



BUREAU OF CUSTOMS

MAKABAGONG ADUANA, MATATAG NA EKONOMIYA



PROFESSIONALISM

INTEGRITY

ACCOUNTABILITY

OCOM Memo No. 40-2023

MEMORANDUM

MASTER COPY
jmr

TO : ALL GROUPS
ALL COLLECTION DISTRICTS

FROM : BIENVENIDO Y. RUBIO
Commissioner

MAY 16 2023

SUBJECT : IMPLEMENTATION OF THE BOC COMMUNICATIONS PLAN 2023

DATE : APRIL 25, 2023

In line with our mission to provide excellent service to our stakeholders and promote a culture of transparency, accountability, and efficiency, the Bureau of Customs (BOC) is pleased to introduce the BOC Communications Plan for C.Y. 2023. This plan aims to enhance collaboration and engagement with internal and external stakeholders and improve the BOC's image.

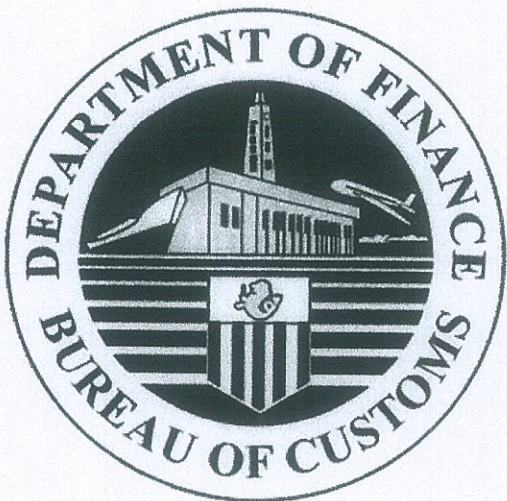
All offices under the BOC are hereby directed to implement the BOC Communications Plan for C.Y. 2023, which includes various strategies to achieve the following objectives:

- a. Strengthen collaboration and engagement with internal and external stakeholders by cultivating meaningful relationships through effective communication channels and strategies; and
- b. Improve the Bureau of Customs' image and build trust with all stakeholders by promoting transparency, accountability, and efficiency.

Through this Communications Plan, we aim to promote a better understanding of the BOC's role and functions and increase public confidence in our agency.

Please refer to "Annex A" for a copy of the BOC Communications Plan for C.Y. 2023, which contains details on the specific strategies and activities to be implemented. All offices under the BOC are expected to comply with the provisions stated in the plan.

This memorandum supersedes any other orders that may be inconsistent with the provisions herein.



BUREAU OF CUSTOMS

2023 COMMUNICATIONS PLAN

by: Public Information and Assistance Division

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PART 1 | BASES

I. OVERVIEW

The Bureau of Customs (BOC) has outlined a Communications Plan for 2023 with the aim to improve the positive image of the Bureau and pursue a greater connection with internal and external stakeholders.

To achieve its objectives, the BOC has devised several strategies for 2023. One of these strategies is 360-Degree Staff Engagement, which entails continuous engagements of top management to all personnel. This includes regular meetings, written and video messages from the Commissioner to the Employees, E-Mail and Viber Blasts of issuances, orders, and accomplishments, and the conduct of departmental activities and internal contests. By doing so, the BOC hopes to foster a sense of community among its employees and create a more engaged workforce.

Another strategy is Proactive All-Media Engagement, which involves engagement with both traditional and non-traditional media. This includes the pitching of stories and interviews and providing all that is needed to make such coverage easy for the concerned media outfits and journalists. The BOC aims to create a positive public image by highlighting its accomplishments and improving transparency and accountability.

The BOC also plans to engage with stakeholders through Relationship-building, Networking, Consultation, Collaboration, and Engagement. This includes not only the primary stakeholders with whom the Bureau has regular and daily interactions with, but also other stakeholder groups and fellow agencies in the Government. The BOC seeks to advance a greater understanding of its position and objectives while fostering healthy connections with these organizations.

Finally, the BOC will establish a Message Development Hub. The Public Information and Assistance Division (PIAD) and Spokesperson will identify, review, and develop central key message/s for the consideration of the Commissioner, specific to the accomplishments, operations, and controversies where the Bureau is involved. These messages will serve as the core theme for all responses, announcements, press releases, messages, etc.



In summary, the Bureau of Customs Communications Plan 2023 is focused on creating a more connected and engaged workforce, improving transparency and accountability, promoting positive relationships with stakeholders, and building a favorable reputation. Through its various strategies, the BOC aims to achieve these objectives and promote a better understanding of its role and functions.

II. OBJECTIVES

A. To pursue greater connection with internal and external stakeholders

Improve collaboration and engagement with internal and external stakeholders by cultivating meaningful relationships through effective communication channels and strategies.

B. To build and maintain a positive image of the BOC

To improve the Bureau of Customs' image and build trust with all stakeholders by promoting transparency, accountability, and efficiency.

III. TARGET AUDIENCE

A. Internal Stakeholders shall include:

- All Staff/Employees (casual, contractual, permanent, contract of service/job order personnel, consultants, MSGC)

B. External Stakeholders shall include:

- Primary Stakeholders (Exporters, Importers, Brokers, Advisory Councils, Others – Representatives, Providers, etc.)
- Secondary Stakeholders (Media, Government, and General Public)



PART 2 | OPERATION

I. STRATEGIES AT A GLANCE

A. Internal Audience

360-Degree Staff Engagement by the Commissioner and his top management team is a critical strategy to ensure that employees are well-informed and feel connected to the Bureau's mission and objectives. This includes conducting regular town hall meetings, video messages from the Commissioner, and cascading accomplishments and updates through internal communication channels.

B. External Audience

Proactive All-Media Engagement. The Bureau of Customs will engage in proactive media engagement to ensure that it communicates its message effectively to the public. This includes pitching stories and interviews to traditional and non-traditional media outlets and providing the necessary resources to make coverage easy for journalists. The Bureau will also engage with stakeholders through relationship-building, networking, consultation, collaboration, and engagement up, across, and below the BOC Leadership. This includes not only primary stakeholders but also secondary and special stakeholders, such as the media and the general public.

360-Degree Stakeholder Engagement. The Bureau will also engage with stakeholders through relationship-building, networking, consultation, collaboration, and engagement up, across, and below the BOC Leadership. This includes not only primary stakeholders but also secondary and special stakeholders, such as the media and the general public.

Message Development Hub

The PIAD and Spokesperson will identify, review, and develop central key messages for the Commissioner's consideration, specific to the accomplishments, operations, and controversies where the Bureau is involved. These messages will serve as the core theme for all responses, announcements, press releases, and messages, ensuring that they are clear, concise, and aligned with the Bureau's communication goals.



II. THE P.E.S.O. MODEL PLAN FRAMEWORK

P.E.S.O where, simplified:

P	stands for PAID media (Advertising; advertorials; publicity and similar paid arrangements);
E	stands for EARNED media (Features freely given, published, or distributed as a result of the BOC's network and relationship-building and, thus, earned);
S	stands for SHARED media (distributed and shared via social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, Viber); and
O	stands for OWNED media (BOC website, newsletters, annual reports, and other BOC-initiated communication materials).

III. IMPLEMENTATION REVIEW AND MONITORING

To ensure the success of the Communications Plan 2023, it is essential to have a mechanism in place to review and monitor its compliance and implementation. The Public Information and Assistance Division (PIAD) will be responsible for overseeing the execution of the communication strategies and ensuring that they align with the objectives of the plan.

The PIAD will regularly review the progress of the communication initiatives and evaluate their effectiveness in reaching the target audiences. They will also monitor the quality of the messages being communicated and ensure that they are consistent with the Bureau's key messages. If necessary, the PIAD will provide feedback and make recommendations for improvements to enhance the success of the Communications Plan.

By having the PIAD oversee the compliance and implementation of the Communications Plan, it will provide a structured approach to ensure that the communication strategies are executed as intended. This will not only help to



increase the chances of the plan's success, but it will also ensure that the Bureau's messaging is consistent and aligned with its objectives.

IV. TACTICS

Here are the specific actions and steps to undertake in order to accomplish the foregoing objectives.

A. Preparatory and Monitoring Activities

Activities	Description	Frequency	Timeline	Audience	Implementor
Review of the Communications Plan 2022	Process of assessing the results and effectiveness of a project after its completion.	Yearly	January 2023	Ports and Groups' Information Officers and PIAD	PIAD
Conduct of a Communications Summit and Strategic Planning	Hold a summit and planning session for everyone involved in putting Communications Plan 2023 into action. This will allow for in-depth discussion and evaluation of the plan, as well as identification of relevant ports' and groups' resources and capabilities.	Yearly	July 2023	Ports and Groups' Information Officers and Admin Officers, and PIAD	PIAD
Regular Assessment of Client Feedback Mechanism	Engage with the team on a regular basis to improve the port's and its Customer Care Center's services.	Monthly	April-December	Ports and Groups' Information Officers, Customer Care Centers, PPRD	PIAD, PPRD, CCC



Maintain the Central Communications Channel for Employees	Maintain the Viber Community for employees for easy dissemination of various information materials and One-Media Line Communication.	Regularly	January-December	All employees	PIAD; all Groups and Ports
Discuss and assess Communications Plan 2023 regularly	Hold regular strategic meetings with main implementors to review plan progress and address internal and external concerns or issues.	Monthly	April-December	Ports and Groups' Information Officers and Admin Officers	PIAD
Create SOPs for public consultations and stakeholders' engagement	Create guidelines for public consultations and stakeholder engagement to keep them informed of the bureau's policies, updates, and activities.	One-time activity	April 2023	All Ports and Groups	PIAD
Revise Customs Memorandum Order 10-2016	Revise Customs Memorandum Order 10-2016 to add guidelines for managing complaints, social media, and the BOC portal.	One-time activity	April 2023	All Ports and Groups	PIAD-CARES

B. Training Program for all Implementors

Develop a training program for the implementors of this plan which include the following topics/areas:

	Training	Description
1	Public Speaking and Presentation Skills	Developing and improving the ability to speak and present confidently in public or professional settings.



2	Créative Visual Presentations	Creating engaging and visually appealing presentations using tools like PowerPoint, Prezi, or Keynote.
3	Creative Writing	Developing skills in crafting written content with a focus on creativity and originality.
4	Data Privacy or Information Sensitivity	Understanding and implementing measures to protect confidential or sensitive information in accordance with applicable laws and regulations.
5	Social Media Content Writing	Developing the ability to write engaging and impactful content for social media platforms.
6	Customer Relations/Service	Understanding and implementing best practices for delivering excellent customer service.
7	Multi-Media Production (Photography, Videography, Graphics Editing)	Developing skills in producing high-quality multimedia content, including photography, videography, and graphics editing.
8	Code of Conduct and Ethical Standards	Understanding and adhering to established codes of conduct and ethical standards in the workplace.
9	Social Media Content Writing	Designed to provide participants with the essential knowledge and skills needed to develop and implement effective social media content strategies.
10	Strategic Media Management	A comprehensive program designed to equip individuals with the essential skills and knowledge needed to effectively manage media relations and communication strategies in today's dynamic media landscape. This training focuses on developing strategic thinking, media planning, crisis communication, and relationship building with media outlets.

C. EARNED MEDIA TACTICS

It is important for the Bureau to be proactive through initiation of engagements with the media, thus promoting transparency at the same time.

Activities	Description	Frequency	Timeline	Audience	Implementor
BOC Media Visit	Initiate media visits to showcase BOC processes and operations, allowing the media to witness activities firsthand.	Monthly	April-December	All Media	Select Groups and Ports



BOC Media Pitches	Create media pitches to promote BOC officials as expert resources for TV and radio appearances.	Quarterly	3 rd and 4 th Quarter	Select Media: GMA, PTV4, CNN, DZBB, Manila Times, etc.	Select Group and Ports
Accomplishment Reports	Announce major updates and achievements on a weekly, monthly, quarterly, and annual basis in a consolidated report.	Monthly	April-December	Internal and External Stakeholders	PIAD, All Groups and Ports
Annual Media Fellowship	Build transparency and rapport with media through a yearly fellowship meeting with stakeholders.	Yearly	December 2023	All active BOC media	PIAD, All Groups and Ports
BOC Good News	Share positive feedback about the BOC from other agencies/organizations.	Bi-monthly	April-December 2023	Internal and external stakeholders	PIAD, All Groups and Ports

D. PAID MEDIA TACTICS

These are advertising, publicity and similar paid arrangements. This will help reach more people and users from different platforms to learn more about the BOC.

Activities	Description	Frequency	Timeline	Audience	Implementor
Collaborate with newspapers and magazines to create advertorials	Allocate a budget for creating advertorials that will be featured in well-known and widely circulated newspapers and magazines that focus on governance, leadership, and business.	Yearly	3 rd or 4 th Quarter	Media, Stakeholders, General Public	PIAD
Place informative advertisements	Place at least one advertisement that is solely for the purpose of disseminating	Yearly	3 rd or 4 th Quarter	Media, Stakeholders, General Public	PIAD



	information. This will help create awareness and increase visibility for the Bureau of Customs.				
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E. SHARED MEDIA TACTICS

These are activities which enables the distribution and sharing of own materials via social media platforms.

Activities	Description	Frequency	Timeline	Audience	Implementor
BOC Weekly Highlights	Coordinate with 17 Collection Districts and 7 BOC Groups to create weekly social media content promoting services, programs, and facilities.	Weekly	Every Friday or weekend	Internal and external stakeholders	PIAD, All Groups and Ports
Enhanced Social Media	Increase official account engagement by 10% through improvements based on 2022 analytics.	Yearly	December 2023	Internal and external stakeholders	PIAD, All Groups and Ports
BOC on Cam	Provide coverage of select seizures and operations.	As needed	April-December	Internal and external stakeholders	Select Groups and Ports
Port and BOC Corporate AVP	Produce a video highlighting BOC and Port background, structure, commodities, mandates, and mission/vision.	One-time activity	April-May 2023	Internal and external stakeholders; general public	PIAD, All Groups and Ports



Port Documentary	Highlights the achievements and significance of each port and group in the BOC's operations through visuals.	Yearly	December 2023	Internal and external stakeholders; general public	PIAD, All Groups and Ports
Quarterly Skit Video on Tiktok	Create short tiktok videos showcasing Customs policies, activities, and achievements.	Quarterly	3 rd and 4 th Quarter	Internal and external stakeholders; general public	PIAD, All Groups and Ports

F. OWNED MEDIA TACTICS

These are BOC-initiated communication-related activities and engagements.

On Internal Stakeholders' Engagement

Activities	Description	Frequency	Timeline	Audience	Implementor
Regular pull-out quotes from top officials to be shared on owned and controlled media platforms	Pull-out quotes from top officials are regularly shared on BOC's owned and controlled media platforms to disseminate important messages to the public.	Monthly	April-December	Internal and external stakeholders; general public	PIAD, All Groups and Ports
Internal communications to be shared via IAG Viber Community, including BOC news, updates, issuances, hiring and promotion, and more	BOC's internal communications, such as news, updates, issuances, hiring and promotion, and other relevant information, are shared via the IAG Viber Community for effective and efficient dissemination among employees.	As needed	April-December	Internal and external stakeholders; general public	PIAD, All Groups and Ports



On External Stakeholders' Engagement:

Activities	Description	Frequency	Timeline	Audience	Implementor
Enhance Stakeholders Engagement	BOC conducts yearly engagement with internal and external stakeholders to improve communication and collaboration.	Yearly	April-December	Internal and external stakeholders; general public	PIAD, All Groups and Ports
Improved Inter-Government and Stakeholder Information-Sharing	BOC aims to enhance information-sharing among government agencies and stakeholders for better coordination and alignment.	-	End of 3 rd Quarter	NGAs, TRGAs, etc.	PIAD, All Groups and Ports
Website Redesign	BOC is dedicated to improving its website to ensure it is user-friendly, informative, and accessible to stakeholders.	-	Before end of 3 rd Quarter	Internal and external stakeholders; general public	PIAD

G. TECHNICAL AND REGULAR OUTPUT

These are produced materials which shall be regularly required of from different offices to show the efforts, accomplishments, and milestones.

Activities	Description	Frequency	Timeline	Audience	Implementor
Press Releases	Publish at least one (1) press release daily or 30 press releases every month to update stakeholders on important developments.	Regularly	April-December	Internal and external stakeholders; general public; media	PIAD, All Groups and Ports
Photo Releases	Post at least one (1) photo release daily or 30 photo releases monthly to visually update stakeholders on events and activities.	Regularly	April-December	Internal and external stakeholders; general public; media	PIAD, All Groups and Ports



Production of Information and Education Communication (IEC) Materials	BOC creates IEC materials to promote understanding of Customs policies among stakeholders.	Quarterly	3 rd and 4 th Quarter	Internal and external stakeholders; general public	PIAD, All Groups and Ports
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H. CUSTOMER SERVICE AND FEEDBACK MECHANISM

To have an **enhanced feedback mechanism and management** internally and externally to maintain complaint resolution rate and to lessen the voluminous queries and complaints received in all channels.

Activities	Description	Frequency	Timeline	Audience	Implementor
Creation of the BOC Action Officers Committee	The BOC Action Officers Committee monitors and addresses customs-related concerns and complaints, providing a platform for stakeholders to voice their issues and for the bureau to act.	One-time activity	April/May	Internal and external stakeholders; general public	PIAD, All Groups and Ports
Virtual Assistant Added to Official Customs Website for Better User Experience	The official Customs website has a new virtual assistant to improve user experience. The virtual assistant answers frequently asked questions and helps users navigate the website's services and features.	One-time activity	Before end of 3 rd Quarter	Internal and external stakeholders; general public	PIAD

PART 3 | CONCLUSION

The Communications Plan for 2023 is an essential tool that will enable the Bureau of Customs to achieve its objectives of enhancing collaboration and engagement with both internal and external stakeholders, and promoting transparency, accountability, and efficiency. By leveraging effective communication channels and strategies, we will cultivate meaningful connections with our stakeholders, including the general public, clients, partners, and employees.

