



Republic of the Philippines
Department of Education
Region XII
Schools Division Office of Tacurong City

19 November 2025

DIVISION MEMORANDUM

CID-2025-____178____

**UPSKILLING OF SCHOOL AND DIVISION INFORMATION OFFICERS
ON SMARTPHONE VIDEO CREATION AND SOCIAL MEDIA MANAGEMENT**

To: Assistant Schools Division Superintendent
Functional Division Chiefs
Education Program Supervisors
Cluster Heads
Elementary and Secondary School Administrators
Public Schools
This Division

1. The Schools Division Office of Tacurong City will conduct a one-day **Upskilling Training on Smartphone Video Creation and Social Media Management** on **December 12, 2025**. The venue will be announced through a separate advisory.
2. The objectives of the activity are:
 - a) to produce and edit smartphone videos using Canva and other accessible tools;
 - b) to develop effective and engaging social media content aligned with DepEd standards; and
 - c) to apply basic strategies for managing official social media pages, including scheduling, branding, and responsible communication.
3. This training aims to enhance the technical and creative skills of School and Division Information Officers to support cohesive branding, stronger stakeholder engagement, and a credible digital presence for schools and the division.
4. Enclosed are the following:
 - *Enclosure No. 1* – List of Participants and Program Management Team
 - *Enclosure No. 2* – Matrix of Activities
5. Food expenses of participants shall be charged to the Program Support Fund (PSF) – Education Information and Communication Services (EICS), while travel and other incidental expenses shall be charged to school MOOE or local funds, in accordance with existing accounting rules and regulations.



Address: Alunan Highway, Poblacion, Tacurong City 9800
Telephone Numbers: (064)-562-4880; 0919-065-6425
Email: tacurong.city@deped.gov.ph
Website: depedtacurong.org



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6. For further inquiries, you may contact Ronald A. Pelitro, Division Information Officer through ronald.pelitro@deped.gov.ph.
7. Immediate and wide dissemination of this Memorandum is desired.


GILDO G. MOSQUEDA, CEO VI
Schools Division Superintendent 

Enclosure: As stated

Reference: None

Allotment: None

To be indicated in the Perpetual Index under the following subjects:

MEDIA
SEMINARS

INFORMATION
WORKSHOPS

RAP/DM/CID/ UPSKILLING OF SCHOOL AND DIVISION INFORMATION OFFICERS ON SMARTPHONE VIDEO CREATION AND SOCIAL MEDIA MANAGEMENT/November 19, 2025



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Enclosure No. 1 to Division Memorandum CID-2025 - 178

LIST OF PARTICIPANTS

	SCHOOL/DIVISION	NAME OF INFORMATION OFFICER
1.	Tacurong Pilot ES	Virgil John D. Bogaoan
2.	Dr. Manuel J. Griño CS	Raymond B. Pahate
3.	Maria A. Montilla MES	Ma. Michelle S. Albento
4.	Buenaflor ES	April Joy R. Jumawan
5.	New Lagao ES	Jemuel M. Duma-og
6.	San Antonio ES	Edreyn B. Hortinela
7.	Abang-Suizo IS	Christian Ray H. Fernando
8.	Amado Fernandez Sr. CS	Queenie P. Arroyo
9.	San Emmanuel ES	Julambre T. Garcia
10.	Pedregosa-Acosta ES	Marnilli J. Romuar
11.	San Rafael ES	Christine M. Acquiatan
12.	Tina ES	Kristine Mae E. Enriquez
13.	VP Dasmariñas ES	Quincy N. Aduca
14.	Casilda P. Venus ES	Richard A. Santiago
15.	New Isabela CS	Danica Jane S. Po-Lim
16.	Maria Z. Bayya ES	Meredy S. Gaisen
17.	Kalandagan ES	Brilin A. Adalin
18.	JH Lacson ES	Marie Stella D. Isla
19.	Josue Alcasid CS	John Khriston P. Erolpan
20.	Rajah Muda ES-Main	Doreen Lou J. Estanislao
21.	Rajah Muda ES-BEAM	Airalee Kristal V. Barbusa
22.	Lourdes-Pama ES	Cherrie Mae L. Aprosta
23.	Lancheta-Magallon ES	Mary Grace D. Arabis
24.	Elisa P. Bernardo ES-Main	Rochelle C. Panaguiton
25.	Elisa P. Bernardo ES-BEAM	Cristy Ann F. Pama
26.	JV Lagon Sr. ES	Maricel E. Palomillo
27.	Tacurong NHS	Analyn S. Cape
28.	Virginia F. Griño NHS	Apple John A. Satorre
29.	San Emmanuel NHS	Eugene Carl Peña



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30.	San Pablo NHS	Diana D. Mayo
31.	Rajah Muda NHS	Wowie A. Pamplona
32.	AS Bernardo NHS	Enel Grace S. Armeje
33.	Upper Katungal NHS	Vivialyn C. Asoy
34.	Abang-Suizo IS	Sofia Blesshee A. Verano
35.	North Cluster	Richard R. Arce
36.	CID	Cesar Q. Antolin
37.	CID (<i>Alternate</i>)	Bernard F. Antolo
38.	SGOD	Ma. Dianne Joy R. dela Fuente
39.	SGOD (<i>Alternate</i>)	John G. Bayugos
40.	OSDS	Jennifer Claire A. Tayag
41.	OSDS (<i>Alternate</i>)	Rea May S. Laygan

PROGRAM MANAGEMENT TEAM

	NAME	POSITION
1.	Gildo G. Mosqueda, CEO VI	Schools Division Superintendent
2.	Gilbert B. Barrera, CESE	Asst. Schools Division Superintendent
3.	Arlene Rosa G. Arquiza	Chief EPS - CID
4.	Mayflor D. Romualdo	Chief EPS - SGOD
5.	Ronald A. Pelitro	Division Information Officer/Program Holder
6.	Jonald S. Cadiao	DIO-Alternate
7.	Joey M. Lozano	ITO-II/Resource Person
8.	Jeffrey Jr. Gabata	Resource Person
9.	Mohani A. Paguita	SEPS-M&E
10.	Janice P. Suboc	SEPS-Planning
11.	Anavie A. Orcinado	Admin Aide VI/Secretariat



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Enclosure No. 2 to Division Memorandum CID-2025 - 178

MATRIX OF ACTIVITIES

UPSKILLING OF SCHOOL AND DIVISION INFORMATION OFFICERS
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December 12, 2025

Time	Activity	Person-in-Charge
07:30 – 08:00 AM	Registration	Secretariat
08:00 – 09:00 AM	Opening Program • Preliminaries • Welcome Message • Statement of Purpose & Overview • Message	Program Host Arlene Rosa G. Arquiza Chief EPS – CID Ronald A. Pelitro Division Information Officer Gildo G. Mosqueda, CEO VI Schools Division Superintendent
09:00 – 10:30 AM	Session 1: Basics of Smartphone Video Creation • Shooting techniques • Angles, lighting, and framing	Jeffrey Jr. Gabata Resource Speaker
10:30 – 10:45 AM	Break	—
10:45 AM – 12:00 NN	Session 2: Editing Videos with Canva • Using templates • Adding text, transitions, audio	Jeffrey Jr. Gabata Resource Speaker
12:00 – 1:00 PM	Lunch Break	—
01:00 – 02:30 PM	Session 3: Social Media Management • Posting guidelines • Caption writing • Basic analytics • Responsible online communication	Joey M. Lozano Resource Speaker
02:30 – 03:00 PM	Workshop: Creating a 1-week Content Plan	Joey M. Lozano Resource Speaker
03:00 – 03:15 PM	Break	—
03:15 – 04:15 PM	Output Presentation: • 30–60 sec video • Content plan	Participants
04:15 – 04:30 PM	Synthesis & Commitment Setting	Jonald S. Cadio DIO - Alternate
04:30 – 05:00 PM	Closing / Awarding of Certificates	PMT