



**PHILIPPINE LUZON DISTRICT (PLD) OF KIWANIS INTERNATIONAL, INC.
K36**

**PLD RESOLUTION NO. 2025-006
GUIDELINES FOR THE MANAGEMENT OF PLD SOCIAL MEDIA ACCOUNTS**

WHEREAS, the Philippine Luzon District maintains social media accounts, specifically in Facebook;

WHEREAS, these social media accounts have various benefits to the district and clubs, such as:

- Provide a digital platform for Branding and Image;
- Enable the prompt and easy dissemination of vital information to all Kiwanians;
- Serve as a venue to showcase projects and accomplishments; and
- Function as a virtual room where Kiwanians can interact with one another;

WHEREAS, it is imperative to establish these guidelines to fully maximize the use of these social media accounts and ensure orderly management of these accounts;

WHEREFORE, BE IT RESOLVED, that this resolution establishing guidelines for the management of PLD social media accounts as follows is adopted:

GUIDELINES FOR THE MANAGEMENT OF PLD SOCIAL MEDIA ACCOUNTS

A. Kiwanis Philippine Luzon District

1. This serves as the official Philippine Luzon District Facebook Page.
2. As a Facebook page, it is where the district will connect to Kiwanians, partners, stakeholders and the public.
3. To ensure continuity, the creator/s of the page shall not be replaced. The creator and/or administrators is/are prohibited from deleting or deactivating the page.
4. Its administrators, who are usually the District Secretary, Public Relations Chairperson, and Office Administrator of the current administrative year, shall be assigned by the district governor. At the end of the administrative year, the creator shall remove all administrators and add new ones upon the directive of the district governor.
5. The page contents, which are limited to the following, shall be decided exclusively by the administrator:
 - a. Matters from Kiwanis International and ASPAC
 - b. Official district announcements
 - c. District News and Feature articles
 - d. Recognitions
6. Kiwanians are encouraged to follow the page to receive vital information.

7. For a more cohesive digital presence, this page shall be linked to the district's official website.

B. Kiwanis Bulletin

1. This serves as the official Philippine Luzon District Facebook Group.
2. As a Facebook group, it is where Kiwanians may communicate or interact about shared interests in real-time or at the very moment when an actual event takes place.
3. To ensure continuity, the creator/s of the group shall not be replaced. The creator and/or administrators is/are prohibited from deleting or deactivating the group.
4. Its administrators, who are usually the District Secretary, Communications Committee Chairperson, and Office Administrator of the current administrative year, shall be assigned by the district governor. At the end of the administrative year, the creator shall remove all administrators and add new ones upon the directive of the district governor.
5. Any member of the Philippine Luzon District may submit contents for posting, subject to the sole review and approval of the administrators in accordance with existing policies. Posting using personal, club or division Facebook account is allowed in this group.
8. The Facebook posts on this group may be any Kiwanis-related matters or concerns, such as but not limited to the following:
 - a. Club announcements
 - b. Club projects or activities
 - c. Campaign posters
 - d. Fundraising events
6. For a more cohesive digital presence, this page shall be linked to the district's official website.

C. ANG KIWANIAN

1. This serves as the counterpart of the ANG KIWANIAN physical magazine.
2. While it is a Facebook group, only the administrators have the authority to manage its posts and contents.
3. To ensure continuity, the creator/s of the group shall not be replaced. The creator and/or administrators is/are prohibited from deleting or deactivating the group.
4. Its administrators, who are usually the District Secretary, Public Relations Chairperson, and Office Administrator of the current administrative year, shall be assigned by the district governor. At the end of the administrative year, the creator shall remove all administrators and add new ones upon the directive of the district governor.
5. Only Club/Division Public Relations Chairpersons may submit contents for posting, subject to the sole review and approval of the administrators in accordance with existing policies. Posting using personal Facebook accounts is prohibited, only Club or Division Facebook accounts are allowed to post in this group.
6. The Facebook posts on this group are limited to club or division news and feature articles (e.g. club or division projects or accomplishments) and the postings shall be formatted as a "detached" page of an A4-sized magazine.
7. For a more cohesive digital presence, this page shall be linked to the district's official website.

CERTIFIED TRUE AND CORRECT:

ATTESTED BY:

RICARDO FRANCISCO MIRANDA
District Secretary, AY 2025-2026

STACHYS NEIL E. ESPINO
District Governor, AY 2025-2026