



Republic of the Philippines
Bangsamoro Autonomous Region in Muslim Mindanao
OFFICE OF THE CHIEF MINISTER

Bangsamoro Government Center, Governor Gutierrez Avenue, Rosary Heights VII, Cotabato City 9600

MEMORANDUM

Circular No. 4436
Series of 2026

TO : ALL MINISTRIES, AGENCIES, AND OFFICES
Bangsamoro Autonomous Region in Muslim Mindanao

SUBJECT : GUIDELINES ON LED CONTENT MANAGEMENT AND CREATION OF
OCM LED CONTENT MANAGEMENT TEAM

DATE : 28 Shaban 1447 AH | 16 February 2026

I. Purpose

The purpose of these guidelines is to establish a standardized process for the creation, submission, approval, and posting of content for the OCM LED Wall (*located in BGC Front Gate*), ensuring that all information displayed is accurate, timely, and relevant. These guidelines also ensure that published content is appropriate and compliant with applicable communication and public information policies and standards.

To support this, the guidelines also provide for the creation of the LED Content Management Team, which shall be responsible for reviewing, approving, and overseeing all content prior to posting. This initiative aims to enhance the effectiveness of public information dissemination, promote transparency, and ensure that the LED Wall serves as a reliable and professional platform for government announcements, public service messages, and institutional updates.

II. Legal Basis

These guidelines are anchored on the mandate of the Information and Communications Office (ICO) as provided under Bangsamoro Administrative Act No. 13, Title III, Chapter 1, which empowers the ICO to "*propose management policies, systems, and processes to ensure economical and efficient delivery of information and communication technology support service to all offices of the Office of the Chief Minister.*"

In line with this mandate, the ICO is authorized to establish mechanisms, frameworks, and guidelines that promote standardized and effective ICT-related practices across the Office of the Chief Minister (OCM). This includes the development and implementation of policies governing digital platforms, communication systems, and information dissemination tools used by OCM offices.

Furthermore, the *Guidelines on Requesting Information and Communications Technology (ICT) Services* through the Information and Communications Office (ICO) Services Helpdesk App, issued through Memorandum Order No. 0313, s. 2025, provides the institutional framework for availing ICT-related services from the ICO. Among these services is the “Request for Public Information Posting”, which serves as the basis for the management and approval process of content intended for dissemination through official OCM digital platforms.

III. General Guidelines and Procedures

1. Content Categories

All requests for LED Content Posting shall strictly fall under the following approved categories to ensure consistency, relevance, and alignment with the communication objectives of the Office:

- a. Milestones and Accomplishment Reports - Summaries of completed activities, projects, or programs intended to inform the public of government progress and service delivery.
- b. News and Event Highlights – Timely reports or coverage of official events, activities, and engagements, including live press releases, statements, and updates intended to inform the public of current developments.
- c. Public Service Announcements - Formal notices or advisories issued to inform the public of important information such as schedules, deadlines, service interruptions, safety alerts that require public attention or action.
- d. Public Awareness Materials - Campaigns, infographics, or multimedia content that promote awareness on government initiatives, policies, and public safety matters.
- e. Legal and Policy Updates - New laws, ordinances, policies, or regulations affecting the public
- f. Others - Any content not falling within the above categories must be justified and subject to prior review and approval

Only materials categorized under these areas will be processed and posted. Any request outside these categories may be deferred or returned for proper classification and compliance.

2. File Technical Specifications

Video

- a. Format: All videos must be submitted in MP4 (.mp4) format and must be compressed as a zip file to ensure compatibility, uniformity and optimal playback across devices and platforms.
- b. Duration: The video content must have a minimum duration of 90 seconds and a maximum duration of 120 seconds. Submissions not meeting this duration requirement may be returned for revision and compliance.

- c. Resolution: at least 1920 x 1080 pixels (Full HD).

Photo (Slides)

- a. Maximum Number of Slides/Photos: A maximum of ten (10) slides or photos per request is allowed.
- b. Resolution: All images must have a minimum resolution of 300 pixels per inch (ppi) to ensure high-quality output.
- c. Dimensions: Each slide or photo must conform to the standard size of 1920 x 1080 pixels (Full HD).

Submissions that do not meet these standards may be returned for revision prior to processing or posting.

3. Request Procedure

- a. The requesting unit or personnel shall send the request through email: ocm-led@bangsamoro.gov.ph, with the following attachments:
 - Approved request letter (addressed to the ICO Head)
 - Content intended for posting (compressed as a zip file); and
 - Certificate of Report Accuracy (see Annex A)
- b. The *Content Reviewers* will evaluate the submitted content to ensure its accuracy, appropriateness, and compliance with posting guidelines.
- c. Once approved, the *Technical Support Officer* will proceed with uploading and displaying the content on the OCM LED Wall.

4. Schedule of Posting

- a. To ensure timely dissemination and consistency of public information, all approved content for posting shall follow the official daily posting schedule as follows:

Monday to Friday, including holidays when applicable, for a maximum of three (3) consecutive days, from 7:00 AM to 8:00 PM.

- b. The following posting guidelines shall apply:
 - **News** – to be posted on the **same day** of receipt to maintain content freshness
 - **Others** – to be posted at maximum of **two days** after receipt

IV. OCM LED Content Management Team

1. Functions

- a. Review and ensure that all submitted content for the OCM LED Wall aligns with these guidelines.
- b. Evaluate and verify materials for accuracy, appropriateness, and adherence to technical specifications and formatting standards prior to display.
- c. Manage a scheduling system for LED content to ensure timely, organized, and strategic dissemination of messages.
- d. Coordinate with requesting offices on submission guidelines, required revisions, and final content approval.
- e. Maintain comprehensive records of all requests, approvals, schedules, and content logs for transparency and reporting purposes.
- f. Ensure that all content upholds BARMM branding protocols, communication ethics, and information security standards.

2. Composition

a. Team Leader - Information and Communications Office Head

Oversees overall management of the LED wall content; ensures content is aligned with government policies; approves final content for posting.

b. Content Reviewers - Bangsamoro Information Office Team

Ensures content is appropriate, ethical, and adheres to official guidelines (e.g., ARTA, FOI, RA 8792); checks spelling, grammar, and messaging clarity. Will feedback the requestee of any findings requiring revision or appropriate action.

c. Technical Support Officer - Information and Communications Office Team

Ensures the technical readiness of content for LED display (e.g., file format, resolution, and duration), performs the posting activity, but does not create or design the content.

V. V. Effectivity

These guidelines shall take effect immediately.

For information, guidance, and compliance.

By Authority of the Chief Minister
ABDULRAOF A. MACACUA


ABDULLAH M. CUSAIN
Acting Senior Minister

OCM-BARMM AMS-RD
AAA199770



(Insert letterhead and official seal, if applicable)

Annex A

Certification of Report Accuracy

This is to certify that the contents of the following report/s submitted for publication on the OCM LED Wall located at the Bangsamoro Government Center Front Gate are true, correct, and accurate to the best of my knowledge and belief. The submission also upholds legal bases, cultural sensitivity, and non-partisanship, ensuring that all content is appropriate, ethical, and compliant with official guidelines (e.g., ARTA, FOI, RA 8792).

Name of Office	Type of Report	Details of Report	Format
MENRE	Air Quality Report	Recorded on August 28-29, 2025	Image
BTA	News	Published on August 10, 2025	Video
MSSD	Accomplishment/ Highlights	For June 2025	Slideshow

Done this ___ day of _____, 20, at _____.

Signature over Printed Name
Head of Ministry/Office/Agency

