



Republic of the Philippines
Professional Regulation Commission
Manila



PROFESSIONAL REGULATION COMMISSION

MEMORANDUM ORDER NO. 64

Series of 2020

October 01, 2020

TO : **CONCERNED CENTRAL OFFICES
ALL REGIONAL OFFICES**

SUBJECT : **APPROVING THE CREATION OF A PRC YOUTUBE ACCOUNT
AND THE GUIDELINES IN THE ADMINISTRATION THEREOF**

In line with the upscaled move of the national government towards the digitalization of public services in response to the Coronavirus pandemic, where public can now access services through various digital platforms through the use of mobile and/or portable devices, and in order to promote or escalate transparency in PRC's businesses and processes, the Commission will expand its digital platforms to further intensify its information dissemination drive by approving herein the creation of a PRC YouTube account, subject to the following rules:

1. A YouTube account shall be created by the Public Information and Media Relation Unit (PIMRU);
2. PIMRU shall be the administrator of the said YouTube account and shall be primarily responsible for the appropriate uploading and posting of relevant videos containing approved media content relating to PRC services or activities such as but not limited to the following;
 - 2.1 Video recording of PRC webinars, and trainings or workshops;
 - 2.2 Video recording of official conferences, launching of services/projects, or relevant activities of the Commission;
 - 2.3 Video clippings of Media Interviews, or coverage of press briefings concerning the PRC, or those attended by the authorized representatives of the Commission;
 - 2.4 Audio Visual Presentations (AVPs) relating to PRC services/activities; and
 - 2.5 Allowable video materials of other government agencies in compliance with official directives by pertinent government authorities.
3. Regional Offices are likewise encouraged to have a video coverage of their significant and relevant official activities/programs for purposes of uploading the same to the PRC YouTube account;
4. All videos to be uploaded shall be subject to the review and approval of the PIMRU and designated Media Content Managers;
5. All reviewed and approved videos shall be subject to the final approval of the Oversight Commissioner. Only approved videos shall be uploaded to the PRC YouTube account;

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The Guidelines in the Administration Thereof

6. The PRC YouTube account shall be made visible in all PRC infographics for public awareness purposes;
7. PIMRU shall be responsible in the administration and monitoring of the PRC YouTube account including the preparation of necessary reportorial requirements;
8. Should technical intervention relating to IT issues such as, but not limited to trouble shooting, be required, the Information Technology and Communication Service, through its appropriate Division, shall extend necessary assistance to PIMRU;

This Order shall be effective immediately.



TEOFILO S. PILANDO, JR.
Chairman