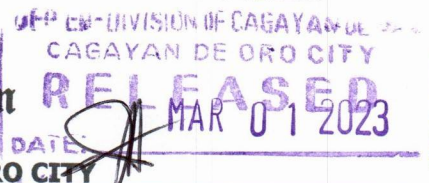




Republic of the Philippines
Department of Education
REGION X

SCHOOLS DIVISION OF CAGAYAN DE ORO CITY



Office of the Schools Division Superintendent

01 March 2023

DIVISION MEMORANDUM

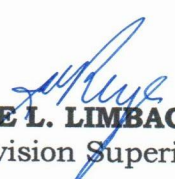
No. 8 s.2023

**CALL FOR ENTRIES FOR THE TEACHTOK:
The DepEd CDO Educational Content Creators' Expo**

TO:

All Education Program Supervisors
All Public Schools District Supervisors
All Public Elementary and Secondary School Heads and Teachers
All Non-teaching Personnel
All School Information and Technology Coordinators
This Division

1. In accordance with DepEd Order No. 024, s.2022 on the Adoption of the Basic Education Development Plan which highlights the pillars of access, equity, quality, resilience, and well-being, this office initiates the TeachTok which provides an avenue and opportunity for teaching and nonteaching personnel to create their original, creative, and informative video entry demonstrating and or explaining their innovations, interventions, or strategies that address certain gaps and concerns.
2. The submission of TeachTok entries will start on March 13, 2023, via this link: **bit.ly/teachtokcdo**. The review process will be conducted with the division screening committee from March 14, 2023 onward. Attached are the TeachTok CDO guidelines for guidance.
3. For queries, pls coordinate with Mr. Michael Dave Tan and Mr. Joel D. Potane.
4. In adherence to Equal Opportunity Policy (EOP), inclusive and fair treatment are accorded to all concerned personnel regardless of age, gender and sexual orientation, disability, religion, and ethnicity.
5. Immediate compliance with this Memorandum is desired.


CHERRY MAE L. LIMBACO - REYES
Schools Division Superintendent

Encl.: As stated

Reference: DO 024, s.2022

To be indicated in the Perpetual Index
under the following subjects:

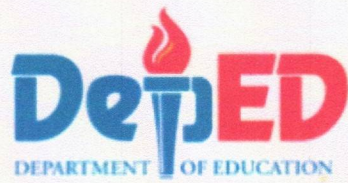
VIDEO ENTRIES

TEACHTOK

JDP /DM-TeachTok
February 28, 2023

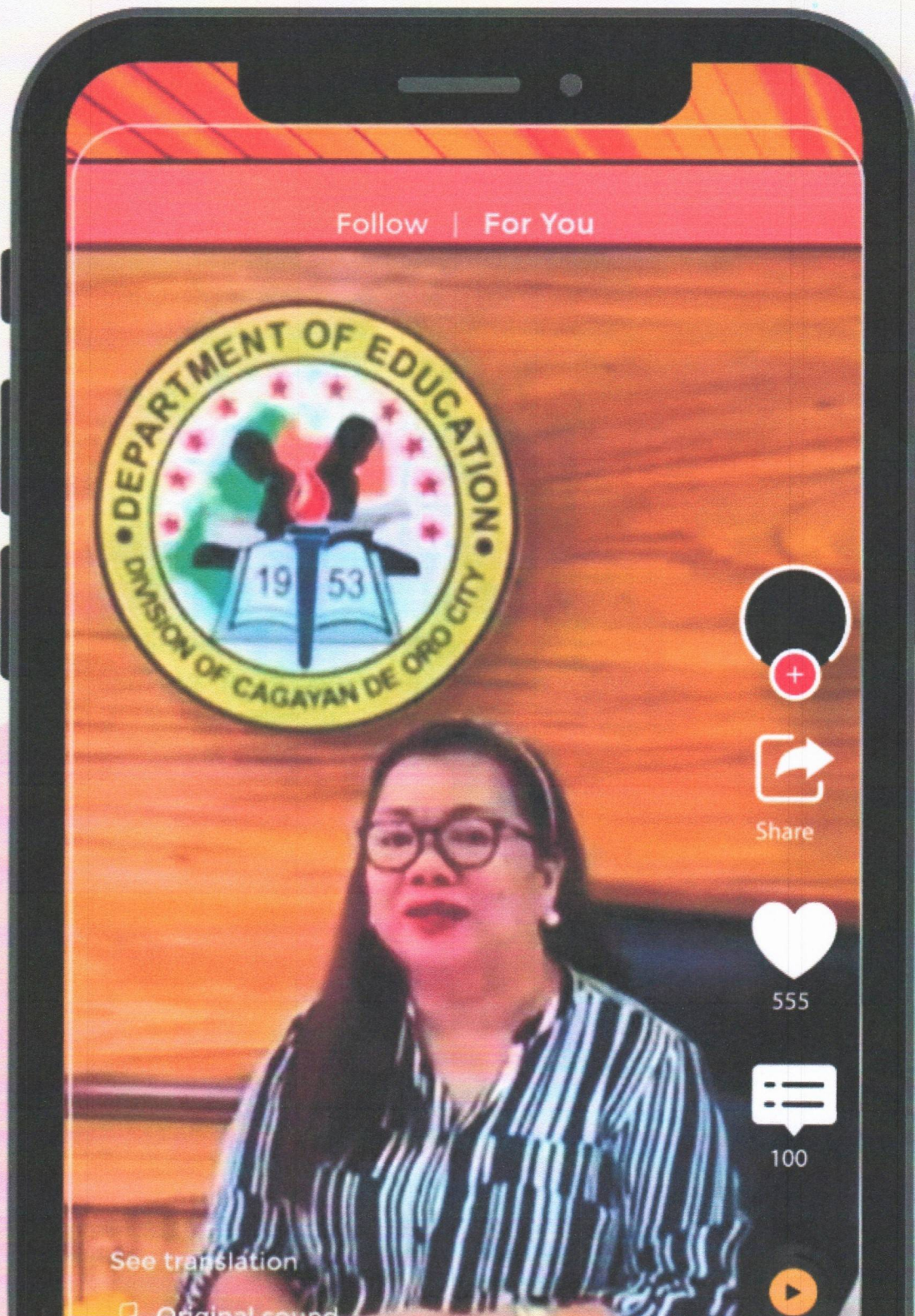


Address: Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City
Telephone: (08822)-8550048
Email: cagayandeoro.city@deped.gov.ph



#TeachTok

THE DEPED CDO EDUCATIONAL CONTENT CREATORS' EXPO



TeachTok CDO Guidelines

1. This activity is open to all DepEd CDO teaching and non-teaching personnel. Participants may submit entries individually or as a group with a maximum of five members.
2. Participants may send their own original, creative, and informative video entry demonstrating and or explaining innovations, interventions, or strategies that address the following strategic targets of DepEd CDO and their respective sample topics:

Pillar 1: Access

- Classroom Management
- School Management
- Learning and Development

Pillar 2: Equity

- Child Protection
- Gender Equality, Diversity, and Social Inclusion
- Youth Formation and Development

Pillar 3: Quality

- Lesson preparation of various learning areas
- Assessment
- Teaching Strategies

Pillar 4: Resilience, and Well-being

- Disaster Risk Reduction Management
- Mental and Physical Health
- School Cleanliness
- Classroom Innovations

3. Participants must shoot their videos in **portrait mode (vertical video)** at a 9:16 aspect ratio in high definition (HD) at 1080×1920 pixels and **rendered in .mp4 format**.
4. Participants must use royalty free, non-copyrighted audio for background music; participants may also add sound effects as long as it does not distort the content.
5. The participants can also add editing effects of their liking to the visual such as texts, filters, and green screen.
6. The running time for the video should be a minimum of **SIXTY (60) seconds** and maximum of **TWO (2) minutes** only including visual and audio effects.
7. Participants may choose to shoot within their school, or classroom. The production should always follow minimum health protocols; failure to comply will automatically mean disqualification.

8. In compliance with data privacy and child protection laws, no learner nor any personal information related to a specific or group of learners must be involved during the production nor shown on the submitted entry; failure to comply will automatically mean disqualification.
9. The quality of both audio and video should be seamless, clear, and with visual impact. Low-quality videos such as but not limited to the following: low resolution, too pixelated, too shaky, etc. will be disqualified.
10. Profanities or vulgarity, content not safe for work (NSFW), potentially harmful actions/activities, and violence captured in the video will automatically mean disqualification.
11. The entry should include the campaign's official hashtag: **#TeachTokCDO**. Misspelled or incorrect hashtag will mean disqualification.
12. To ensure that all submitted entries are compliant to the established contest guidelines, the Division Office will execute a screening and validation process prior to the determining of the videos to be aired on DepEd Tayo Cagayan de Oro Official Facebook Page. Non-compliant entries will automatically merit disqualification.
13. Video entries are to be submitted on this link: **bit.ly/teachtokcdo**

Judging and Selection Process

1. All entries will be reviewed by a Division Screening Committee to validate content and to check for technical compliance.
2. The Division Screening Committee is composed of the following:
 - a. Division Program Holder of the concerned video
 - b. Division Technology Officer
 - c. Division Social Media Managers
3. The criteria for judging the qualified entries to determine whether the video may be published on the DepEd Tayo CDO Official Facebook Page will be as follows:

Criteria	Description	Percentage
Content	Relevance and authenticity of information; validity of concepts	50%
Quality	Execution, dynamic editing, and overall quality of production	20%
Online Potential	Potential of the video entry to be a shared online	15%
Replay-worthy	Entertainment Value	10%

Stan-worthy Personality	Charisma, confidence, and charm of participant/s	5%
	TOTAL	100%

4. Qualified submitted entries will receive a **certification of participation** after initial screening by the Division Screening Committee.
5. Video entries with scores **75% and above** will be published on DepEd Tayo CDO Official Facebook page; participants of the entries will receive a **certificate of recognition** after its live posting.