



Republic of the Philippines
Department of Education
REGION III – CENTRAL LUZON
SCHOOLS DIVISION OFFICE - SCIENCE CITY OF MUNOZ

JUNE 9, 2021

DIVISION MEMORANDUM

No. 205, s. 2021

**IMPLEMENTATION OF PROJECT CLICK: CENTRAL LUZON
INFORMATION CHANNEL AND KEYSTONE**

TO: ASDS, CHIEFS (SGOD, CID)
ALL PUBLIC ELEMENTARY AND SECONDARY SCHOOL HEADS
ALL SCHOOL INFORMATION COORDINATORS


1. This Division, in reference to Regional Memorandum No. 192, s. 2021 shall support the implementation of PROJECT CLICK: Central Luzon Information Channel and Keystone from June to December 2021 to sustain the commitment and strengthen engagements of the Division and School Information Coordinators.
2. This project aims to:
 - a. Foster collaboration among Information Officers and Coordinators through the conduct of regional engagement activities and social media platforms;
 - b. Capacitate Information Officers and Coordinators on various skills and technologies to support IEC activities and projects;
 - c. Manage crisis through the immediate and accurate incident reporting using online mechanism;
3. The timeline of activities as defined ⁱⁿ the DepEd Regional Office III is attached to this memorandum.
4. For clarification, you may contact the Division Information Officer through lamberto.corpuz@deped.gov.ph or at cellphone number 0935 631 0043.
5. For information and strict compliance.


DANTE G. PARUNGAO, CESO VI

Officer-in-Charge
Office of the Schools Division Superintendent
SCIENCE CITY OF MUÑOZ

LPCSeps2021



 Loyal, Excellent, Accountable and Dedicated to Service
Address: Brgy. Rizal, Science City of Muñoz, 3119
Telephone No.: (044) 806 -2192; Email Address: munozscience.city@deped.gov.ph
DSCM-QMS-QMR-QSF-008 Rev.04 (01.31.20)

By: 



Certificate No. 50500731 QM15



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ATTACHMENT TO DM _____, s. 2021

**PROJECT CLICK: CENTRAL LUZON INFORMATION CHANNEL AND KEYSTONE
TIMELINE OF ACTIVITIES**

DATE	TITLE OF ACTIVITY	REQUIRED ACTION
June 1, 2021	Joining of all School Information Coordinators in the Official Facebook Private Group Page for Division Information Officers and School Information Coordinators	All School Information Coordinators are required to join the Facebook Private Group: Central Luzon Information Channel and Keystone Division Information Officers and School Information Coordinators are requested to post in the CLICK Facebook group various documentation such as articles, photos, and videos of their division/school's various accomplishments, best practices, and success stories of learners, teachers, and stakeholders. <i>Note: Public Affairs Unit staff shall validate the member requests and shall approve only if the name of the SIC is included in the official consolidated list submitted to the Public Affairs Service.</i>
June 18, 2021 8:00 AM – 12:00 NN	Official Virtual Launching and Orientation of School Information Coordinators via CLICK Facebook Private Group Page	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
June 25, 2021 10:00 – 12 NN	CLICK Training Session No. 1 <ul style="list-style-type: none">● Crisis Management● Utilizing the Online DepEd	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream





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	Incident Report Form	
July 2, 2021 10:00 – 12 NN	<p>CLICK Training Session No. 2</p> <ul style="list-style-type: none">• Writing press releases for DepEd• Writing Official Statements• Creating broadcast media content and handling media queries	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
July 23, 2021 10:00 – 12 NN	<p>CLICK Training Session No. 3</p> <ul style="list-style-type: none">• Maximizing the Use of Social Media for Division and School Communications• DepEd Social Media Policy	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
July 30, 2021 10:00 – 12 NN	<p>CLICK Training Session No. 4</p> <ul style="list-style-type: none">• How to spot fake news	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
August – September 2021	Submission of articles and contributions for inclusion in the CLICK Digital Newsletter	<p>School Information Coordinators shall submit their contributions to their respective Division Information Officers for editing and screening.</p> <p>Division Information Officers shall forward/endorse the articles to</p>





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		<p>the Public Affairs Unit following the allotted number of stories as determined by the Public Affairs Unit.</p> <p><i>Note: The use of such publication/ articles for ranking and/or promotion shall be guided by existing DepEd policies and guidelines such as DO No. 66 s. 2007 (Publication and Authorship).</i></p>
September 10, 2021	CLICK Training Session No. 4 <ul style="list-style-type: none">• Creative Writing	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
October 8, 2021	CLICK Training Session No. 5 <ul style="list-style-type: none">• Photography 101• Capturing photos using mobile phones	
October 2021	Finalization of CLICK Digital Newsletter and Uploading to the Regional Website	<p>CLICK Editorial Board shall finalize the digital copy of the newsletter.</p> <p>Public Affairs Unit shall upload the digital file to the regional website.</p>
November 12, 2021	CLICK Training Session No. 6 <ul style="list-style-type: none">• Videography 101	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream
December 3, 2021	CLICK Regional Awards Virtual Ceremony	All Division Information Officers and/or Alternates and School Information Coordinators are required to attend the virtual event via FB Livestream

