learner and their parent/legal guardian, unless such disclosure is legally mandated or essential for the school to perform its essential functions.

Further, schools and CLCs shall encourage the parents/legal guardians to manage the learner's responsible use of portable electronic devices and to support the implementation of this Order.

8. Taken together, these policies underscore that DepEd personnel must exercise appropriate professional judgment in creating and sharing social media content, particularly where it involves learners or classroom activities. While discussions of current events and public matters may serve legitimate educational purposes, personnel should refrain from repurposing such activities or learners' participation for personal social media content in a manner that may compromise their professional responsibilities or expose learners to unwarranted public scrutiny, ridicule, harassment, or controversy.

9. DO 007, s. 2026, or the Media Management Guidelines, is likewise instructive. While the Guidelines generally do not address the personal use of social media by DepEd personnel, they recognize that personal social media accounts may nevertheless be subject to regulation when they appear to contain official DepEd communications or adversely affect the image, reputation, or functions of DepEd, its officials, employees, or personnel.[3]

10. In view of the foregoing, all DepEd personnel are reminded to exercise professionalism, prudence, and sound judgment in their use of social media, whether for personal purposes or in connection with the performance of their official functions. In particular, personnel are expected to maintain appropriate professional boundaries with learners and ensure that social media content involving learners, classroom activities, or school premises is consistent with legitimate educational purposes and the professional and ethical responsibilities of DepEd personnel.

11. Immediate dissemination of this Order is directed.

[3] Department of Education DO 007, s. 2026. Section II.