



MASTER COPY

OCOM Memo No. 67-2024

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

A modernized and credible customs administration that upholds good governance and is among the world's best

MEMORANDUM

TO : ALL DEPUTY COMMISSIONERS
ALL COLLECTION DISTRICTS
ALL SERVICE DIRECTORS
ALL DIVISION CHIEFS
ALL OTHERS CONCERNED

FROM : BIENVENIDO Y. RUBIO **DEC 23 2024**
Commissioner

SUBJECT : IMPLEMENTATION OF 2025 BOC COMMUNICATIONS PLAN

DATE : 16 December 2024

The Bureau of Customs (BOC), through its Public Information and Assistance Division (PIAD), will be implementing the 2025 Bureau of Customs Communications Plan as part of our commitment to promote transparency, improve the positive image of the BOC, and foster healthy connections with stakeholders and the public.

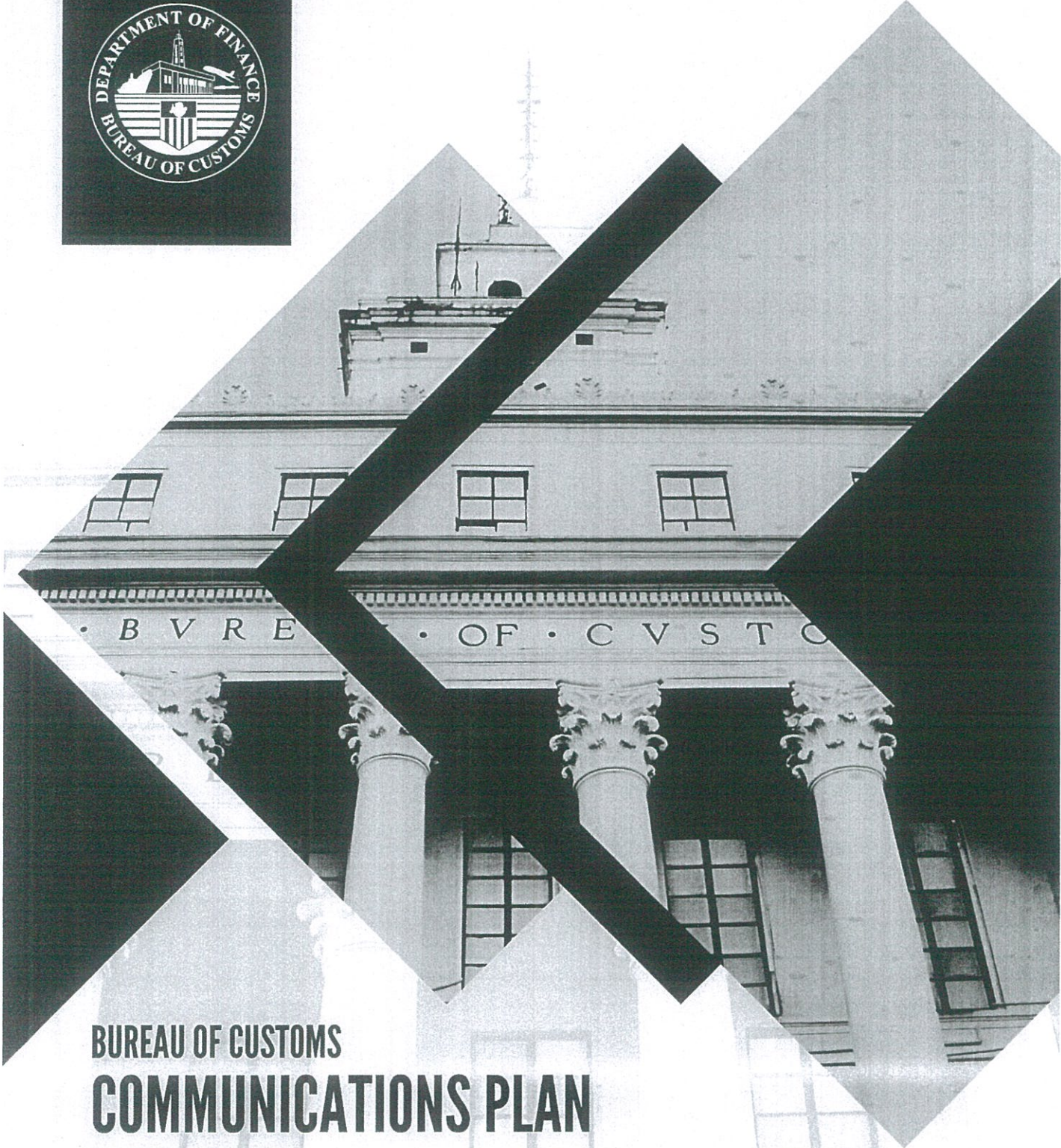
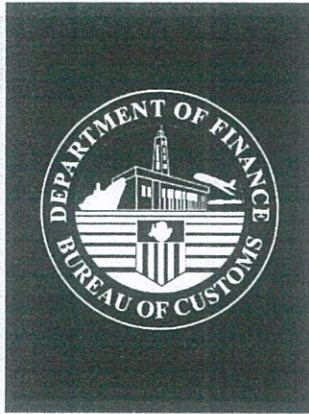
To align seamlessly with its mission and objectives, the BOC crafted a Communications Plan anchored on three broad strategies: a.) Build - to develop and maintain open, trustworthy, and efficient lines of communication channels, b.) Orient - to orient public and private entities by providing clear information and resources; and c) Connect - to connect with our target audience on multiple levels, enhancing accessibility, responsiveness, and engagement.

The BOC's proactive stance shall involve a scheduled implementation of new and innovative strategies as the blueprint for development planning and for engaging with internal and external stakeholders and the public.

All offices concerned are expected to work together and conduct appropriate activities and outputs in their respective performance commitments as outlined in the Plan (see attached Annex A). A quarterly report shall be provided to the Office of the Commissioner copy furnished PIAD to give an update on its implementation status.

For strict compliance.





**BUREAU OF CUSTOMS
COMMUNICATIONS PLAN**

BUILD. ORIENT. CONNECT

C.Y. 2025

TABLE OF CONTENTS

01

Abstract

02

Key Message

03

Objectives

04

Target Audience

05

Strategies

06

The B.O.C. Communications Framework

07

Significant Challenges

08

Implementation Review and Monitoring

09

Tactics

10

Conclusion



I. ABSTRACT

The Bureau of Customs (BOC), as a key government agency responsible for trade facilitation, revenue collection, and border protection, must effectively communicate its policies and initiatives to enhance visibility, improve stakeholder relations, and promote a better understanding of its operations.

Given the scope and significance of its responsibilities, clear, transparent, and consistent interactions with the public and stakeholders are essential. This necessity has underscored the need for a structured communications approach, leading to the creation of a Communications Plan.

The Communications Plan 2025 will serve as a roadmap that outlines the strategies, tools, and techniques to be utilized by the BOC, ensuring alignment with the overarching goals of informing and engaging the public effectively.

For the year, the BOC has developed a framework known as the B.O.C. Strategies, which stands for Build, Orient, and Connect. This initiative will be the primary course of action to be undertaken by its implementers.

The **Build** projects consist of programs aimed at establishing transparent communication channels. **Orient** focuses on aligning stakeholders with a shared vision for effective customs administration and regulatory compliance. Furthermore, **Connect** seeks to enhance engagement through the strategic use of resources and communication techniques.

Through clear messaging and a focus on transparency, the BOC seeks to build stronger relationships with the public, instill confidence in its processes, and encourage a culture of cooperation that benefits both national development and international trade.

To spearhead this project, the Public Information and Assistance Division (PIAD) and Public Information Officers from BOC Groups and Ports nationwide collaborated to amplify BOC key messages for consideration by the Commissioner, in line with the accomplishments, operations, and issues where the Bureau is involved. These messages will be echoed and promoted across all BOC platforms and shared through media publications.



II. KEY MESSAGE

The 2025 Communications Plan envisions a BOC that is highly regarded, respected, and appreciated by all its stakeholders, cultivating a culture of open communication, transparency, and responsiveness. This will establish the BOC as a model of excellence in customs administration.

III. OBJECTIVES

- To establish transparent communication channels, fostering trust, credibility, and collaboration through proactive engagement initiatives.
- To orient stakeholders towards a shared vision of effective customs administration and regulatory compliance by providing clear information and resources, promoting integrity across all processes.
- To connect with stakeholders on multiple levels, leveraging resources and communication strategies to enhance accessibility, responsiveness, and engagement.

IV. TARGET AUDIENCE

A. Internal Stakeholders

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

B. External Stakeholders

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

V. OVERVIEW OF BOC COMMUNICATIONS PLAN STRATEGY

The BOC Communications Plan for CY 2025 is focused on a strategy that promotes clear, consistent, and accessible communication with its stakeholders and the public. This involves creating informative content, fostering community engagement, and strengthening partnerships to ensure that essential customs information is widely understood. The BOC seeks to build awareness, improve public understanding, and maintain transparency through regular outreach, educational materials, and collaboration with national and local government agencies in partnership with private



organizations. This strategic approach enhances stakeholder trust and supports effective public service delivery.

To ensure clarity, transparency, and engagement, the BOC has developed a comprehensive communication strategy. This strategy divided into three-pronged approaches - Build, Orient, and Connect aims to address various aspects of communication to enhance its effectiveness and impact. The following are the insights guiding the Communications Plan for CY 2025:

1. BUILD: Establishing Transparent Communication Channels

"BUILD" focuses on creating robust and transparent communication channels. This involves the development and maintenance of open, trustworthy, and efficient lines of communication with stakeholders. Proactive outreach initiatives and engagement efforts are undertaken to build trust, credibility, and positive relationships. The goal is to foster a culture of openness and collaboration that strengthens the Bureau's image and facilitates effective dialogue with all stakeholders.

2. ORIENT: Guiding Towards Effective Customs Administration

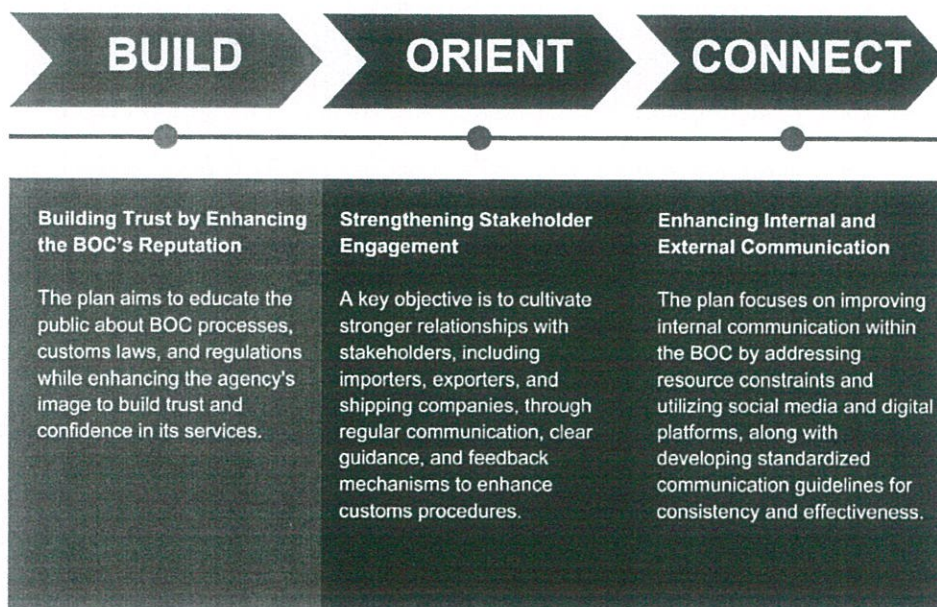
"ORIENT" is dedicated to guiding stakeholders toward a shared vision of effective customs administration and regulatory compliance. This objective emphasizes the provision of clear, accessible information, guidance, and resources. By empowering stakeholders with the knowledge to navigate customs processes efficiently and effectively, "ORIENT" promotes compliance and integrity across various levels. This aligns with the Bureau's commitment to facilitating a transparent and compliant customs environment.

3. CONNECT: Leveraging Resources for Enhanced Engagement

"CONNECT" revolves around leveraging available resources and communication strategies. The focus is on enhancing accessibility, responsiveness, and engagement with stakeholders. Through the implementation of digital platforms, interactive forums, and targeted outreach efforts, "CONNECT" aims to strengthen connections and foster dialogue. This approach ensures timely and effective communication, ultimately enhancing the efficiency and effectiveness of customs operations. The goal is to cultivate a culture of collaboration and partnership through modern and dynamic communication methods.



VI. THE B.O.C. COMMUNICATIONS FRAMEWORK



VIII. TACTICS

The BOC has considered the issues, target audiences, and communication needs of the agency in general. The Communications Plan approach acknowledges the needs of each group and port to ensure that their messaging is relevant, timely, and effective in addressing the distinct communication challenges. This strategy also enhances the Bureau's responsiveness in fostering stronger relationships with stakeholders and the general public.

Here are the specific actions and steps to accomplish the Communications Plan CY 2025 objectives.

A. Special Projects / Activities

No.	Activities	Description	Frequency	Timeline	Implementer
1	Cascading of Communications Plan strategies	Hold an initial meeting to cascade strategies prior to the conduct of the Communications Summit	Yearly	January 2025	PIAD



2	Communications Summit 2025	Conduct a Communications Summit to ensure smooth implementation of the Communications Plan across all groups and ports	Yearly	February 2025	PIAD
3	Enhancement of Client Service	Conduct a study of the top complaints and concerns to identify key areas for enhancing BOC public services.	Semi-annually	June 2025 /December 2025	BOC-CARES in collaboration with Action Officers of Central Office and all Collection Districts
4	CMO on PIAD Operational Guidelines	Draft a Customs Memorandum Order (CMO) on Operational Guidelines for the PIAD to establish its critical role in facilitating effective communication between the BOC and the general public.	One-time activity	March 2025	PIAD, Groups, and Collection Districts
5	Crisis Management	Creation of a Crisis Management Committee to recommend the official response of the BOC to negative news stories. This includes offering solutions promptly, preventing media misinformation, and mitigating potential damage resulting from ongoing crisis.	Yearly	2 nd Quarter	Office of the Commissioner, PIAD, and all Groups



6	Enhance Stakeholder Engagement	Organize stakeholder forums to facilitate information dissemination and increase understanding of newly implemented Customs policies and procedures	Every issuance of a new CAO or CMO	1 st to 4 th Quarter	PIAD in collaboration with the Revenue Collection Monitoring Group (RCMG) and Project Management Office (PMO)
7		Join in Import-Export Exposition or Trade Exhibits to promote the BOC's programs and activities.	Yearly	TBA	PIAD in collaboration with concerned Groups and/or Collection Districts
8	Foster trust, credibility, and collaboration with the community through proactive activities	Partner with local government units (LGUs) to address and minimize misinformation regarding BOC through the "Customs Community Caravan"	Quarterly	March - December 2025	PIAD in collaboration with concerned Groups and/or Collection Districts
9		Create educational video materials on the Customs regulations to be included in the Department of Migrant Workers' (DMW) training manual for Overseas Filipino Workers (OFWs).	Two (2) Video Materials in 2025	1 st and 2 nd Semester	PIAD, RCMG, and Assessment and Operations Coordinating Group (AOCG)
10	Enhance accessibility and engagement with partner agencies	Collaborate with the Philippine Information Agency (PIA) to establish a more efficient	All throughout the year	January-December 2025	PIAD and all Collection Districts



		information-sharing framework and improve collaboration on communication efforts.			
11	Strengthen Partnerships with Universities for Career Guidance and Public Awareness	Partner with universities and colleges to organize at least one seminar or career guidance session annually for Customs Administration students to enhance awareness of career opportunities within the BOC, promote the agency's mission, and foster stronger relationships between the BOC and future professionals in the field.	Yearly	July 2025	PIAD, all Groups, and Collection Districts
12		Engage the academic community as a member of the Customs Industry Consultative and Advisory Council (CICAC) to collaborate in achieving the program's objectives.	Monthly	January-December 2025	PIAD, in collaboration with the Administrative Office and AOCG
13	Collaborate with partner agencies to address issues from stakeholders	Partner with the Department of Trade and Industry (DTI) to organize an	One-time Activity	2nd Quarter	BOC-CARES in collaboration with concerned Collection Districts



	and the general public	orientation for local couriers on the process and address issues on parcels			
14		Partners with concerned agencies to create and distribute informative IEC material and orientation to address top issues received from stakeholders and the general public	As Needed	January to December	BOC-CARES in collaboration with Groups and Collection Districts
15	Enhance BOC Website Chatbot for Improved User Engagement	Engage a third-party service provider to upgrade the BOC website chatbot by incorporating dynamic responses and advanced features to improve user experience and increase efficiency in addressing inquiries, ensuring better communication with the public and stakeholders.	One-time activity	August 2025	PIAD, in collaboration with the Management Information System and Technology Group (MISTG)
16	Collaborate with newspapers and magazines to create advertorials and special feature	Allocate budget for advertorials and featured articles to be published in well-known and widely distributed newspapers and magazines that focus on	At least twice a year	1 st and 3 rd Quarter	PIAD, in collaboration with the Internal Administration Group (IAG)



		governance, leadership, and best practices			
17	Press Briefings and Media Roundtables	Organize regular press briefings and media roundtables to keep journalists informed about BOC activities, policy updates, and successful initiatives. This helps in building rapport with the press and ensures they receive official statements directly from the Bureau.	As needed	January-December 2025	PIAD, BOC Groups, and Collection Districts
18	"Behind the Scenes" Documentaries with Media Collaborations	Partner with media outlets to produce a documentary-style series that goes behind the scenes of BOC operations, showing the human side of customs work and the technological tools used in enforcement and regulation.	Annually	September 2025	PIAD, BOC Groups, and Collection Districts
19	Establish the Customs Information Committee	Formally create the Customs Information Committee through a Customs Personnel Order. This committee will be tasked with consolidating,	One-time activity	January 2025	PIAD, Office of the Commissioner, BOC Groups, and Collection Districts



		preparing, and validating key BOC reports and accomplishments, ensuring consistent and accurate information across the agency.			
20	Training Requirements	Strategic Media Management A comprehensive program designed to equip individuals with the essential skills and knowledge 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 building strong relationships with media outlets.	One-time activity	1 st Quarter of 2025	PIAD, LDMO, BOC Groups, and Collection Districts
21		Anti-Red Tape Act (ARTA), Freedom of Information (FOI) Orientation Conduct orientation on ARTA and FOI requirements to raise awareness	One-time activity	2 nd Quarter of 2025	ARTA FOI PIAD, LDMO, BOC Groups, and Collection Districts



		of the policies and to ensure that compliance is appropriately tracked and assessed.			
22	Training Requirements	Data Privacy on Information Sensitivity Understanding and implementing measures to protect confidential or sensitive information following applicable laws and regulations.	One-time activity	3rd Quarter of 2025	PIAD, LDMO, BOC Groups, and Collection Districts
23		Multi-Media Production (Photography, Graphics Editing) Developing skills in producing high-quality multimedia content, including photography/ videography, and graphics editing.	One-time activity	4 th Quarter of 2025	PIAD, LDMO, BOC Groups, and Collection Districts

B. Regular & Continuing Activities and Projects

a. Preparatory and Monitoring Activities

No.	Project/Activity	Description	Frequency	Implementor
1	Conduct of a Communications Summit and Strategic Planning	Host a summit to gather BOC communication officers for knowledge-sharing and collaboration, followed by strategic planning to align communication initiatives with the agency's goals.	Annually	PIAD, to be attended by the Information Officers of all Groups and Collection Districts



2	Regular Monitoring of the Implementation of the Communications Plan	Ensure the effective execution of the BOC's Communications Plan through regular monitoring and assessment.	Regularly (Monthly)	PIAD, Groups, and Collection Districts
3	Update of Customs Special Order for Designated Information Officers	Updating of the Customs Special Order to identify and formalize the roles of designated Information Officers across Groups and Collection Districts, enhancing coordination and consistency in disseminating accurate and timely information.	One-time activity	PIAD, Groups, and Collection Districts
4	Regular Information Officers' Coordination Meetings	Conduct monthly meetings with Information Officers to align communication strategies, share updates on Bureau initiatives, and address public concerns effectively.	Annually	PIAD, Groups, and Collection Districts

b. Media and Communications Activities

No.	Project/Activity	Description	Frequency	Implementor
1	BOC Media Pitches/Press Releases	Develop and deliver targeted media pitches to highlight the BOC's key initiatives, accomplishments, and public service programs, ensuring consistent and positive coverage that enhances transparency and public trust.	Regularly	PIAD, Groups, and Collection Districts
2	Enhance Social Media Engagement Strategy	Develop and implement strategies to boost engagement on the BOC's social media platforms by creating interactive content, increasing follower participation, and	Regularly	PIAD and Collection Districts



		improving communication with stakeholders.		
4	Initiate Media Engagement through Interviews and Press Conferences	Organize and conduct media interviews and press conferences to effectively communicate key BOC initiatives, address public concerns, and enhance transparency.	As needed	PIAD and Collection Districts
5	Develop Engaging Social Media Content	Create a variety of engaging content, including videos, infographics, social cards, and more, to effectively communicate key messages, raise awareness, and promote the BOC's initiatives across social media platforms.	Regularly	PIAD and Collection Districts

c. Marketing and Production Activities

No.	Project/Activity	Description	Frequency	Implementor
1	BOC Weekly Highlights	Create a video summarizing significant milestones, initiatives, and progress achieved throughout the week.	Weekly	PIAD and Collection Districts
2	Development of Information, Education, and Communication (IEC) Materials	Create and distribute visually engaging and informative IEC materials to enhance public awareness about customs procedures, regulations, and programs, ensuring effective communication and accessibility to stakeholders.	Quarterly	PIAD, Groups, and Collection Districts

d. Reportorial Requirements

No.	Project/Activity	Description	Frequency	Implementor
1	BOC Accomplishment Reports (Midyear)	Highlighting the BOC's significant achievements and progress, these	Semi-annually	PIAD, Groups, and Collection Districts



	and Annual Reports)	comprehensive reports provide an in-depth overview of key initiatives, programs, and milestones, aligning with the Commissioner's strategic priorities and demonstrating the agency's commitment to service excellence and operational efficiency.		
2	Communications Plan Implementation Report	This report provides an overview of the progress and outcomes of the Bureau of Customs' communications initiatives, highlighting key milestones, challenges addressed, and the impact of implemented strategies in enhancing public engagement and information dissemination.	Quarterly	PIAD, Groups, Collection Districts

VII. IMPLEMENTATION REVIEW AND MONITORING

To support B.O.C.'s monitoring and evaluation, project coordinators are requested to measure the reach of communications activities and to share material (such as publications, newspaper or other articles, and web links) with the PIAD Message Hub secretariat. The PIAD will profile project results and accomplishments to evaluate the effectiveness of the Communication Plan.

Awareness campaigns may be measured as follows:

- number of publications/resources disseminated
- coverage of online media and press clippings
- number of website hits/social media shares
- feedback and/or publication from community events held
- number of inquiries and partners joining
- number of resolved complaints and mitigated adverse news
- post-participation report on meetings and conferences conducted

A quarterly report shall be provided to the Office of the Commissioner to give an update on its implementation status.



IX. CONCLUSION

The BOC Communications Plan CY 2025 aims to create a positive public image of the Bureau by highlighting its accomplishments and improving transparency and accountability. The BOC will extend its reach and impact by building greater awareness and pursuing a wider connection with internal and external stakeholders.

To this end, employing the "Build, Orient, and Connect" framework is vital to leverage BOC partnership networks and advance a greater understanding of the Bureau's position and objectives by promoting a full range of its information and services. Through its outreach, BOC will profile interventions and solutions that will improve the positive image of the Bureau while fostering healthy connections with its stakeholders and the general public.

