



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

EXECUTIVE ORDER NO. 0002

Series of 2025

**REORGANIZING THE STRATEGIC COMMUNICATIONS FUNCTION
WITHIN THE OFFICE OF THE CHIEF MINISTER,
AND CREATING THE STRATEGIC COMMUNICATIONS TEAM (SCT)**

WHEREAS, it is the policy of this Administration to foster greater accessibility between the Chief Minister and the Bangsamoro people by enhancing communication and engagement through effective communication strategies;

WHEREAS, the Chief Minister is committed to ensuring that the Bangsamoro people are informed, engaged, and connected with the policies, programs, and initiatives of this Administration, while maintaining transparency and openness in all public communications;

WHEREAS, this Administration, vowing continuation of previous Administration's efforts and ensuring the successful completion of the Government of the Day's remaining agenda until October 2025, necessitates effective and strategic communication across BARMM;

WHEREAS, strategic communications and addressing misinformation and disinformation are essential to maintain public trust and confidence;

WHEREAS, the current strategic communications support to the Chief Minister is drawn from various individuals across different offices and units within the Office of the Chief Minister, including informal or ad hoc arrangements, resulting in fragmented coordination, inconsistent approval processes, and overlapping functions;

WHEREAS, there is a pressing need to consolidate these efforts into a dedicated and organized office with clearly defined roles and responsibilities to ensure coherence, efficiency, and accountability in the delivery of strategic communication initiatives;

WHEREAS, under Sec. 68, Chapter 4, Title III, Book IV of the Bangsamoro Administrative Code, the Chief Minister has the continuing authority to reorganize the administrative structure of the OCM.

NOW, THEREFORE, I, ABDULRAOF A. MACACUA, Chief Minister of the Bangsamoro Autonomous Region in Muslim Mindanao, by virtue of the powers vested in me by law, do hereby order:

Section 1. Creation of the Strategic Communications Team. There is hereby created a Strategic Communications Team (SCT) under the Office of the Chief Minister (OCM). The SCT shall be responsible for the strategic communication needs of the Chief Minister, including the amplification of its priority agenda, and fostering strong relationships with stakeholders within and outside BARMM.

Section 2. Powers and Responsibilities. The SCT shall have the following powers and functions:

1. Complement the Bangsamoro Information Office (BIO) in the dissemination of information on policies, programs, official activities and achievements of the Chief Minister and the Cabinet;
2. Develop and implement Communications Guidelines and a Strategic Communications Plan (SCP) incorporating the Chief Minister's official slogan and messaging priorities.
3. Establish strong coordination mechanisms with the BARMM Spokesperson, Bangsamoro Information Office (BIO), and Information and Communication Office (ICO), and Information Offices/Officers (IOs) of BARMM Ministries, Offices, and Agencies (BMOAs) and including their provincial focal/counterparts, to ensure effective communication of the Chief Minister's key messages.
4. Coordinate and collaborate with IOs of Local Government Units (LGUs) and other strategic stakeholders.
5. Develop, formulate, and execute guidelines on matters requiring strategic communication and messaging aligned with the Chief Minister's priority agenda.
6. Create and oversee appropriate communication frameworks, including emergency response and crisis communication plans, and public engagement strategies.
7. Conduct media and stakeholder relations activities to maintain the image of the Chief Minister and the Bangsamoro Government.
8. Establish mechanisms to gather public feedback, monitor media coverage and public sentiment, and adjust strategies accordingly.
9. Respond to emerging issues or crises in the media, ensuring that the Chief Minister's position is communicated effectively and consistently.
10. Attend Cabinet meetings of the Chief Minister when agenda items have implications for strategic communications, such as those involving policy direction, political positioning, messaging priorities, or crisis response, and respond accordingly to the outcomes.
11. Attend executive-level meetings of BARMM officials involving the Chief Minister when matters discussed may affect public perception, stakeholder engagement, or require coordinated messaging, and provide necessary strategic communication inputs and follow-through.
12. Manage and administer all official communication outlets of the Chief Minister.
13. Submit periodic status reports to the Chief Minister on the implementation and progress of the SCP.
14. Perform other related functions as the Chief Minister may assign from time to time.

Section 3. Composition. The SCT shall be composed of the following:

Mohammad Abqary A. Alon	Chairperson
Engr. Solayman S. Maso, MSc, Ph.D.	Head, Strategic Messaging Unit
Fahad A. Sabal, LPT, MBA	Head, Media & Stakeholder Relations Unit
William S. Solano, Jr.	Head, Media Convergence Unit

1. **SCT Chairperson** – Oversees operations, sets goals, and ensures the alignment of the communication strategies with the Chief Minister's position, agenda, and objectives.
2. **Strategic Messaging Unit** – Writes strategic content, op-eds, speeches, articles, and press releases; formulates and executes the overall communications strategy; develops communication campaigns for key initiatives/policies of the Chief Minister; and monitors and analyzes public opinion, media coverage, and effectiveness of communication strategies.
3. **Media Convergence Unit** – Creates, produces, and distributes multimedia content (e.g., videos, graphics, press releases, etc.) to communicate the Chief Minister's messages; and maintains the Chief Minister's online presence and social media engagement.
4. **Media and Stakeholder Relations Unit** – Builds and maintains relationships with media outlets, journalists, and external stakeholders important to the Administration's success; coordinates with BMOAs and LGUs to implement communication strategies.

Section 4. Execution of Communication Strategies. The media contents of the BIO, ICT systems managed by the ICO, and communication efforts of BMOAs shall be aligned with the communication strategies of the SCT. For this purpose, the following shall be established:

1. **Strategic Communications Coordinating Committee.** A Strategic Communications Coordinating Committee (SCCC) is hereby created that shall serve as the central body for aligning the media contents of the BIO and ICT systems managed by the ICO with the Strategic Communication Plan (SCP) developed by the SCT. The SCCC will ensure that all media contents published in BIO and ICO information platforms reflect the priority agenda of the Chief Minister, while also facilitating coordination between the OCM, BIO, ICO, and relevant offices involved in the Chief Minister's public engagements.
 - a. **Composition of the SCCC.**
 - i. Chairperson – SCT Chairperson.
 - ii. Co-Chairpersons - Executive Director of the BIO and Chief of ICO.
 - iii. Members - Unit Heads of the SCT, and at least three (3) designated representatives from relevant divisions of the BIO and ICO; and one (1) representative each from the Protocol Division (PD) and the Social Appointments Division (SAD) under the Office of the Chief of Staff (OCOS).

b. Functions of the SCCC.

- i. Convene regularly to review, align, and approve communication outputs to ensure consistency with the Chief Minister's priority agenda.
- ii. Act as a forum for discussing strategic issues related to the communication of the Chief Minister's policies, positions, key messages, and priority agenda.
- iii. Provide guidance and recommendations for improving communication coordination between the SCT, BIO, and ICO, and other support units within the OCM.
- iv. Facilitate alignment between the Chief Minister's official schedule and planned communication releases by closely coordinating with the PD and SAD.
- v. Convene members of the Bangsamoro League of Information Officers (BLIO) to ensure that communication efforts from various BMOAs align with SCP and the Chief Minister's priority agenda.
- vi. Ensure that all communications are harmonized with the overall strategic communication objectives of the Chief Minister.

2. Strategic Communications Task Force. There shall be a Strategic Communications Task Force (SCTF) that shall be responsible for crafting media content published in BIO and ICO information platforms that requires Chief Minister's position, priority agenda, and alignment with the SCP.

a. Composition.

- i. Head - Head of the Strategic Communications Team (SCT).
- ii. Members - Heads of SCT Units, and at least three (3) designated staff from BIO and at least one (1) from ICO.

b. Functions:

- i. Execute SCP, and develop materials and initiatives that reflect the SCP.
- ii. Collaborate on producing press releases, speeches, social media content, and public statements that may require alignment with the priority agenda of the Chief Minister.
- iii. Provide support in crisis communication and urgent messaging when required, ensuring that the messaging is consistent and timely.

Section 5. Data Privacy and Ethical Standards. The SCT, SCCC, and SCTF, their members, and all involved personnel shall strictly comply with the Data Privacy Act of 2012 and uphold the highest ethical standards in all communications. Personal data shall be collected, processed, and disseminated only as authorized by law, with due regard for confidentiality, integrity, and the rights of data subjects. All communications must be accurate, transparent, and respectful of public trust.

Section 6. Fund. The operations of the SCT shall be funded from the contingent fund allocated to the Office of the Chief Minister.

Section 7. Repealing Clause. All provisions of prior executive orders, circulars, or regulations that are inconsistent with this Order are hereby repealed or amended accordingly.

Section 8. Sunset Clause. The SCT, SCCC, and SCTF created under this Executive Order shall exist and operate until such time that a new Chief Minister has assumed office, unless earlier dissolved or extended by a subsequent Executive Order. Upon the expiration of this period, the SCT and the SCTF shall automatically cease to exist, and all its functions, assets, and personnel shall revert to the appropriate units within the Office of the Chief Minister or as may be determined by the Chief Minister.

Section 9. Effectivity. This Executive Order shall take effect immediately.

Done in the City of Cotabato, this 21st day of April, 2025.


ABDULHAFID A. MACACUA
Chief Minister



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Bangsamoro Autonomous Region in Muslim Mindanao	
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DATE :	23 APR 2025
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