Republic of the Philippines
OFFICE OF THE PRESIDENT
NATIONAL IRRIGATION ADMINISTRATION
CENTRAL OFFICE

NATIONAL IRRIGATION ADMINISTRATION
RELEASED
OCT 15 2026
By:
RD-RECORDS

MEMORANDUM CIRCULAR No. 96
Series of 2026

TO : **THE SENIOR DEPUTY ADMINISTRATOR**
DEPUTY ADMINISTRATORS
DEPARTMENT, REGIONAL, AND PROJECT MANAGERS
NIA PUBLIC RELATIONS TEAM MEMBERS NATIONWIDE
ALL OTHERS CONCERNED
NIA Central Office and Field Offices Nationwide

SUBJECT : **STANDARDIZATION OF FACEBOOK PAGE NAME, PROFILE PHOTO, AND COVER PHOTO**

I. RATIONALE

This Memorandum Circular (MC) is issued in line with the National Irrigation Administration's (NIA) commitment to strengthening its digital presence. It is anchored on NIA MC No. 102, Series of 2026 (Implementation of the NIA Brand Playbook 2024) and NIA MC No. 39, Series of 2026 (Standardization of Logo in Official Documents).

In this regard, all official Facebook pages of NIA Regional Offices, Integrated Irrigation Systems Offices, and Project Management Offices nationwide shall adopt standardized and identifiable page names, profile photos, and cover photos to ensure consistency, authenticity, and easy recognition of official NIA social media accounts.

II. STANDARDIZED FACEBOOK PAGE NAME

All official Facebook Pages shall use the acronym **"NIA"** together with the corresponding Regional Office designation in Roman numerals.

The following names shall be observed:

- NIA Cordillera
- NIA Region I
- NIA Region II
- NIA Region III
- NIA Region IV-A
- NIA Region IV-B
- NIA Region V
- NIA Region VI
- NIA Region VII
- NIA Region VIII
- NIA Region IX
- NIA Region X
- NIA Region XI

- NIA Region XII
- NIA Region XIII
- NIA MARIIS
- NIA UPRIIS
- NIA JRMP II
- NIA INISAIP
- NIA BBMP II
- NIA CARP-IC

III. STANDARDIZED PROFILE PHOTO AND COVER PHOTO

All official Facebook Pages shall use the **official NIA logo and standardized profile and cover photo** prescribed by the Public Affairs and Information Staff (PAIS).

The NIA logo and sample proper profile may be accessed through:
https://tinyurl.com/fbpageprofilecoverbio

All concerned offices shall ensure that only the official and updated materials are used to maintain consistency and protect the identity of the Agency across social media platforms.

IV. FACEBOOK PAGE DESCRIPTION (BIO)

The following format shall be used in the **About/Bio** section of the official Facebook Page:
"The Official Facebook Page of the National Irrigation Administration [REGION]."

The concerned office shall provide and maintain its **complete and updated contact information**, including complete office address and other applicable contact details.

For **MARIIS, UPRIIS, INISAIP, JRMP II, BBMP II, and CARP-IC,** the acronym shall be spelled out in the page description.
Example: **"The Official Facebook Page of the National Irrigation Administration Magat River Integrated Irrigation System."**

V. PERSONAL FACEBOOK PROFILE

A **Facebook personal profile** is an individual account intended primarily for personal use to connect with friends, family, and communities.

Personnel who maintain an official professional presence through a personal Facebook profile are encouraged to enable **Professional Mode**, where appropriate, to access page-like features such as public followers, insights, and content management tools.

However, official NIA offices shall use an official Facebook Page, not a personal profile, as the primary social media account for institutional communication.

VI. IMPLEMENTATION AND COORDINATION

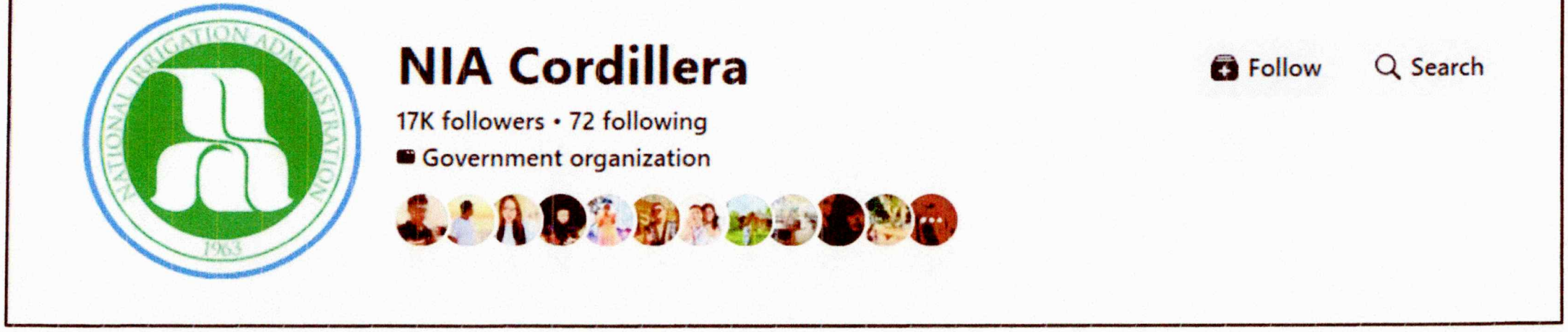
All concerned offices are directed to ensure compliance with the foregoing guidelines and to coordinate with PAIS for concerns relating to the official Facebook Page name, profile photo, cover photo, and other social media branding requirements.

For clarification and coordination, you may contact PAIS at (02) 8929-3741 or email at pais@nia.gov.ph.

For guidance and strict compliance.

ENGR. EDUARDO EDDIE G. GUILLEN
Administrator

Date: 13 OCT 2026



Note: Kindly add **"The Official Facebook Page of the National Irrigation Administration [REGION]" to** the About/Bio section.