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Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

08 FEB 2021

DIVISION MEMORANDUM

No. 048 s. 2021

**LAUNCHING OF DEPED CALABARZON'S PROJECT IPAALAM: INTENSIFIED
PUBLIC AFFAIRS ACTIONS LEVERAGING AMPLIFIED MEASURES FEATURING
E-BIDA (BUILDING IMAGE, DISSEMINATING ACHIEVEMENTS)**

To: OIC - Assistant Schools Division Superintendent
Chief Education Supervisors
Heads, Unit/Section
Public Elementary and Secondary School Heads
All Others Concerned

1. With reference to RM 62 s. 2021 with the same title as above, this office encourages the SDO Proper and the schools to strengthen relationships with external partners and inform the public of our Programs, Projects, and Activities with accomplishments, through different mechanisms and platforms.
2. These mechanisms and platforms include:
 - a. e-BIDA (Building Image, Disseminating Achievements), with its official instagram account under the username @depedcalabarzon and can be accessed through <https://www.instagram.com/depedcalabarzon>, open for photo and video contributions;
 - b. TEAnig ng CALABARZON, the Regions Official newsletter, with guidelines for submission and template accessible at <https://bit.ly/TEAnigSubmission>;
 - c. CALABARZON Spotlight: #DitoSaCALABARZON and #inspiration4All.
3. Guidelines are attached in this memorandum.
4. Wide dissemination and strict compliance of this Memorandum is desired.

ANIANO M. OGAYON, CESO V
Schools Division Superintendent



Brgy. PotoI, Tayabas City



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Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
GATE 2, KARANGALAN VILLAGE
1900 CAINTA, RIZAL



4 February 2021

Regional Memorandum**RECEIVED**
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**LAUNCHING OF DEPED CALABARZON'S PROJECT IPAALAM:
INTENSIFIED PUBLIC AFFAIRS ACTIONS LEVERAGING AMPLIFIED MEASURES
FEATURING E-BIDA (BUILDING IMAGE, DISSEMINATING ACHIEVEMENTS)**

BY: JOHANNE MAE J. RAZON

To **Schools Division Superintendents
Division Information Officers**

1. DepEd CALABARZON through the Public Affairs Unit will be launching its **Project IPAALAM: Intensified Public Affairs Actions Leveraging Amplified Measures** to further strengthen the Region's relationships with external partners and inform the public of the status and the Region's accomplishments.
2. Among the activities of Project IPAALAM is **e-BIDA (Building Image, Disseminating Achievements)** which will help disseminate and promote, the different programs, projects, and activities being implemented by the Regional Office, Schools Division Office, and Schools that are aligned with the mission, vision, and core values of the Department. It will also showcase learners and personnel who are embodiment of DepEd CALABARZON's mantra, "Excellence is a culture and Quality is a commitment".
3. Through e-BIDA, DepEd CALABARZON has launched its official Instagram account which has the username **@depedcalabarzon** and can be accessed through this link: <https://www.instagram.com/depedcalabarzon>. The Instagram account is open for photo and video contributions. Guidelines are attached in this memorandum.
4. **TEAnig ng CALABARZON**, the Region's Official e-Newsletter, continues to accept news and features articles from interested writers. Guidelines for submission and template can be found here: <https://bit.ly/TEAnigSubmission>. Previous issues starting from 2016 until present can be accessed through this link: <https://bit.ly/TEAnigNgCalabarzon>.

**"EXCELLENCE is a CULTURE and QUALITY is a COMMITMENT"**

Trunkline: 02-8682-5773/8684-4914/8647-7487
Website: depedcalabarzon.ph
Document Inquiry: <https://r4a-teadoc.com/inquire>
Facebook: DepEd R-4A Calabarzon

CALABARZON Spotlight: #DitoSaCALABARZON and #inspiration4All
General Guidelines on Submissions for DepEd CALABARZON's Instagram

1. DepEd CALABARZON's Instagram account (@depedcalabarzon) is open for photo and video contributions from DepEd CALABARZON employees and learners.
2. Interested contributors to DepEd CALABARZON may submit their photos with their accompanying caption and other details through this online form: <http://bit.ly/DepEd4ASpotlight>.
3. Contributors should take note of the following details when submitting their entries:
 - a. Photos should:
 - be in JPG or PNG format. Photos should not be submitted in MS Word or PDF formats;
 - be in high resolution, clear and bright with minimal noise; and
 - be original. Photos should not be sourced or taken from other websites or social media platforms.
 - b. Videos should:
 - be in MP4 format;
 - have a maximum length of 2 minutes or 120 seconds; and
 - not contain any copyrighted material such as music, graphics, photo, etc.
 - c. Captions/descriptions should:
 - not exceed 150 words;
 - detail or showcase highlights of the program, project, or activity; and/or
 - detail or highlight why the person is an inspiration or needs to be featured on Instagram; and
 - be written in Filipino or English. The writer should choose the language he/she is most comfortable with in writing.
4. Submissions will be first screened and validated by PAU. Editing of captions or photos/videos may be done if deemed necessary.
5. The selected contributions will be posted on the official Instagram account. Programs, projects, and activities will have the hashtag **#DitoSaCalabarzon** while submissions of inspirational stories will have the hashtag **#inspiration4All**.
6. Contributions will also be shared on the official Facebook pages of the Department of Education Region IV-A CALABARZON. They are

accessible through the following links: DepEd R-4A Calabarzon (<https://www.facebook.com/deped.calabarzon/>) and DepEd Tayo Calabarzon (<https://www.facebook.com/DepEdTayoCalabarzon>).

