

Official Social Media of PLM:

PLM ushers into the new Web Standard

(Pursuant to the Presidential Approval under Memo ITC-10-1124-01; Formally approved by the EVP under Memo ITC-11-0107-01; Announced to the PLM Community thru Memo ITC-11-0113-01)

BACKGROUND

"Social media" was an emergent IT-based social engineering that changed the landscape on how people interact with each other, made possible by the new web platform (Web 2.0). The new Web 2.0 has enabled a "user-based community communication exchange" which, incidentally, was in itself the earliest form of information-sharing created by mankind.

On top of institutionalizing the integration of the PLM's technology tools for communication enhancement, the IT Center likewise secured a presidential approval¹ for creating the official social networking page of PLM. FaceBook appears to be the most preferred site where alumni (and thousands of other members of the PLM community) can reach their *alma mater* anytime, anywhere, and stay connected round-the-clock on a 24x7 service timeframe.

This Institutional Development Undertaking takes off from three (3) stimuli:

- (1) Web 2.0 has permeated as the new social culture cutting across social barriers;
- (2) Social media was successfully adopted by corporate and institutional entities, as well as government instrumentalities, all over the Globe to advance institutional interests;
- (3) The accolades received from alumni and development partners that the official PLM website is regularly updated with information inside the campus and awards received by the community, and these may be further shared thru the aid of social media's news feed.

The official PLM website, a creation of Web 1.0, immortalizes PLM's institutional memory through its comprehensive webpages. Among other benefits, this has become a source of pride for our alumni out there who are thirsty of news about how their *alma mater* is faring through. As the digital public face of PLM, it serves as a ready reference for the outside world on our culture of excellence and PLM's deserved status earned through the years.

Despite the institutionalization of the TWG for the Updating of Institutional Information², however, there are lots of other kinds of information and awards that may not have been shared with the IT Center until today. Looking forward, the creation of the official FaceBook page will pave a way for and institutionalize a more active, constant and even dynamic sharing of such information by the various instrumentalities in PLM for the modest information of the public³.

As social networking is an impetus for change, it is most likely that our perspectives and outlooks for public service excellence will escalate accordingly with our desire and efforts to timely respond to the needs of our community that are articulated through the social media.

PLM's social media are also envisioned as its medium to connect with people in the industry to strengthen industry-academe linkages, as well as to gain potential development partners in enhancing the brand equity of PLM's name, prestige and status.

¹ Approved on 10 Dec 2010 by Atty. Rafaelito M. Garayblas, Acting President, as per recommendation by Atty. Gladys France J. Palarca, Executive Vice President, under Memo ITC-10-1124-01. Approval also covered the integration of all CEP Media tools.

² Memo ITC-09-1019-01, as an offshoot of, and which started with, the uploading of the official PLM website on 19 April 2009.

³ After the approval of Memo ITC-11-0107-01, the Executive Vice President subsequently approved a *program development measure*, pertaining to a collaboration setup among all colleges and offices, represented by the EVP, to optimize the benefits of PLM's official social media and create new services under the Official CEP Media, as contained in Memo ITC-11-0201-01. Memo ITC-11-0211-01 has aptly informed the entire PLM community of the institutional arrangements on the *Management's priority development policy* to enhance the communication flow and information sharing within and outside the University. As an update, Memo ITC-11-1206-01 has informed the entire PLM community of the Presidential approval of Memo ITC-11-1128-01 on institutionalizing the application for Audio-Visual broadcast, a major component tool of the Official CEP Media.



CORE PRINCIPLES

PLM's social networking sites and other CEP Media tools adhere to the philosophy that public service excellence can be best exemplified by transparency and constant interaction with the public that it seeks to serve, subject to appropriate regulation to ensure proper and fair use.

The social media shall be primarily utilized as a tool in promoting scholarly values and ethical virtues, and is envisioned to augment the official PLM website in sharing the news to the world. As a social medium, it may also serve as a feedback conduit to effectuate public service excellence through apt exchange or fermentation of ideas.

SOCIAL NETWORKING SITES

Why use FaceBook?

Social media affords an institution like PLM a wide variety of social networking sites to connect with its target audience. FaceBook appears to be the most-widely used nowadays, not only for personal networking, but also for institutional- and business-relevant social connections. PLM may also use YouTube for video snippet uploads of programs and activities, and similarly, other sites may be subscribed to if needed be, like the newcomer Twitter.

TERMS OF USE

As with other online services, the use of this service is governed by terms to ensure proper and fair use. This helps maintain a healthy online community bound by a common vision.

Generally, information or news breaks fit for posting to the official PLM website are best subsequently shared through the "news feeds" of the official social networking pages of PLM.

Feedback Mechanism

PLM values transparency in serving the academic community with the highest degree of integrity and accountability. As such, PLM welcomes bright ideas from the PLM community in maintaining its public service excellence, including sensible queries and rational curiosities.

The social pages shall serve as the conduit of PLM to adequately touchbase with its community. Frequently asked questions (FAQs) received through this mechanism shall be institutionalized through the FAQ section of the official PLM website for the benefit of the public.

Content Regulation, Review and Moderation

The pages are open to the public view and consumption, and as such, shall exhibit professionalism in terms of contents, both in form and in substance.

As the public may be allowed to post messages, end-users are expected to exercise reasonable prudence, responsible maturity and judicious discretion. Posts by the public are subject to content regulation, review and moderation. Inappropriate contents shall be appropriately dealt with, i.e., sexually explicit, slanderous/defamatory, racial slurs, below the belt insults, false allegations, violent or similar contents that promote illegal activity, as well as annoying spams, merchandise ads and the like, esp. those not related with PLM or its services.

Institutional Arrangements

The information sharing arrangements by the various colleges, offices and photographers with the IT Center that were developed under Memo ITC-09-1019-01 (for the official PLM website) shall serve as the initial baseline. Social media necessitates constant interaction, and as such, information sharing may need to be escalated to a relatively responsive level.

Social Media Management

The overall management is lodged upon the ITC Director in an *ex-officio* capacity as CEP Program Manager. As this is time-consuming/effort-exhaustive, he may organize a Team (or may co-opt the aid of other PLM personnel) that may handle various aspects of operational concerns, i.e., content management, information assimilation, message formulation, program development, and such relevant functions as will conduce to the efficiency of this program.