REPUBLIC OF THE PHILIPPINES

DEPARTMENT OF INFORMATION AND COMMUNICATIONS TECHNOLOGY

16 August 2016

Memorandum Circular No. 2016-_____

FOR : HEADS OF DEPARTMENTS, BUREAUS, OFFICES AND AGENCIES OF THE NATIONAL GOVERNMENT, INCLUDING GOVERNMENT FINANCIAL INSTITUTIONS, GOVERNMENT-OWNED AND -CONTROLLED CORPORATIONS, INTER-AGENCY COLLABORATIONS, PROGRAMS AND PROJECTS, STATE UNIVERSITIES AND COLLEGES; LOCAL GOVERNMENT UNITS, CONSTITUTIONAL BODIES AND ALL OTHERS CONCERNED

SUBJECT : RULES AND REGULATIONS ON UNIFORM WEB CONTENT POLICY OF THE NATIONAL GOVERNMENT PORTAL (NGP)

Section 1. INTRODUCTION

What is the National Government Portal (NGP)?

1. The NGP is a single window uniting all web-based government content to maximize efficiency and provide rapid, high-quality services to citizens. The single website form factor effectively reduces costs (financial, human resources, spatial) typically incurred when relying on several websites. Also, citizens will find services quicker to reach in a single website.

2. The NGP aims to address government efficiency (G2G) and government-citizen communication (G2C) issues. A client-centered portal forms the central gateway through which citizens access government services and content. The portal will be designed to ease citizen-government transactions by integrating G2G and G2C interactions.

What is the Uniform Web Content Policy (UWCP)?

1. The UWCP dictates how content (data and services) are selected, grouped, integrated, and preserved within the NGP.

2. The UWCP prescribes a uniform system for all the content within the NGP. This aims to bring all relevant content closer to the overall NGP goal of increasing interaction (G2C) and efficiency (G2G).

Section 2. OBJECTIVES

This UWCP aims to:

1. Promote a more efficient delivery of public services through the proper selection of content to be hosted onto the NGP.

2. To help make a more transparent and open image for the government through easier access to content online.

Section 3. SCOPE

This Uniform Web Content Policy is mandatory for:

1. National Government Agencies (NGAs), including instrumentalities under their control.
2. Government Financial Institutions (GFIs).
3. Government-Owned and -Controlled Corporations (GOCCs).
4. Inter-agency collaborations, programs and projects.

The following bodies are encouraged to adopt this Uniform Web Content Policy:

1. Constitutional bodies.

2. Local Government Units (LGUs) and other instrumentalities under the LGUs' control.

3. Other autonomous branches of the government, including State Universities and Colleges (SUCs).

Section 4. DEFINITION OF TERMS

1. Accessibility Guidelines (AG): a policy defining the standards for determining how content, both data, and services, can be made more ergonomic.

2. Agency Web Administrator: officer primarily in charge of the agency's web presence. Assists the executive in checking the compliance of web content to NGP standards. Also uploads them to the NGP once approved.

3. Content: General term for government information, statistics, transactions, data, and services. Divided into two broad categories in this policy: data and services.

4. G2C: Refers to communication from Government to the Citizen.

5. G2G: Refers to “Government to Government” or inter-agency communication.

6. NGP (National Government Portal): The government's front-end portal framework through which various agencies' content may be easily accessed.

7. Social Media Policy (SMP): A policy governing all government agencies' usage of social media platforms.

8. SSO (Single Sign On framework): A system revolving around a user logging in with a single ID and password to gain access to a connected system or systems without using different usernames or passwords

9. UWCP (Uniform Web Content Policy): a policy providing guidelines on how content will be selected, grouped, and dispensed on the NGP. Its goal is to be able to provide a uniform method of providing this content to users.

10. WCAG 2.0 (Web Content Accessibility Guidelines 2.0): also known as ISO 40500. An international set of guidelines related to web accessibility and content. It was developed to create and international standard for web systems.

Section 5. GENERAL PRINCIPLES FOR SELECTING CONTENT

1. Content shall be first and foremost **citizen-centric**. Content will be organised based on need and usefulness for citizens;

The NGP aims to efficiently link citizens to content and services offerd by government.

To be efficient in providing a communications link, the NGP will focus on grouping content according to what citizens need like “Tax and Payments”, “Clearances, Forms, and Licenses”, “Pension”, “Transport, Fares and Prices” and “Food and Agriculture”.

2. Content on the NGP shall be sorted according to the Content Grouping Scheme prescribed here;

The content grouping scheme helps sort content into groupings for easy indexing, searching, and usage.

3. Content shall be updated regularly.

Web systems like the NGP can also be used by the government as a publishing tool. Content such as programs, services, and announcements all help in promoting what the government does to citizens.

Regularly updating these published web content helps keep both citizens and agencies informed on what the government is doing. It contributes to more open and transparent communication.

Section 6. TWO GENERAL TYPES OF CONTENT

1. **Data** – Information produced or commissioned by government or government controlled entities. It forms the base from which government gets its information in order to function and serve consumers. These come in the form of readily available data, voluntarily submitted information, and releasable data.

2. **Services** – Services provided in direct coordination with consumers the government. These are mostly transactional in nature, requiring consumers to provide identification. This is done through online or digital applications or platforms.

Section 7. CONTENT CLASSIFICATION

(a) Introduction

The DICT shall prescribe the content organisation for the National Government Portal. It will follow the content grouping scheme detailed below. To help organise agencies, they will be grouped according to their collaborative groups, detailed in part (c)-2 of this section.

(b) Content Grouping Scheme: This is a content standardisation process aimed to group content generated by government entities, be it a department or an office. This content, in turn, can then be regrouped and displayed in different ways depending on what citizens or users require.

Content will be grouped into three main categories:

1. *Primary Content.* This is information in its original form. It may come forms such as documents, policies, or statistics. This type of content come directly from the concerned information sources: the different agencies and other government constituents. This is further grouped into short and long term primary data;

A. Long-Term. Refers to content that has long term importance and effectivity. This type of content is usually reusable.

B. Short-Term. As opposed to long term content, short term content only has a limited period of effectivity.

2. *Secondary Content.* Secondary Content refers to content sorted by a collaborative group scheme. This scheme is informed by content characteristics; and

3. Tertiary Content. Composed of help and support documentation. They help consumers understand this content grouping scheme as well as the agency collaborative groups. They also clarify more technical or obscure contents and processes to consumers.

(c) Grouping Schemes:

1. *Highlighted/Important* **-** content included here have one or more of the following characteristics:

(a) Poses a current or pressing problem, problem, or change to major agencies.
(b) Is a certain focus or goal for the agencies within an immediate timframe.
(c) Is something that needs to be accomplished immediately.
(d) Is something new that needs to be disseminated immediately.
(e) Is something which introduces major changes.
(f) Is something of national importance.

2. Collaborative Groups – In this content scheme, content is grouped according to the societal sector they are related to;

1. *Food Security/Agriculture* – Content relating to different types of cultivation and related programs and resources. This includes content concerning farmers, fishers, and others engaged in rural work;

2. *Employment* - Content relating to labour, workers, and jobs. This covers both the public and private sector as well as formal and informal economies;

3. *Citizens Welfare* – Content relating to citzens' quality of life. This includes government services aimed at increasing citizens' comfort and convenience.

4. *Foreign Affairs* – Content relating to the Philippines' interactions with other countries. This includes Filipino immigrant issues and assistance to overseas Filipino workers;

5. *Business and Economics*– Content relating to international and local trade, this includes the affairs of commercial entities and financial matters.

6. *Public Infrastructure* – Content relating to the organizational structures and facilities needed for Philippine society to function properly.

7. *Education* - Content relating to educational institutions, students and educators' issues, their rights, and changes in the education system.

8. *Natural Resources* - Content relating to protection, improvement, and proper usage of the Philippines' environment, resources, and wildlife.

9. *Health* **-** Content relating to the various aspects affecting the physical and mental well-being of society. This includes the state and changes in the Philippine health care system.

10. *Information and Communications Technology (ICT)* – Content relating to the state, changes, and issues involved in Philippine data interconnectedness.

11. *Disaster Management* – Content relating to the logistics, planning and issues involved in preparing for calamities or any unforeseen event which may affect the lives of many.

12. *Crime Management* – Content relating to various aspects of maintaining of public order and safety in the country.

13. *Culture and Arts* – Content relating to various aspects involved in the preservation and propagation of the unique Philippine identity and heritage.

14. *Entertainment* – Content relating to the management and supervision of the many forms of government sanctioned amusement.

15. *Local Government Units (LGU)* – Content relating to the functioning and other aspects associated with governance at the lower levels.

16. *Legal Representation* **-**Content relating to agencies desgined to provide citizens with legal aid and to support judicial functions.

17. *Research* – Content relating to the creation, deepening and dissemination of knowledge.

Section 8. CONTENT LIFE CYCLE

1. Content Submission Review Guidelines - Prior to uploading to the NGP, content shall be reviewed by the Agency Web Administrator and approved by the pertinent approval authority. The content must comply with the following considerations before being approved for uploading:

A. The content must not be designated as “Restricted”, “Confidential”, “Secret”, or “Top Secret” as stated in Memorandum Circular No. 78, series of 1964.

B. The content must be complete at the time it is released to the public via the NGP.

C. The content must be approved by the relevant approvals authority and reviewed by the web administrator;

D. The content must be unique and have different content as another document on the NGP.

E. The content must have been given a specified lifespan on the NGP by the contributing agency.

F. The content must be correct in terms of:

I.) Style - The content must be in the distinct manner of writing used in government content as prescribed in the PCDSPO guide.

II.) Clarity - The content must convey its message or intention in a way easily understood by users.

III.) Accuracy - The content must be free from mistakes, errors, or inconsistencies.

IV.) Relevance - The content must be related to the matter and agency wants to express to users.

And compliant with other guidelines set by the NGP steering committee.

2. Content Life Cycle

Note: The content life cycle is dependent on the internal content processing scheme per agency. The process shown below simply serves as a guide for agencies to follow when regarding NGP content.

A. The content writer / contributor will prepare the document.

B. The content writer/contributor submits the content to the CIO for review. The CIO then either approves or rejects the content for uploading.

C. The Agency Web Administrator will upload the data to the NGP and sort them according to the content grouping scheme defined by this policy.

D. Agency records and archiving personnel will remove old content from the NGP then either dispose or archive them.

3. Archiving and Disposal

A. Archiving: Content posted on the NGP shall follow the requirements set by the National Archives of the Philippines General Circular 1 of 2009. Under this, each agency's Records and Archives Management component shall determine which of their respective agency's NGP web content will be turned over for archiving to NAP.

B. Disposal: NGP web content for disposal shall follow the guidelines set in the National Archives of the Philippines General Circular 2 of 2009. Under this, all agency content, including web content hosted on the NGP, must have a General Records Disposition Schedule (GRDS) and Agency Records Disposition Schedule (RDS). The agency will then dispose of their content in accordance with the aforementioned schedules.

*Please note that “Content” is defined in this policy to be government information. This includes it in the NAP definition of “Documents” - recorded information regardless of medium or characteristics. “Documents” is also used interchangeably with “Records”.

Section 9. ROLES AND RESPONSIBILITIES

These are the prescribed roles agency personnel will perform concerning NGP content.

Personnel	**Tasks**
Agency Head	• Supervise the agency and guide it towards achieving their goals and mandate. • Approve content for uploading to the NGP.
Head of MIS	• Supervise the agency web administrator.
Chief Information Officer (CIO)	• Check content for NGP compliance to the content submission guidelines.
Agency Web Administrator/s	• Review and Upload web content to the NGP. • Supervise content creation for the NGP.
Content Manager	• Identify content suitable for uploading to the NGP. • Draft and create an agency content governance structure.
Content Writer / Contributor /Technical Writer/ Graphic Artist/ Database Administrator	• Create/Provide the content to be uploaded to the NGP. • Submit the content to Web Administrator.
Records and Archives Personnel	• Determine NGP content for archiving. • Determine NGP content for disposal.

Section 10. ACCESSIBILITY AND PRIVACY

Web Administrators must make their agency's NGP content compliant to existing policies related to privacy and accesibility.

(a) Content submitted into the NGP from agencies need to be compliant to the Accessibility Guidelines;

(b) The NGP hosts content of a personal nature for data processing or services delivery. Such data are governed by the conditions set in Section 12 of the Data Privacy Act:

(1) The data subject has given his or her consent;

(2) The processing of personal information is necessary and is related to the fulfillment of a contract with the data subject or in order to take steps at the request of the data subject prior to entering into a contract;

(3) The processing is necessary for compliance with a legal obligation to which the personal information controller is subject;

(4) The processing is necessary to protect vitally important interests of the data subject, including life and health;

(5) The processing is necessary in order to respond to national emergency, to comply with the requirements of public order and safety, or to fulfill functions of public authority which necessarily includes the processing of personal data for the fulfillment of its mandate; or

(6) The processing is necessary for the purposes of the legitimate interests pursued by the personal information controller or by a third party or parties to whom the data is disclosed, except where such interests are overridden by fundamental rights and freedoms of the data subject which require protection under the Philippine Constitution.

Section 11. TRANSITION

Agencies shall follow a transition timeline for adopting this Unified Web Content Policy:

Phase 1 (Training): DICT will provide training to agencies about this policy and its sister documents (AG, SMP, EO, DNS Policy). This phase shall cover the first six months following these guidelines' effectivity. Agencies will be required to submit two outputs: a transition plan and a draft website.

Phase 2 (Integration): In this phase, agencies will now begin to implement their transition plans. The DICT will provide support and monitoring for agencies during this period. This phase shall last a year following its training (Phase 1). Agencies in this phase are expected to submit monthly progress reports to the DICT.

Phase 3: (Adoption): This phase begins a year after the start of Phase 2. Prior to this phase, the DICT will check Agencies' progress with regard to their transition plans. To be accepted into Phase 3, agencies must have already fulfilled at least ½ of the goals they stated in their transition plans. Agencies in this phase shall submit progress reports to the DICT twice a year.

*Agencies who have not been approved into Phase three within two years shall be given a notice. Non-compliant content will be forcibly removed from the NGP six months following the notice.

Section 12. USE OF A SINGLE SIGN ON SYSTEM

The NGP shall incorporate a Single Sign-On framework (SSO) as the identity management system;

1. The SSO framework consolidates user information into one system to make the NGP easier and simpler to manage.

2. The web administrator and consumers who need to directly interact with government shall each register an account under the SSO and use this to access the NGP. Other data and information are made freely available on the NGP. These can be accessed anonymously.

Section 13. SEPARABILITY

If any provision of this policy is declared void, the other provisions not affected shall remain valid and subsisting.

Section 14. REPEAL

All other rules and regulations inconsistent with this policy are hereby deemed repealed.

Section 15. EFFECTIVITY

This circular shall take effect immediately upon its publication in a newspaper of general circulation.