



BUREAU OF CUSTOMS

Professionalism Integrity Accountability



OCOM Memo No. 97-2020

MEMORANDUM

MASTER COPY
R. J. [Signature]

TO : ALL DEPUTY COMMISSIONERS
ALL DISTRICT COLLECTORS
ALL SERVICES DIRECTORS
ALL DIVISION CHIEFS

FROM : REY LEONARDO B. GUERRERO
Commissioner
MAY 07 2020



BOC-03-05526

SUBJECT : IMPLEMENTATION OF 2020 BOC COMMUNICATIONS PLAN

DATE : 05 May 2020

1. The Bureau of Customs, through the Public Information and Assistance Division, is now implementing the 2020 Bureau of Customs Communications Plan in an effort to align policies and directives with the mission of the Bureau, to enhance public perception of the agency and promote transparency and accountability.
2. A Baseline Data will be gathered and analyzed to serve as the basis of analyzing Bureau's Communications Strategy, which will be developed with the assistance of a Public Relations Consultant. It will be done through the Bureau's themes and messages to enhance its image to the public utilizing Print Media, Social Media, Broadcast Media, Out-of-Home Media, Events Media and the Customer Care Center and One-Stop-Shop.
3. The following Action Plans will then be implemented for each media:

a. Print Media

- All Groups and Ports shall assign a BOC personnel as full time news and opinion writer who will produce at least one article/Press Release everyday.

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- Press Releases must be published in major dailies.
- Press Conferences must be held at least twice a month.
- A BOC Newsletter shall be published once every two months.

b. Social Media

- At least 2 posts per day must be made in all social media accounts of the Bureau and its Ports.
- The Bureau of Customs will engage the services of a Social Media Traffic Booster service provider for its targeted posts.
- The Public Information and Assistance Division will produce contents for various online media and social media platforms of the Bureau with the assistance of a Public Relations Consultant.
- Influencers will be utilized as "Gabay Aduana" volunteers who will create their own content highlighting the BOC.

c. Broadcast Media

- PIAD will develop an internet-based BOC Broadcasting Studio which will produce and live-stream contents especially the weekly BOC Facebook Live which may be used in other media as well.
- PIAD will conduct interviews of Balikbayan Senders and Recipients to highlight Customs' role regarding Balikbayan packages and the processes involved in clearing the same.
- A "Day in the life" series depicting the daily routines of Customs personnel will be made which will be shown in various media platforms of the BOC in an effort to debunk negative connotations regarding the organization and its personnel.
- A Kapihan Show will be conducted every other month.

d. Out-of-Home Media

- Billboards will be placed in strategic locations along national highways with the assistance of a Public Relations Consultant and Advertising Firm.
- Informative posters will be placed in all courier offices and post offices.

e. Events Media

- The BOC through PIAD will participate in local festivities of areas with Customs offices to promote relevant information to the tourists and balikbayans while building relationship with the community.
- PIAD will provide banners and flyers to events relevant to the Bureau.

f. Customer Care & One-Stop-Shop

- All Ports and offices must register into the BOC Portal.
- Each Port and office must designate a personnel for the BOC Portal and the same must log into the portal everyday.
- The Management Information System and Technology Group (MISTG) with insights from PIAD, PPRD and the MSGC Committee, must improve the telephony systems (IPPBX), communication software and tools (CCaaS) for the BOC CARES to better accommodate customer complaints and inquiries.
- The Interim Training and Development Division (ITDD) in coordination with PIAD, shall provide capacity building training/seminar to frontline managers and staff including those in the outports, regarding customer service, communications and various media.
- The Human Resources Management Division (HRMD) in coordination with PIAD, shall facilitate the hiring of additional managers and staff to support BOC-CARES.

4. The said communications plan shall provide the guidelines for the Public Relations efforts of the Bureau for the whole year, to be implemented and coordinated by the offices concerned.

5. For strict compliance.