

## ASSA RECOGNITION AWARD 2016

### PROJECT PROPONENT:

Pag-IBIG Fund (Home Development Mutual Fund) - Philippines

### CATEGORY:

#### Strategic Communication Recognition Award

*Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.*

#### 1. NAME OF PROJECT:

**Alam mo ba? Series (Do you know? Series)**

#### 2. OBJECTIVE AND NATURE OF THE PROJECT

Pag-IBIG Fund started the “Alam mo ba?” (Do you know?) Series last March 30, 2015, with the first of a series of visually-attractive infographic posts at the Pag-IBIG Fund’s official Facebook page, Facebook/Pag-IBIG Fund (HDMF). Since then up to June 13, 2016, a total of 30 infographics have served as snapshot carriers of information bits on Pag-IBIG Fund programs and services.

Pag-IBIG Fund opened its official Facebook page in July 2010. Three years later, the agency maximised its usage by being more active and regular in posting announcements on its programs and services, as well as opening the Private Messaging option of Facebook.

Prior to opening the Private Messaging option in October 2013, the Pag-IBIG Fund Facebook page only had 58,453 likes. The number greatly increased since then. By March 31, 2015, the page had 370,158 likes. As of June 16, 2016, the Pag-IBIG Fund Facebook page already had 576,057 fans.

The project has the following **objectives**:

1. To present Pag-IBIG Fund programs in a manner that is more visually-appealing and easily understood
2. To reach a greater number of Pag-IBIG Fund members not just inside the Philippines but in other countries as well, since its membership of Filipino workers are located worldwide
3. To maximise the presence of Pag-IBIG Fund in the social media, particularly Facebook as an initial platform, in order to communicate the Pag-IBIG Fund programs and services to its members anytime, anywhere

#### 3. WHY IT SHOULD BE RECOGNISED

The “Alam mo ba?” Series, being organic to Pag-IBIG Fund, enabled the agency to save, and continues to save, advertising costs had the posts been published in newspapers instead of being posted in the social media. Posting in the social media is free, could reach the public at real time, and can be accessed regardless of location in the world as long as there is internet connection. The project increased the presence of Pag-IBIG Fund in the social media and

enhanced the awareness of its programs and services. Its members worldwide became more knowledgeable on the benefits that they can get from Pag-IBIG Fund.

The project became a venue of an interactive exchange between Pag-IBIG Fund and its members. Pag-IBIG Fund has its Facebook Team made of employees dedicated to managing the queries from members. Communication has been enhanced from the usual one-way flow of traditional advertising to the multi-way flow, given that viewers of the post could now comment on the contents, and other viewers could even agree or disagree with previous comments posted by those who came upon the posts earlier. Moreover, the reach has been multiplied from the usual pass-on rate of readership when publications are passed from one person to another. With the web nature of social media, one post could now be passed on not just to one person but to multiples of Facebook friends with a single click of the Share button.

In a research conducted by University of the Philippines professor of Communication Research, Dr. Clarissa David, the Pag-IBIG Fund Facebook page had been cited as responsive to queries, providing specific answers to questions posted by clients on the comments box. Dr. David also observed that the page is heavy on infographics that are very informative. The “Alam mo ba?” series comprised these infographics.

***Alam mo ba? Posts from March 2015 to June 2016***

From March 30, 2015 to June 13, 2016, the 30 posts have reached a total of 13,472,436 people, and elicited a total of 304,198 likes, 51,363 comments, and 70,673 shares. These also achieved 1,198,382 post clicks and 671,560 photo views.

The 25<sup>th</sup> post, on Provident Benefits Claim due to 20 years maturity period, got the most likes at 35,099, shares at 9,599, and people reached at 1,615,457. The 14<sup>th</sup> post, on BalikSavings65 (a campaign calling on members aged 65 years old and above to claim their savings with Pag-IBIG Fund), had the most photo views at 120,258 and post clicks at 186,259. This same post was the most popular over-all among the 30 posts, since it got the second highest number of likes at 25,626, comments at 4,251, shares at 9,542, and people reached at 1,491,321. The 15<sup>th</sup> post, on Affordable Housing Loan, elicited the most comments at 4,293.

The posts have also been re-used outside Facebook as materials for leaflets and posters, and even as additional slides in briefing presentations. One was even translated into the regional language Ilokano by a Pag-IBIG Fund branch in Northern Luzon.

NO.	TITLE	DATE POSTED	LIKES	COMMENTS	SHARES
1	Upgrading of Contributions	30-Mar-15	20,423	2,379	4,465
2	Modified Pag-IBIG II Program	06-Apr-15	9,885	1,926	2,158
3	Pag-IBIG Membership Identification (MID) Number	20-Apr-15	7,933	1,328	2,139
4	Mandatory Membership	28-Apr-15	8,056	1,473	1,688
5	Collection Partners	06-May-15	5,033	1,308	791

6	Multi-Purpose Loan Cash Card	26-May-15	7,063	1,464	848
7	Housing Loan Interest Rate	02-Jun-15	14,175	1,702	3,957
8	Multiple Housing Loan	12-Jun-15	19,364	2,491	6,241
9	Housing Loan Payment Verification	24-Jun-15	9,993	1,867	2,652
10	Pag-IBIG Branches	09-Jun-15	4,917	899	697
11	E-Collection for Employers	14-Jul-15	6,080	945	1,403
12	Calamity Loan	31-Jul-15	5,792	1,139	763
13	Loyalty Card	17-Aug-15	17,971	3,806	4,817
14	Balik Savings 65	24-Aug-15	<b>25,626</b>	<b>4,251</b>	<b>9,542</b>
15	Affordable Housing Loan	10-Sep-15	22,517	<b>4,293</b>	4,644
16	Housing Loan Eligibility Requirements	05-Oct-15	14,176	2,474	2,660
17	Multi-Purpose Loan Renewal	26-Oct-15	3,936	1,138	613
18	Housing Loan Condo Units	02-Nov-15	10,608	1,561	1,397
19	Tax-Free Pag-IBIG Fund Savings	09-Nov-15	6,065	948	844
20	Housing Loan Co-Borrower	26-Nov-15	9,784	1,627	2,385
21	Pag-IBIG Fund @ 35	14-Dec-15	4,683	541	344
22	Multi-Purpose Loan and Calamity Loan Grace Period	25-Jan-16	2,800	899	279
23	4.8% Dividends for 2015	28-Mar-16	4,184	1,406	618
24	Provident Benefits Claim - Permanent Departure	12-Apr-16	6,846	1,421	1,357
25	Provident Benefits Claim - 20 years Maturity Period	26-Apr-16	<b>35,099</b>	4,096	<b>9,599</b>
26	Real Property Tax	02-May-16	2,541	382	741
27	Pag-IBIG Fund Official Name	10-May-16	4,336	600	413
28	Pag-IBIG Fund Contact Center	16-May-16	3,909	805	1,028
29	Loyalty Card Accomplishment	16-Jun-16	7,747	1,626	1,396
30	Anti-Red Tape Act (ARTA)	13-Jun-16	2,656	568	194
	<b>total</b>		<b>304,198</b>	<b>51,363</b>	<b>70,673</b>

\*\* Highest: Numbers in bold with yellow highlight

\*\* Second Highest: Numbers in bold

NO.	TITLE	DATE POSTED	PEOPLE REACHED	PHOTO VIEWS	POST CLICKS
1	Upgrading of Contributions	30-Mar-15	787,968	<b>75,815</b>	<b>129,518</b>
2	Modified Pag-IBIG II Program	06-Apr-15	364,544	24,673	42,352
3	Pag-IBIG Membership Identification (MID) Number	20-Apr-15	374,784	28,561	45,387
4	Mandatory Membership	28-Apr-15	347,904	24,620	39,322
5	Collection Partners	06-May-15	174,656	11,455	18,677
6	Multi-Purpose Loan Cash Card	26-May-15	209,920	10,767	19,094
7	Housing Loan Interest Rate	02-Jun-15	695,808	43,507	74,387
8	Multiple Housing Loan	12-Jun-15	869,376	55,056	87,097
9	Housing Loan Payment Verification	24-Jun-15	429,677	33,288	33,288
10	Pag-IBIG Branches	09-Jun-15	175,740	8,827	14,190
11	E-Collection for Employers	14-Jul-15	313,382	15,808	25,319
12	Calamity Loan	31-Jul-15	238,077	12,377	18,380
13	Loyalty Card	17-Aug-15	891,253	33,832	67,370
14	Balik Savings 65	24-Aug-15	<b>1,491,321</b>	<b>120,258</b>	<b>186,259</b>
15	Affordable Housing Loan	10-Sep-15	841,880	32,162	70,818
16	Housing Loan Eligibility Requirements	05-Oct-15	548,587	15,714	37,560
17	Multi-Purpose Loan Renewal	26-Oct-15	187,557	6,991	14,083
18	Housing Loan Condo Units	02-Nov-15	355,851	9,544	24,900
19	Tax-Free Pag-IBIG Fund Savings	09-Nov-15	212,317	4,924	12,630
20	Housing Loan Co-Borrower	26-Nov-15	432,629	10,719	29,197
21	Pag-IBIG Fund @ 35	14-Dec-15	147,411	2,793	5,865
22	Multi-Purpose Loan and Calamity Loan Grace Period	25-Jan-16	211,956	4,239	9,132
23	4.8% Dividends for 2015	28-Mar-16	195,861	5,634	12,035
24	Provident Benefits Claim - Permanent Departure	12-Apr-16	327,772	7,787	18,389
25	Provident Benefits Claim - 20 years Maturity Period	26-Apr-16	<b>1,615,457</b>	38,333	95,098
26	Real Property Tax	02-May-16	182,677	9,251	14,052
27	Pag-IBIG Fund Official Name	10-May-16	173,073	3,348	7,241
28	Pag-IBIG Fund Contact Center	16-May-16	204,885	6,400	11,516

29	Loyalty Card Accomplishment	16-Jun-16	351,833	12,871	30,091
30	Anti-Red Tape Act (ARTA)	13-Jun-16	118,280	2,006	5,135
	<b>total</b>		<b>13,472,436</b>	<b>671,560</b>	<b>1,198,382</b>

\*\* Highest: Numbers in bold with yellow highlight

\*\* Second Highest: Numbers in bold

**First post: Upgrading of Contributions, posted on March 30, 2015**

- With the second highest number of photo views and post clicks

### Alam mo ba?

*1st of a series*

Puwede mong palakihin pa ang iyong Ipon sa Pag-IBIG!

Dagdagan lamang ang iyong P100 na buwanang hulo upang maka-ipon ng higit P90,000.00 sa toob ng sampung taon!

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Mas malaking ipon, mas mataling taunang dibendenda at mas mataas na Multi-Purpose Loan!

		IN 10 YEARS	
Monthly Contribution	Final Amount	Interest Rate	Total Amount
P100	P100	4.41% Per Annum	P30,570
P100	N/A	0.5% Per Annum	P299
P500	P100	4.41% Per Annum	P18,210
P500	N/A	0.5% Per Annum	P1,441

Para sa mga employado, makipag-ugnayan lamang sa Pag-IBIG Fund Coordinator ng inyong opisina.  
Para sa self-employed at voluntary members, hulo ang inyong dagdag na ipon sa pinakamalapit na Pag-IBIG Branch o Pag-IBIG Payment Channel bago ang ika-10 ng bawat dekada.

Para sa iba pang impormasyon:  
724-4244 | www.pagibigfund.gov.ph | publicaffairs@pagibigfund.gov.ph

**787,968** People Reached

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**27,267** Likes, Comments & Shares

<b>20,423</b> Likes	<b>13,934</b> On Post	<b>6,489</b> On Shares
<b>2,379</b> Comments	<b>1,738</b> On Post	<b>641</b> On Shares
<b>4,465</b> Shares	<b>4,465</b> On Post	<b>0</b> On Shares

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**129,518** Post Clicks

<b>75,815</b> Photo Views	<b>79</b> Link Clicks	<b>53,624</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>23</b> Hide Post	<b>23</b> Hide All Posts
<b>2</b> Report as Spam	<b>4</b> Unlike Page

**Most popular post post over-all: BalikSavings65, posted on August 24, 2015**

- With the most number of photo views and post clicks, and the second highest number of likes, comments, shares, and people reached

**Pag-IBIG Fund (HDMF)**  
Published by Jeanette Alfaro [?] · August 24 · Edited · 🌐

#BalikSavings@65

**Alam mo ba?**  
*70% of a woman*

**Buong savings mo, ibabalik ng Pag-IBIG sa iyo!** Pag 65 years old ka na, puwede mo nang makuha ang lahat ng iyong Monthly Contributions + Employer Counterpart + Kinilang Dibidendo

**LIPANG MAKUHA ANG INYONG SAVINGS:**

1. Kumuha ng kopya ng Request for Claim Form mula sa silanganing branch ng Pag-IBIG Fund.  
Maaari ang i-download ang request form mula sa Pag-IBIG website <http://www.pagibigfund.gov.ph/ibig65>
2. Puntan ang form at i-submit sa pinakamalapit na Pag-IBIG branch kabilugan ang kopya ng dibidang (2) sa iyo. Maaaring gawin ito sa ibang Pag-IBIG branches pero sa iyo.
3. Maglaan ng arin (2) na arin upang maproseso ang iyong aplikasyon.
4. Ang miyembro ay maaaring personal na pumunta sa Pag-IBIG branch upang tanggapin ang buke o i withdraw ang kanyang Pag-IBIG savings sa ATM gamit ang Land Bank Cash Card o Pag-IBIG CB Prepaid Card, depende sa kanyang napiliang pamamaraan.

Not applicable to members who have claimed their total savings prior to the age of 65.

**Para sa karagdagang pang impormasyon:**  
☎ (02) 724-6244 🌐 [www.pagibigfund.gov.ph](http://www.pagibigfund.gov.ph) ✉ [publicaffairs@pagibigfund.gov.ph](mailto:publicaffairs@pagibigfund.gov.ph)

**1,491,321** People Reached

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**39,419** Likes, Comments & Shares

<b>25,626</b> Likes	<b>10,146</b> On Post	<b>15,480</b> On Shares
<b>4,251</b> Comments	<b>2,829</b> On Post	<b>1,422</b> On Shares
<b>9,542</b> Shares	<b>9,373</b> On Post	<b>169</b> On Shares

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**186,259** Post Clicks

<b>120,258</b> Photo Views	<b>172</b> Link Clicks	<b>65,829</b> Other Clicks 🗨
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**NEGATIVE FEEDBACK**

<b>76</b> Hide Post	<b>40</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

**Second most popular post: Provident Benefits Claim – 20 Years Maturity Period, posted on April 26, 2016**

- With the highest number of likes, shares, and people reached

**Pag-IBIG Fund (HDMF)** added a new photo.

Published by Jeanette Alfaro [?] · April 26 at 9:27am · 🌐

Para sa karagdagang impormasyon:  
☎️ (02) 724-4244 🌐 www.pagibigfund.gov.ph ✉️ contactus@pagibigfund.gov.ph

🟢 **Get More Likes, Comments and Shares**  
Boost this post for ₱47 to reach up to 1,300 people.

1,615,457 people reached **Boost Post**

**1,615,457** People Reached

**49,467** Reactions, Comments & Shares


<b>35,099</b> Like	<b>10,424</b> On Post	<b>24,675</b> On Shares
<b>165</b> Love	<b>65</b> On Post	<b>100</b> On Shares
<b>71</b> Haha	<b>8</b> On Post	<b>63</b> On Shares
<b>424</b> Wow	<b>162</b> On Post	<b>262</b> On Shares
<b>17</b> Sad	<b>0</b> On Post	<b>17</b> On Shares
<b>12</b> Angry	<b>3</b> On Post	<b>9</b> On Shares
<b>4,096</b> Comments	<b>2,218</b> On Post	<b>1,878</b> On Shares
<b>9,599</b> Shares	<b>9,457</b> On Post	<b>142</b> On Shares

**95,098** Post Clicks

<b>38,333</b> Photo Views	<b>642</b> Link Clicks	<b>56,123</b> Other Clicks
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**Post with the most number of comments: Affordable Housing Loan, posted on September 10, 2015**



**Pag-IBIG Fund (HDMF)**

Published by Jeanette Alfaro (?) · September 10 · Edited ·

#HLAffordable



Alam mo ba?

Handog ng Pag-IBIG  
**Affordable Housing Loan Program**  
ang pinakamababang interest at pinakamurang amortization para sa mga minimum-wage earners

Ngayon, kahit arawan ang kita, puwede nang magkabahay!

as low as  
4.5% per annum

Loan up to P750K

as low as  
P2,280 Monthly amortization

Note: Ang sample interest rate at monthly amortization ay base sa loan amount na P 450,000 at applicable sa usapang kasing 30-year loan term. Ang sample monthly amortization ay para sa principal at interest loaning.

Para sa karagdagang impormasyon:

(02) 724-4244 | www.pagibigfund.gov.ph | publicaffairs@pagibigfund.gov.ph

**841,880** People Reached

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**31,454** Likes, Comments & Shares

<b>22,517</b> Likes	<b>12,609</b> On Post	<b>9,908</b> On Shares
<b>4,293</b> Comments	<b>2,837</b> On Post	<b>1,456</b> On Shares
<b>4,644</b> Shares	<b>4,505</b> On Post	<b>139</b> On Shares

**70,818** Post Clicks

<b>32,162</b> Photo Views	<b>830</b> Link Clicks	<b>37,826</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>66</b> Hide Post	<b>28</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page