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

August 15, 2014

REVENUE MEMORANDUM ORDER NO. 31-2014

SUBJECT : **Regular Updating of Content of the BIR Website Using the New Content Management System**

TO : All Concerned Revenue Officials and Employees

I. BACKGROUND

On July 12, 2013, President Benigno S. Aquino III has issued Administrative Order (AO) No. 39 mandating all government agencies to migrate their websites to the Government Web Hosting Service of the DOST-Information and Communications Technology Office within one (1) year from the effectivity of the Order.

In compliance with the said AO, the Bureau of Internal Revenue (BIR) has embarked on the enhancement of its website following the provisions of the said Order, which requires, among others, the adoption of the uniform "look and feel" for government websites and the use of prescribed Content Management System (CMS) for the regular posting/updating of contents. One of the prescribed CMS is Joomla, which the BIR Content Managers will be using to create, update and publish contents in the new BIR Website.

II. OBJECTIVES

With the change in the CMS and the inclusion of new information in the BIR Website in response to the needs of the Bureau's stakeholders, this Order is being issued with the following objectives:

1. Specify the information for publication in the BIR Website and the corresponding owner of information in charge of regular updating of contents; and
2. Prescribe the policies and responsibilities of concerned BIR offices to implement the regular updating of information published in the BIR Website.

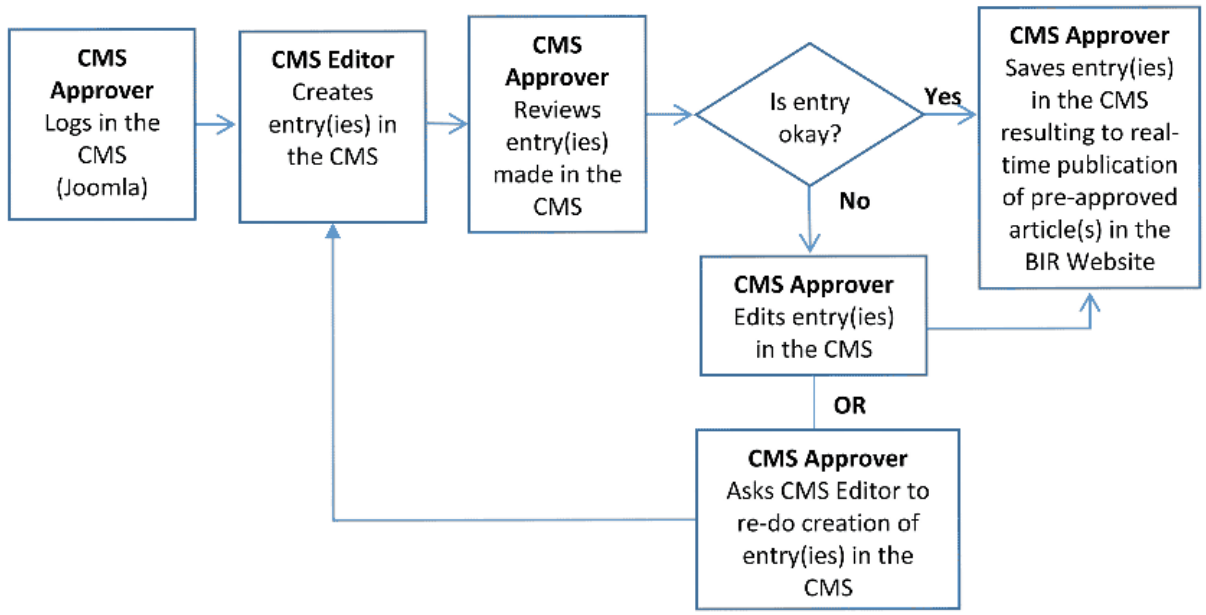
III. DEFINITION OF TERMS

1. Content Management System (CMS) - software (Joomla) used by identified Content Managers (CMS Editors and CMS Approvers) to create and edit entries for the publication in the BIR Website of pre-approved articles *(as specified in Annex A and explained in Section IV.3 of this Order).*

2. CMS Editors – appointed BIR personnel who create entries in the CMS for the posting of pre-approved articles in the BIR Website. This is done by inputting text and uploading soft copy of pre-approved documents or images as attachment.

3. CMS Approvers – designated BIR officials per identified office who review, edit and save the entries created by their respective CMS Editor(s) via the CMS for the publication of pre-approved articles in the BIR Website.

New CMS Process Flow



The content management process starts with the CMS Approver logging-in in the CMS (Joomla). Using Joomla, the CMS Editor then creates entry(ies) in the CMS for the posting of pre-approved article(s) in the BIR Website. The CMS Approver then reviews the entry(ies) made in the CMS in terms of accuracy, and edits it, if necessary. If major corrections are needed, the CMS Approver may ask the CMS Editor to re-do the creation of entry(ies) in the CMS. Once the entry has been reviewed and verified to be accurate, the CMS Approver saves the entry(ies) in the CMS resulting to its real-time publication in the BIR Website.

IV. POLICIES

1. Heads and Asst. Heads of BIR offices identified as content owners in Annex A of this Order shall ensure the regular and timely updating of their assigned/owned information posted in the BIR Website.

2. The designated CMS Approver and CMS Editor(s) of said offices shall use Joomla to publish new/updated articles in the BIR Website. For this purpose, a CMS account has been created per concerned BIR office, which should be kept secure at all times by the CMS Approver.

3. Articles for posting in the BIR Website should 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 that only pre-approved articles are posted by their office in the BIR Website.

4. Whenever there is a need to post/publish new information (information not yet currently posted) in the BIR Website, the concerned BIR office shall make a formal request (using the form in Annex B) addressed to the Chief, Internal Communications Division (ICD). 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 (whether one-time posting with a specific duration or intended to be posted permanently and updated regularly);
   c. Name of designated CMS Editor - *if new information is intended 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 home page of the BIR Website.

6. For new information to be posted permanently in the BIR Website, the ICD shall request the Systems Development Division (SDD) to create a new template in the CMS to implement the regular posting of the said information and its succeeding updates by the office that made the request.

7. If there is a need to revise the presentation/layout of currently posted information in the BIR Website, the concerned BIR office shall have to make a formal request addressed to the Chief, ICD indicating the details/specifications for the desired revision and the name(s) and telephone number(s) of contact person(s). The ICD, in turn, shall 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.

9. Concerned offices under the Information Systems Group (ISG) shall coordinate with the DOST-Information and Communications Technology Office to ensure the 24/7 availability of the BIR Website once it is migrated to the Government Web Hosting Service.

V. GUIDELINES AND PROCEDURES

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

A. Designated CMS Editor

1. Post the article(s) approved for publication in the BIR Website using the Content Management System (CMS) within the day of receipt of soft copy of article.

2. Prompt the CMS Approver to review the article(s) created in the CMS.

3. Make necessary revisions in the article(s), where necessary.

B. Designated CMS Approver

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

2. Log in to the CMS and ask CMS Editor to post the approved article(s) in the BIR Website, which are owned or assigned to the office for posting per Annex A of this Order.

3. Review/check the article(s) created by the CMS Editor in the CMS in terms of its form (spelling, consistency of format, font, etc.) and correctness of attachment (if any), and make necessary correction(s) or publish it, as the case may be.

4. Submit a formal request to the Internal Communications Division (ICD) in case of the following:
   a. Need to post/publish new information in the BIR Website - 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 - 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

5. Prepare a memorandum addressed to the Chief, ICD communicating any change(s) in their office's CMS Editor/Approver within fifteen (15) days from the 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 owned information posted in the BIR Website, 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(s) for posting in the BIR Website to the office of the designated CMS Editor/Approver for the particular information, as specified in Annex A of this Order.

Internal Communications Division

1. Evaluate the requests for publication of new information in the BIR Website as well as requests for revision of presentation/layout of currently posted information in the BIR Website forwarded by other BIR offices.

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

2. Forward to the Chief, Systems Development Division the abovementioned requests with corresponding instruction/recommendation on its placement in the BIR Website.

3. Maintain a list of all CMS Editors and CMS Approvers in the BIR.

4. Provide coaching for newly-designated CMS Editors/Approvers on the CMS, as necessary.

Systems Development Division

1. Develop new CMS templates for the new information requested for regular publication in the BIR Website, and test them prior to deployment.

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

3. Coordinate with the DOST-Information and Communications Technology Office and other concerned BIR offices for the resolution of technical issues related to the performance of the BIR Website once it is migrated to the Government Web Hosting Service.

VI. REPEALING CLAUSE

This Order supersedes Revenue Memorandum Order No. 1-2008 and all revenue issuances or portions thereof inconsistent herewith.

VI. EFFECTIVITY

This Order takes effect immediately.

(Original Signed)
KIM S. JACINTO-HENARES
Commissioner of Internal Revenue

H-3