REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
Quezon City

December 14, 2007

REVENUE MEMORANDUM ORDER NO. 1-2008

SUBJECT : **Regular Updating of Content of the BIR Website/Portal/ Knowledge Base**

TO : All Concerned Revenue Officials and Employees

I. OBJECTIVES

As part of the continuing efforts of the Bureau of Internal Revenue (BIR) to provide relevant, accurate and timely information about taxation and tax administration matters, as well as make access to the Bureau's eServices easier, enhancement of the BIR website was undertaken (through the BIR Portal Project) to make it more useful to both the Bureau's external and internal stakeholders.

Toward this end, this Order is issued to:

1. Specify the information for posting in the BIR website/portal/knowledge base and the corresponding source of information; and
2. Prescribe the policies and responsibilities of concerned BIR offices to institutionalize the regular update of information posted in the BIR website/portal/knowledge base.

II. DEFINITION OF TERMS

BIR Portal – an enhanced BIR website; it is a transaction hub where the public can conveniently conduct business with the BIR over the internet anytime, anywhere and get valuable information and access eServices like never experienced before.

Knowledge base (KB) – contains information similar to the BIR website except for some information relevant to internal users, particularly the BIR Contact Center (BIRCC), such as repository of resolved escalated issues, script loaded in the BIRCC Interactive Voice Response System (IVRS), list of contact persons per BIR office, etc.

Content Management System (CMS) - software that manages the content of the BIR website/portal and knowledge base. It allows non-technical users to update intranet resources, and functions hand-in-hand with other portal services to provide such fluidity of access and publishing functions.

CMS Templates - collection of Hypertext Markup Language (HTML) documents containing special tags, which define the data and layout specifications for a series of web publications.

Article – one set of content (includes text, images and file attachments) that is inputted into the CMS template by the CMS user and saved for publishing to the web resources.

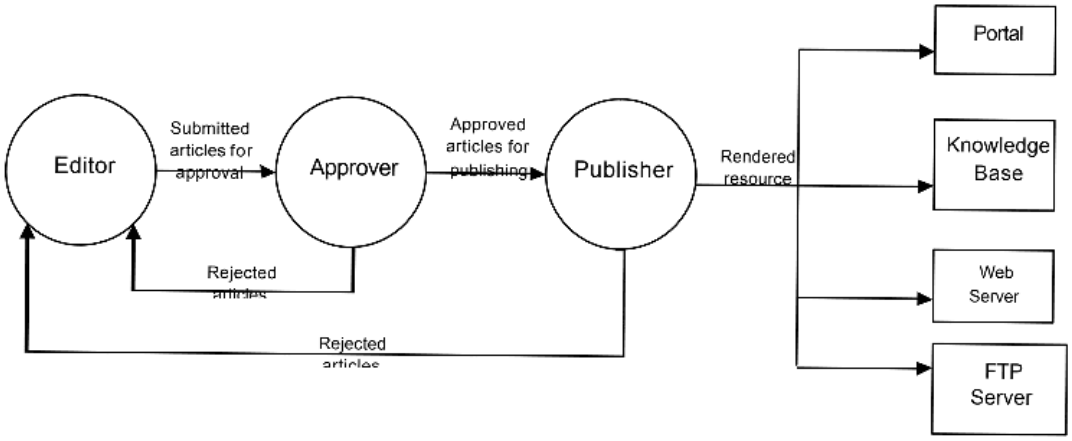
CMS Editors – appointed BIR personnel that create articles to be published in the BIR website, portal and knowledge base. This can be done by inputting text and uploading images and documents for attachment.

CMS Approvers – selected BIR officials who review the articles created by the respective office's CMS Editor prior to approval or rejection of the same.

CMS Publisher – appointed BIR official (normally the Chief or Assistant Chief of the Corporate Communications Division) who views the articles approved by the CMS Approvers for purposes of approving or rejecting its publication over the BIR website/portal/knowledge base.

Portal Channels - the aggregated content with direct links to the available information resources.

CMS Process Flow



The Content Management System (CMS) process starts with the CMS Editors creating new articles/web content and submitting the same to the CMS Approvers, for review/verification. CMS Approvers validate the accuracy of the created articles, then either approve or reject it. CMS Editors subsequently revise any rejected articles and resubmit them, as necessary, for approval, while CMS Approvers forward the approved articles to the CMS Publisher for its actual publishing/posting in the BIR website/portal/knowledge base. CMS Publisher then examine the approved work and decide either to publish or reject these articles. Rejected articles are sent back to the CMS Editors, and the sequence of editing and approval begins once more, while articles for publishing are finally rendered into a resource and published to the correct location(s) within the BIR portal, knowledge base and web server.

(Source: User Manual for BIR Portal Enhancement Project – Content Management System Component prepared by Sun Microsystems Phils., Inc.)

III. POLICIES

1. The BIR website/portal shall be made accessible to both internal and external stakeholders through the Intranet and Internet (at **http://www.bir.gov.ph** for the website and **https://my.bir.gov.ph** for the portal) and shall contain the information specified in Annex A of this Order. The knowledge base (KB) shall be made accessible to internal stakeholders only, initially to the BIR Contact Center agents/personnel.

2. Regular and prompt/timely updating of information/articles posted in the BIR website/portal/KB shall be the responsibility of the heads of BIR offices (both the source of information and CMS Approvers specified in Annex A of this Order) who are deemed owners of the information. Updating of information shall be done by the designated CMS Editor for the particular information (specified in Annex A) through creation and submission of articles to the respective CMS Approver using the portal's Content Management System (CMS).

3. Any article for posting/migration into the BIR website/portal/KB shall be reviewed and approved first by the respective head of office and Assistant Commissioner/Deputy Commissioner, where necessary, in order to ensure its accuracy. It shall be the responsibility of the CMS Approvers to ensure the accuracy of information being uploaded by their respective office's CMS Editor prior to its posting in the BIR website/portal/KB.

4. Whenever there is a need to post/publish new information (information not yet currently posted such as tax treaties, list of taxpayers with delinquent accounts, etc.) in the BIR website/portal/KB, the concerned BIR offices shall make a formal request thereon (using form in Annex B) and submit the same to the Corporate Communications Division (CCD). In the request, the following details shall be specified:

   a. Information for posting (hard and soft copies should be attached to the formal request);

   b. Duration of posting in the BIR website/portal/KB (whether one-time posting with a specific duration or intended to be posted permanently and updated regularly);

   c. Name of designated CMS Editor of office (together with the preferred user name) - *if new information is to be posted permanently and updated regularly*; and

   d. Name(s) and telephone number(s) of contact person(s) in the office.

5. New information for one-time posting (i.e. announcements, information materials on new projects, etc.) shall be posted in the "What's New" portion of the BIR website/portal. In which case, the assigned CMS Editor from Corporate Communications Division (CCD) shall create an entry in the "What's New" portion and coordinate with the Systems Development Division (SDD) for the creation of link/uploading of soft copy of information into the FTP server.

6. If the new information is intended to be posted permanently in the BIR website/portal/KB and updated regularly, CCD shall request SDD to create a new template in the CMS to implement the automated posting of the new information and its succeeding updates by the office that made the request (owner of information). As information owner, the concerned head of office shall

have to designate an Editor (preferably a Section Chief) who shall create articles/updates for posting in the BIR website/portal/KB using the CMS. The CCD shall provide the briefing/walk through for the newly-designated CMS Editor.

7. If there is a need to revise the presentation/layout of currently posted information in the BIR website/portal/KB, the concerned BIR offices shall make a formal request addressed to the Chief, CCD indicating the details/the specifications for the desired revision and the name(s) and telephone number(s) of contact person(s). The CCD shall, in turn, coordinate with the SDD for the revision of the affected CMS template.

8. In case of retirement, resignation, transfer to another office, or replacement of an office's CMS Editor, the head of office shall ensure the transfer of CMS technology to the identified replacement (new CMS Editor) at least two (2) weeks before the effectivity of retirement, resignation or transfer of the outgoing CMS Editor. On the other hand, in case of retirement, resignation, transfer to another office of the CMS Approver (usually the head of office), the incoming head of office shall prepare a memorandum addressed to the Chief, SDD communicating the change in CMS Approver, together with the preferred user name of the new CMS Approver.

9. Maintenance of the technical infrastructure (i.e. CMS templates, network, servers, registration database, etc.) of the BIR website/portal/KB shall be the responsibility of the Information Systems Group (ISG).

   A separate Order shall be issued to define the policies (i.e. access to portal channels, security, registration, etc.) and responsibilities of concerned offices under the ISG in the maintenance of the technical infrastructure of the BIR website/portal/KB.

IV. GUIDELINES AND PROCEDURES

Concerned BIR Offices (Owners of Information specified in Annex A)

A. Designated CMS Editor

1. Post the article(s) approved by the respective Assistant Commissioner and Deputy Commissioner (where necessary) in the BIR website/portal/KB within the day of receipt of article using the portal's Content Management System (CMS).

2. Prompt the head of office (CMS Approver) to review the article created via the CMS *(the CMS Approver shall also receive an automatic e-mail prompt from the CMS).*

3. Make necessary revisions in article(s) that may be rejected by the CMS Publisher.

B. Designated CMS Approver

1. Oversee the preparation of article(s) to regularly update the content of (owned) information posted in the BIR website/portal/KB, and submit the same to the respective Assistant Commissioner and Deputy Commissioner (where necessary), for review and approval.

2. Review/check the articles created by the CMS Editor via the CMS in terms of its form (spelling, consistency of format, font, etc.) and correctness of attachment (if any), and approve/disapprove, as the case may be.

3. Submit a formal request to the Corporate Communications Division (CCD) in case of the following:

   a. Need to post/publish new information in the BIR website/portal- the form in Annex B shall be used for this purpose

   b. Need to revise the presentation/layout of currently posted information in the BIR website/portal/KB - the details/specifications for the desired revision(s) and the name(s) and telephone number(s) of contact person(s) shall have to be indicated in the request

4. Prepare a memorandum addressed to the Chief, Systems Development Division (SDD) communicating any change(s) in their office's CMS Editor/Approver, together with the preferred user name, within fifteen (15) days from date of reporting of new CMS Editor/Approver.

C. Head of Offices Identified As Source of Information[*]

1. Oversee the preparation of article(s) to regularly update the content of (owned) information posted in the BIR website/portal/KB, and submit the same to the respective Assistant Commissioner and Deputy Commissioner (where necessary), for review and approval.

2. Forward hard and soft copies of the approved article for posting in the BIR website/portal/KB to the office of the designated CMS Editor/Approver for the particular information, as specified in Annex A.

Corporate Communications Division (CCD)

A. Designated CMS Editor

1. Prepare article(s) to regularly update the content of (owned) information posted in the BIR website/portal/KB.

2. Post in the BIR website/portal/KB approved article(s) assigned to the CCD (as specified in Annex A) within the day of receipt of article using the portal's Content Management System (CMS).

3. Prompt the assigned CMS Approver to review the article created via the CMS *(the CMS Approver shall also receive an automatic e-mail prompt from the CMS).*

[*] Refers to BIR offices that do not have its own CMS Editor but was identified as source of information in Annex A (specified in column 1 of the matrix) of this Order.

4. Make necessary revisions in article(s) that may be rejected by the CMS Approver/Publisher.

5. Coordinate with the Systems Development Division (SDD) for the creation of link/uploading of soft copy of new information into the FTP server, in case of one-time posting of new information (i.e. announcements, information materials on new projects, etc.) in the "What's New" portion. Once the file is uploaded, proceed with the posting of the new information in the BIR website/portal/KB using the CMS.

B. Designated CMS Approver

1. Oversee the preparation of article(s) to regularly update the content of (owned) information posted in the BIR website/portal/KB.

2. Check the article(s) created by the CMS Editor via the CMS in terms of its form (spelling, consistency of format, font, etc.) and correctness of attachment (if any), and approve/disapprove, as the case may be.

3. Give briefings/walkthrough on the CMS for newly-designated CMS Editors.

C. Designated CMS Publisher (Chief/Asst. Chief, CCD)

1. Oversee the preparation of article(s) to regularly update the content of (owned) information posted in the BIR website/portal/KB, and submit the same to the Assistant Commissioner, Policy and Planning Service, for review and approval.

2. Review the articles approved by the CMS Approvers and publish it via the CMS in the BIR website/portal/KB once its form and attachment (if any) are found to be in order. Otherwise, reject the articles (indicate comments/reasons why article was rejected).

3. Prepare a request addressed to the Chief, SDD for the creation of new template in the CMS, for the permanent posting/regular updating of new information in the BIR website/portal/KB.

4. Coordinate with the SDD for the specifications for changes in existing CMS templates requested for revision by other information owners.

Systems Development Division (SDD)

1. Create link for the uploading of soft copy of new information into the FTP server for its posting in the "What's New" portion.

2. Develop new CMS templates and test it prior to deployment.

3. Revise CMS templates based on the specifications provided by the owner/source of information and test the revision prior to deployment.

4. Create CMS account for new Editors/Approvers.

5. Coordinate with the designated BIR Portal Administrator, portal service providers and other offices in the Bureau's Information Systems Group for the resolution of technical issues related to the performance of the BIR website/portal/KB.

6. Formulate policies and procedures related to the maintenance of the portal's CMS.

V. REPEALING CLAUSE

This Order supersedes all revenue issuances or portions thereof inconsistent herewith.

VI. EFFECTIVITY

This Order takes effect immediately.

(Original Signed)
LILIAN B. HEFTI
Commissioner of Internal Revenue

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