REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
National Office Building
Quezon City

BURBAU OF INTERNAL REVENUE
RECORDS MGT. DIVISION
DEC 14 2022
10:40 a.m ADMIN-1
RECEIVED

November 23, 2022

REVENUE MEMORANDUM ORDER NO. 54 -2022

SUBJECT : Clarifications on the Evaluation of Social Media Accounts Performance of Revenue Regions and Revenue District Offices

TO : All Internal Revenue Officials and Employees, and Others Concerned

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I. BACKGROUND

The COVID-19 pandemic and the fast advancement of technology have elevated social media to a new level of popularity and communication efficacy. It is for this reason that the Bureau of Internal Revenue (BIR) has adopted the use of social media (Facebook, Twitter, and YouTube) as an additional platform for the wide dissemination of information on tax-related matters through the issuance of Revenue Memorandum Order (RMO) No. 24-2018 on May 24, 2018.

This was followed by the issuance of RMO No. 7-2022 on January 18, 2022 prescribing the policies and guideline in the creation and management of the Bureau's Revenue Regions (RRs) and Revenue District Offices (RDOs) respective official Facebook page, YouTube page and Twitter account, and requiring them to prepare semestral reports on their "Social Media Accounts Performance" that will include metrics on the Number of Page Reach on Facebook; Number of Views on YouTube; and Number of Followers on Twitter.

Moreover, under the Taxpayer Awareness Program, the RRs and RDOs will be ranked based on the evaluation of their Social Media Accounts Performance by the Public Information and Education Division per Section III.3 of RMO No. 27-2022.

II. OBJECTIVES

This Order is being issued to:

1. Provide clarification and guidance to the Revenue Regions (RRs) and Revenue District Offices (RDOs) on the preparation of their Report on Social Media Accounts Performance prescribed under RMO No. 7-2022; and

2. Provide the guidelines in the evaluation of the Social Media Accounts Performance of the RRs and RDOs.

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III. GUIDELINES

In order to evaluate the performance of the Revenue District Offices and the Regional Offices relative to the management of their official social media accounts (circularized under Revenue Memorandum Circular No. 138-2022), the following guidelines shall be followed:

A. Preparation of Report on Social Media Accounts Performance

Per RMO No. 7-2022, the Revenue Regions and Revenue District Offices are required to prepare a **Report on Social Media Accounts Performance** for submission not later than the tenth (10th) day after each semester to the Public Information and Education Division (PIED) via email at pied@bir.gov.ph. The reporting templates prescribed in the said Order shall be followed. For the step-by-step procedures and sample of how the required social media metrics shall be reported by the RRs and RDOs, please refer to **Annex A**.

B. Evaluation of Social Media Accounts Performance

The Public Information and Education Division shall consolidate the semestral Report on Social Media Accounts Performance submitted by the Revenue Regions (RRs) and Revenue District Offices (RDOs). The performance of said offices shall be evaluated by PIED based on the **Percentage Increase/Decrease** that will be reported in Annex A of RMO No. 7-2022 relative to the following metrics:

- No. of Page Reach (for Facebook)
- No. of Views (for YouTube)
- No. of Followers (for Twitter)

An illustrative example showing how the social media accounts performance of the RRs and RDOs shall be evaluated is shown in **Annex B**.

C. Points Under Taxpayer Awareness Program

In relation to the implementation of the Taxpayer Awareness Program prescribed under RMO No. 24-2020, as amended by RMO No. 27-2022, the following Points shall be given to the Revenue District Offices (RDOs) based on their "Social Media Accounts Performance" ranking to be determined by the Public Information and Education Division:

RDO's Rank in "Social Media Accounts Performance"	Points
First 15 RDOs in the Nationwide Ranking	60
Next 15 RDOs in the Nationwide Ranking	50
Next 15 RDOs in the Nationwide Ranking	40
Next 15 RDOs in the Nationwide Ranking	30
Next 15 RDOs in the Nationwide Ranking	20
Remaining RDOs in the Nationwide Ranking*	10

**No Points shall be given to RDOs without any official social media account communicated to PIED.*

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IV. REPEALING CLAUSE

The provisions of revenue issuances that are inconsistent herewith are hereby amended or modified accordingly.

V. EFFECTIVITY

This Order takes effect immediately.

ROMEO D. LUMAGUI, JR.
Commissioner of Internal Revenue

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