



Republic of the Philippines
Department of Education
REGION X

SCHOOLS DIVISION OF LANA O DEL NORTE

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August 19, 2026

DIVISION MEMORANDUM
No. 433, s.2026

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

To: Assistant Schools Division Superintendent
Chiefs of Divisions
Education Program Supervisors
Public Schools District Supervisors
School Heads
Teaching, Teaching-Related, and Non-Teaching Personnel
All Others Concerned
This Division

1. The Department of Education (DepEd) has reiterated the need for all its personnel to exercise professionalism, prudence, responsibility, and sound judgment in the use of social media, particularly when online activities involve learners, classroom activities, school premises, or matters connected with the performance of official functions.
2. In this regard, all personnel of this Division are reminded that the use of personal social media accounts does not exempt them from the professional, ethical, and legal standards applicable to DepEd employees.
3. DepEd Memorandum dated August 11, 2026, entitled "Reminder on the Responsible Use of Social Media by All DepEd Personnel," reiterates the existing policies of the Department concerning professionalism, ethical conduct, protection of learners, and responsible online engagement.
4. This reminder is anchored, among others, on the following DepEd issuances:
 - a. DepEd Order No. 049, s. 2022, or the Amendments to DepEd Order No. 047, s. 2022 (Promotion of Professionalism in the Implementation and Delivery of Basic Education Programs and Services), which emphasizes professionalism and responsible use of social media;
 - b. DepEd Order No. 006, s. 2026, entitled *Guidelines on Ensuring a Safe and Motivating Learning Environment*, which reinforces the protection of learners'

rights, privacy, dignity, safety, and appropriate professional boundaries in both physical and virtual settings; and

c. **DepEd Order No. 007, s. 2026**, or the *Media Management Guidelines*, insofar as personal social media accounts may be subject to applicable regulations when they appear to contain official DepEd communications or adversely affect the image, reputation, or functions of the Department, its officials, employees, or personnel.

5. All DepEd personnel are expected to exercise **professionalism, prudence, respect, and sound judgment** in all online activities, whether undertaken using official or personal social media accounts.

6. Personnel shall observe the following:

- a. Maintain the **highest degree of professionalism, integrity, and ethical conduct** in all online interactions;
- b. Respect the **rights, dignity, privacy, safety, and well-being** of learners, parents, colleagues, and other stakeholders;
- c. Observe appropriate **professional boundaries with learners**, including in online communication and social media interactions;
- d. Exercise caution when posting, sharing, commenting on, or otherwise distributing content that involves learners, classroom activities, school events, or school premises;
- e. Ensure that photographs, videos, recordings, and other materials involving learners are used only for **legitimate educational or official purposes** and in accordance with applicable laws, policies, consent requirements, and data privacy standards;
- f. Refrain from repurposing school activities or learners' participation for **personal social media content** when such use may compromise professional responsibilities or expose learners to unnecessary public scrutiny, ridicule, harassment, embarrassment, or controversy;
- g. Avoid posting or sharing content that may disparage learners, parents, colleagues, schools, the Schools Division Office, DepEd officials, or the Department of Education;
- h. Verify information before posting or sharing and refrain from disseminating misleading, malicious, defamatory, discriminatory, or otherwise inappropriate content;
- i. Exercise particular care when expressing personal opinions on matters that may be interpreted as official DepEd statements or positions; and
- j. Remain mindful that online conduct may have professional implications when the content identifies the individual as a DepEd employee or is connected with the performance of official functions.

7. Teachers and other personnel who directly interact with learners occupy positions of trust and exercise authority and influence over them. Accordingly, they shall exercise **heightened care and professional judgment** when creating, recording, publishing, or sharing social media content involving learners.

8. Personnel are particularly reminded to:
- Protect learners from unnecessary exposure on public platforms;
 - Maintain appropriate teacher-learner professional boundaries in online spaces;
 - Avoid posting content that may embarrass, ridicule, shame, or place learners in a vulnerable situation;
 - Avoid using learners' images, performances, classroom situations, or personal circumstances primarily for personal publicity or social media engagement;
 - Ensure that educational activities posted online are consistent with legitimate educational purposes and DepEd policies; and
 - Observe applicable requirements concerning consent, privacy, confidentiality, and protection of personally identifiable information.
9. All School Heads shall ensure the **immediate and continuing dissemination** of this memorandum to all teaching, teaching-related, and non-teaching personnel in their respective schools.
10. School Heads shall:
- Conduct an appropriate **school-based orientation or briefing** on the responsible use of social media and related professional and ethical standards;
 - Remind personnel of the importance of protecting learners' privacy, dignity, safety, and rights in both physical and virtual environments;
 - Integrate these reminders, as appropriate, in faculty meetings, professional development activities, and school-based orientations;
 - Ensure that school-based social media pages and official online platforms are managed responsibly and consistent with DepEd policies;
 - Address reported concerns through appropriate administrative and school-level mechanisms, observing due process and confidentiality; and
 - Ensure that personnel are likewise reminded of the provisions of relevant DepEd issuances on professional conduct, learner protection, data privacy, media management, and the use of electronic devices.
11. All personnel are expected to take personal responsibility for their online conduct and to exercise **professionalism, prudence, accountability, and sound judgment** in using social media.
12. Personnel are reminded that the fact that an account is a **personal social media account does not, by itself, remove the applicability of professional and ethical standards** when online content is connected with their official functions, identifies them as DepEd personnel, involves learners or school activities, or affects the reputation and integrity of the Department.
13. Any violation of applicable laws, rules, DepEd policies, or standards of professional conduct may be dealt with in accordance with existing administrative

rules and regulations, without prejudice to any other appropriate action under existing laws and policies.

14. All Chiefs of Divisions, Public Schools District Supervisors, and School Heads are directed to ensure the **immediate dissemination and strict observance** of this memorandum.

15. All personnel are enjoined to exercise responsible digital citizenship and uphold the **honor, integrity, dignity, and reputation of the Department of Education** in both their professional and online engagements.

17. Attached herewith is the DepEd Memorandum issued by **Atty. Fatima Lipp D. Panontongan**, Undersecretary and Chief of Staff, Office of the secretary dated August 11, 2026, for guidance and reference.

16. This memorandum shall take effect immediately and shall remain in force together with all applicable DepEd laws, policies, orders, and issuances.

17. **Immediate and wide dissemination of and strict compliance on the contents of this Memorandum is enjoined.**

EDWIN R. MARIBOJOC EdD, CESO V
Schools Division Superintendent

Enclosures: Paragraph 17

Reference:

To be indicated in the Perpetual Index

Under the following subjects:

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