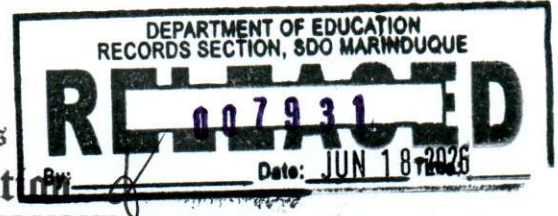




Republic of the Philippines
Department of Education
 SCHOOLS DIVISION OF MARINDUQUE



Office of the Schools Division Superintendent

DIVISION MEMORANDUM
 SGOD-2026-114

TO: Asst. Schools Division Superintendent
 Chief Education Supervisors
 Public Schools District Supervisors
 Heads of all Public Elementary, Secondary and Integrated Schools
 All Others Concerned

FROM: **LYNN G. MENDOZA, EdD**
 OIC, Schools Division Superintendent

SUBJECT: **DESIGNATION OF SCHOOL INFORMATION COORDINATORS (SICs),
 INCIDENT REPORTING AND COMPLIANCE WITH THE MEDIA
 MANAGEMENT GUIDELINES**

DATE: June 17, 2026

1. With reference to Regional Memorandum ORD-2025-079, titled Reiteration of Immediate Preparation and Submission of Incident Reports on Violence and Other Significant Local Incidents Involving Our Learners, DepEd Personnel and Field Offices, this Office iterates the following:

- a. The DIO is expected to ensure quick and accurate reporting of incidents being received by its Office through proper channels, that is, to the DepEd Central Office-Public Affairs Service through the Public Affairs Unit;
- b. Schools' media news and articles should be referred to the Schools Division Office through the Division Information Officer (DIO), the latter likewise shall submit the **initial** report within twelve (12) hours after the incident, while the **full** report shall be submitted within twenty-four (24) hours following the established channel;
- c. Incident reporting is expected for significant local incidents within the division and school's jurisdiction such as natural and man-made calamities, issues involving security, health and safety, and viral issues and concerns involving learners, DepEd teaching and non-teaching personnel;
- d. The incident report shall adopt the following template:

INCIDENT REPORT TEMPLATE	
Incident	Brief description of the incident
Summary of Facts	Concise facts – what happened, when, where, who were involved and affected
Source of News/ Information	Origin of information, e.g., school report, RO, SDO, LGU, social media post and other sources
Action/s Taken	What were immediately done to control the situation and/or further damage, minimize the risk/s
Recommendation/ Ways Forward	Key recommended action

/SGOD-SM&N-MMM



Address: T. Roque St., Malusak, Boac, Marinduque
 Tel. No.: (042) 754-0247 • Fax No.: (042) 332-1611
 Email: marinduque@deped.gov.ph
 Website: https://depedmarinduque.com

- e. Schools shall designate a **non-teaching personnel** as School Information Officers (with signed local Designation Order) to replace the current teaching personnel holding such designation, consistent with the provisions of DepEd Order 002, s. 2024 or the “Immediate Removal of Administrative Tasks of Public School Teachers”.
2. To enhance capacities of the newly designated SICs and effectively communicate the terms of reference, job description and other pertinent information, a Capability-Building Orientation-Workshop shall be conducted on **July 7-9, 2026** at the DepEd SDO Conference Hall, Malusak, Boac, Marinduque. Expenses for food of the participants shall be charged against the school fund subject to usual accounting and auditing rules and regulations.
3. Further, pursuant to Memorandum ORD-2026-070 titled "Compliance to DepEd Order 007, s. 2026, Media Management Guidelines, the following are emphasized:
- a. The head of the agency shall serve as the official spokesperson;
 - b. At the school level, school heads may only speak on local matters with the approval of the Schools Division Superintendent. In the same manner any school teaching or non-teaching personnel who are invited to participate in media interviews and/or social media content engagement concerning their work in Deped, are advised to seek clearance and approval from the SDS, especially when the topic revolved around sensitive issues faced by Deped; and
 - c. Schools are requested to provide the following data on or before **June 26, 2026** through the link <https://tinyurl.com/SICsSocMed>.
 - c.1 scanned copy of the Designation Order of the newly designated SIC;
 - c.2 active official school social media page name with corresponding link and the name of the administrator; and
 - c.3 if no social media page is being maintained, simply indicate “none”.
4. Wide and immediate dissemination of the contents of this Memorandum is desired.

/SGOD-SM&N-MMM



Address: T. Roque St., Malusak, Boac, Marinduque
Tel. No.: (042) 754-0247 • **Fax No.:** (042) 332-1611
Email: marinduque@deped.gov.ph
Website: <https://depedmarinduque.com>