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

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RECORDS MGT. DIVISION

May 6, 2022

REVENUE MEMORANDUM ORDER NO. 27-2022

SUBJECT: **Amendments on the Reporting and Evaluation of Accomplishments of RDOs under the Taxpayer Awareness Program**

TO: All Revenue District Officers, Regional Directors and Other Concerned Revenue Officials and Employees

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I. BACKGROUND

Since the implementation of the Taxpayer Awareness Program (TAP) in 2020, the level of tax information dissemination activities being conducted by the Revenue District Offices (RDOs) kept on improving in spite of the challenges and restrictions brought about by the COVID-19 pandemic.

It is because of the said challenges and restrictions that the use of social media has gained more prominence and popularity as a potent communication channel to reach out to taxpayers during the COVID-19 pandemic.

In view of this, the Bureau of Internal Revenue (BIR) has issued Revenue Memorandum Order (RMO) No. 7-2022 on January 18, 2022 establishing the policies and guidelines for the creation and management of official social media accounts of the Bureau's regional and district offices. In the said Order, the regional/district offices are required to prepare semestral report on their "Social Media Accounts Performance" that will include metrics, namely: no. of page reach (for Facebook), no. of views (for YouTube), and no. of followers (for Twitter).

With this new reportorial requirement for the RDOs and considering the difficulty in reporting and validating the social media postings of the RDOs under the TAP, there is a need to streamline the reporting of accomplishments under the Program.

Furthermore, with the issuance of RMO No. 25-2022 (BIR Operational Key Performance Indicators for the Revenue Regions, Large Taxpayers Service and Revenue District Offices) on April 28, 2022, there is also need to revise the guidelines in the determination of Score and OPCR Rating of RDOs under the TAP.

II. OBJECTIVE

This Order is being issued to:

1. Prescribe the amended guidelines in the reporting of accomplishments under the Taxpayer Awareness Program (TAP);

2. Revise the matrix being used as guide in the determination of Score and OPCR Rating of RDOs under the TAP; and

3. Prescribe the revised templates in the reporting of accomplishments under the TAP.

III. GUIDELINES

1. The **"Posting of Tax Information Materials in Social Media"** (Facebook, YouTube, etc.) shall no longer be reported under the TAP, starting with the RDOs' 1st Semester 2022 accomplishment report, since it shall be evaluated separately under RMO No. 7-2022.

2. The RDOs shall continue the preparation of their own tax information materials (i.e., instructional videos, AVPs, social media cards, etc.), for approval by their respective Sub-Social Media Team Head prior to posting in their official social media accounts.

   The tax information materials prepared and posted by the RDOs in their official social media accounts shall also not be reported under the TAP since posting of the same in the social media shall directly affect/impact the RDOs' "Social Media Accounts Performance" (no. of page reach, no. of views and no. of followers) to be monitored/evaluated by the Public Information and Education Division (per RMO No. 7-2022). This is based on the premise that the more quality tax information materials[1] are posted in the RDOs' social media accounts, the more taxpayers shall be interested to visit, view and read the tax information posted therein, thus increasing the no. of page reach, no. of views and no. of followers of the RDOs' social media accounts.

3. To capture the contribution to the TAP of "Posting of Tax Information Materials in Social Media", Points shall be given to the RDOs based on their "Social Media Accounts Performance" ranking as follows:

RDO's Rank in "Social Media Accounts Performance"*	**Points****
First 15 RDOs in the Nationwide Ranking	60
Next 20 RDOs in the Nationwide Ranking	50
Next 30 RDOs in the Nationwide Ranking	40
Next 35 RDOs in the Nationwide Ranking	30
Remaining RDOs in the Nationwide Ranking	20

**To be based on the report to be prepared by the Public Information and Education Division.*

***To be added by the Internal Communications Division to the RDO's Total Points for the semester.*

[1] *Quality tax information materials are informative, relevant/updated, accurate, easy-to-understand and creative in presentation (with graphics, animation, audio, etc.).*

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4. The guidelines in the giving of Points to the other tax information dissemination activities of the RDOs shall remain the same, with some clarifications (that shall be strictly observed) indicated hereunder.

ACTIVITY	POINT	REQUIRED DOCUMENTATION
Conduct of tax seminars/ briefings/webinars – *Indicate in the report the name of seminar/briefing/webinar, date of conduct and no. of attendees* – *Only seminars/briefings/webinars conducted for **external participants** are included in the giving of Points.* – *Seminars/briefings/webinars with multiple topics and same set of attendees shall not be given separate Points per topic.*	3 Points (if below 100 attendees) 5 Points (if 100 or more attendees)	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs *(optional)*
Meetings/dialogues with LGU officials and other private sector groups (except zonal valuation meetings, assessment/collection matter-meetings and non-tax related meetings) – *Indicate in the report the name of the group/s that met with the RDO and the date of meeting*	1 Point (per conduct of meeting regardless if there are several groups attending the meeting)	• Pictures of event • Publication in BIR Weekender Briefs *(optional)*
Briefing for New Taxpayer Registrants – *Indicate in the report the date of conduct of briefing and the no. of attendees* – *If briefing for new taxpayer registrants is conducted 2 times in a day (AM and PM with different set of participants), 1 Point shall be given per conduct of briefing.* – *One-on-one briefings with taxpayers conducted in a day shall collectively*	1 Point (per conduct of briefing)	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs *(optional)*

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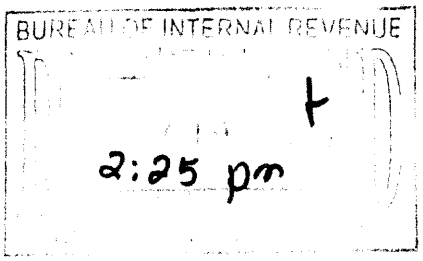
ACTIVITY	POINT	REQUIRED DOCUMENTATION
be given 1 Point even if conducted several times in a day.		
Conduct of Tax Quiz and other special events to promote tax awareness, *which include establishment of Tax Assistance Centers* – *Indicate in the report the manner of conduct of Tax Quiz/special events, date of conduct and no. of participants* – *The **establishment of Tax Assistance Centers (TAC) in public places** is considered as a special event to be **given 7 Points per TAC established outside BIR office/premises** (and NOT per date it was established).*	**7 Points** - per conduct of traditional (face-to-face) Tax Quiz and other special events **5 Points** - per conduct of online/virtual Tax Quiz and other special events **7 Points** – per TAC established outside BIR office/premises	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs *(optional)*
TV/radio guesting/interview – *Indicate in the report the name of TV/radio program, date of guesting and name of BIR official(s)/ personnel who guested in the program* – *No separate Points shall be given per BIR official/personnel who guested in the program*	3 Points (per actual guesting/interview in a program)	• Pictures of event • Publication in BIR Weekender Briefs *(optional)*
Sending of speakers on BIR/tax-related matters to other government/private sector-initiated events – *Indicate in the report the name and date of event and name of speaker/s sent*	2 Points (per event regardless of the no. of speakers sent)	• Pictures of event • Publication in BIR Weekender Briefs *(optional)*

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ACTIVITY	POINT	REQUIRED DOCUMENTATION
Distribution of tax information materials (either thru manual distribution or e-mail) - ***BIR Forms are not considered as tax information materials*** *since they are "tax compliance" materials. Thus, they are* ***not qualified to be given Points*** *under this activity.* - *The tax information materials reported as distributed in Annex B1 should be reported also in Annex A in order for the giving of Points to be considered as valid.*	3 Points (per type of tax information material distributed)	• Report on Number of Tax Information Materials Distributed *(use format in Annex A)* • Picture (or sample) of information material/s distributed • Pictures of event
Press Release - *Press Release should be prepared by the RDO* - *Indicate in the report the subject matter of Press Release, date of publication and name/s of newspaper where it was published.* - *In case a Press Release was published in several newspapers, 2 Points shall be given per newspaper where it was published.*	2 Points (per newspaper where the Press Release was published)	• Copy of Press Release • Picture of published news article (showing the name of newspaper and the date of publication)
Radio/TV announcements - *Script of announcement should be prepared by the RDO* - *Indicate in the report the subject matter of Announcement, date when it was announced and name/s of radio/TV station/s where it was announced.* - *In case an Announcement was broadcasted in several radio/TV station/s, 2 Points shall be given per radio/TV station where it was broadcasted.*	2 Points (per radio/TV station where the Announcement was broadcasted)	• Copy of Announcement • Certification from radio/TV stations

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ACTIVITY	POINT	REQUIRED DOCUMENTATION
Display of streamers/tarpaulins (including LED billboards) - *Only streamers/tarpaulins/billboards containing information on tax matters and taxpayer-related programs are included in the giving of Points under the TAP.* - *Streamers/tarpaulins with non-tax related information, such as about GAD, celebrations, events, etc. are not included in the giving of Points under the TAP.*	2 Points (per type of content)	• Picture of streamer/tarpaulin/ billboard on display
Motorcade/Recoreda – *Indicate in the report the area/s covered and date of conduct*	2 Points (per date of conduct of motorcade/ recoreda)	• Picture of event • Publication in BIR Weekender Briefs *(optional)*
Implementation of new/innovative idea on tax information dissemination/delivery of taxpayer service – *AVPs, instructional videos and other information materials (i.e. flyers, powerpoint presentation, etc.) prepared by the RDO are not considered as new/innovative ideas* – *To properly validate the implementation of innovative/new idea/s, the "Required Documentation" for this Activity should be included in the TAP Accomplishment Reports submitted by the RDO to the CSU Head (soft copy of which to be furnished to Internal Communications Division)* – *Qualified new/innovative ideas can be given 10 Points **only on the semester it was first implemented***	10 Points	• Description of new/innovative idea on tax information dissemination/ delivery of taxpayer service (to include mechanics/ procedures); report on when it was implemented; and its impact (results) in the district operation • Pictures of event • Publication in BIR Weekender Briefs *(mandatory)*



5. With the issuance of RMO No. 25-2022, the **TAP KPI Weight has been increased from 1.00 to 3.00** in consideration of the efforts being exerted by the RDOs in implementing the TAP. Similarly, the **Target for the TAP KPI has been increased also from "at least 10 Points" to "at least 15 Points per month"**. For purposes of determining the **Score** and **OPCR Rating** of each RDO for the TAP, the following matrix shall be used as guide:

Average Points* in TAP	**Score** (KPI Weight = 3.00)	**OPCR Rating**
30.00 & above	3.00	5
21.00 – 29.99	2.50	4
15.00 – 20.99	2.00	3
10.00 - 14.99	1.50	2
9.99 & below	1.00	1

** Per computation on a semestral basis and annual basis.*

6. To facilitate the preparation and review of TAP Accomplishment Reports, the report formats/templates *(attached as Annexes A and B1 in Excel file)* prescribed in this Order shall strictly be used by the RDOs in the preparation of their TAP reports.

7. The other report formats/templates, specifically Annexes B2, C1 and C2 prescribed under RMO No. 20-2021, still remain the same as well as the deadlines for submission of the TAP reports. The **Summary of Reports** to be prepared for the TAP is reiterated below.

Report	**Submitted By**	**Submitted To**	**Due Date**
Report on Number of Information Materials Distributed, if applicable (Annex A)	Revenue District Officers	Regional Director	On or before July 10 / January 10 *(part of Accomplishment Report – Annex B1)*
TAP Accomplishment Report (Annex B1), *including documentations*	Revenue District Officers	Regional Director	On or before July 10 / January 10
Consolidated TAP Accomplishment Report (Annex B2), including Annex B1 of RDOs - *Prepared by CSU Head*	Regional Director	ACIR, Client Support Service (thru Chief, Internal Communications Division)	On or before July 20 / January 20

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Report	Submitted By	Submitted To	Due Date
Evaluation Report on TAP (Annex C1 and Annex C2) - *Prepared by Internal Communications Division*	ACIR, Client Support Service	ACIR, Planning & Management Service	Semestral Report: On or before August 25 Annual Report: On or before February 25 of the following year

8. The semestral and annual Accomplishment Reports/Consolidated Accomplishment Reports on the Taxpayer Awareness Program (TAP) specified in RMO No. 18-2021, as superseded by RMO No. 25-2022, are no longer required to be prepared/submitted by the RDOs and the Regional Directors. The semestral/annual TAP Accomplishment Reports/Consolidated Accomplishment Reports specified in this Order are already sufficient for monitoring and evaluation purposes.

IV. REPEALING CLAUSE

This Order revises the provisions in RMO Nos. 31-2020, 20-2021 and other revenue issuances inconsistent herewith.

V. EFFECTIVITY

This Order takes effect immediately.

CAESAR R. DULAY
Commissioner of Internal Revenue

By:

MARISSA O. CABREROS
Deputy Commissioner
Legal Group
Officer-in-Charge

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