

Be HONEST Campaign

CONTENT DISTRIBUTION GUIDELINES

TAPATDAPAT

#BeHONEST

BROTHERHOOD OF CHRISTIAN BUSINESSMEN & PROFESSIONALS



SOCIAL MEDIA

Guidelines

TAPATDAPAT

#BeHONEST

BROTHERHOOD OF CHRISTIAN BUSINESSMEN & PROFESSIONALS



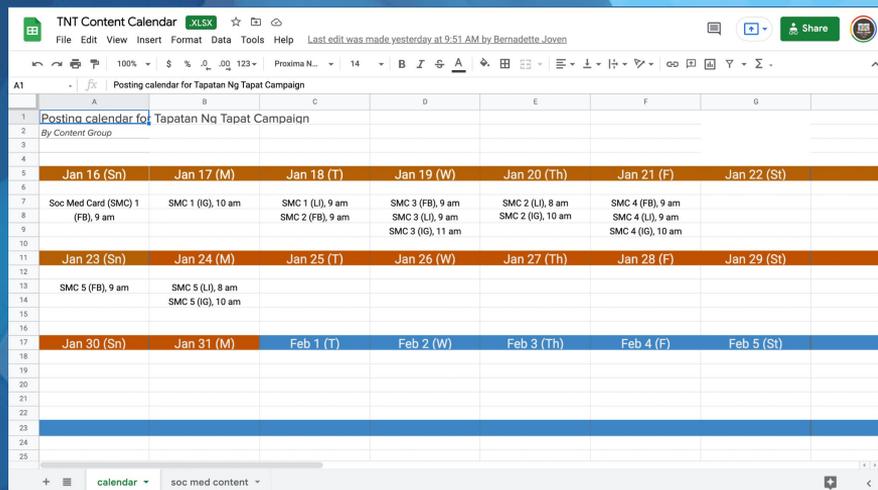
1. A Social Media Calendar will be provided and updated regularly. Chapters, outreaches and missions are expected to follow the posting schedule.
2. Materials will be sent through email, with download links using Google Drive.
3. The regular schedule of distribution will be every Friday, but there may be instances that additional materials will be sent outside of the regular schedule. So kindly check your emails regularly.
4. Please encourage your members to like, share and post comments on the posts, as well as the posts in BCBP Kapatiran to increase engagement and allow the algorithms to expand the reach.

An infographic follows, showing detailed instructions.

HOW TO DOWNLOAD and POST THE MATERIALS

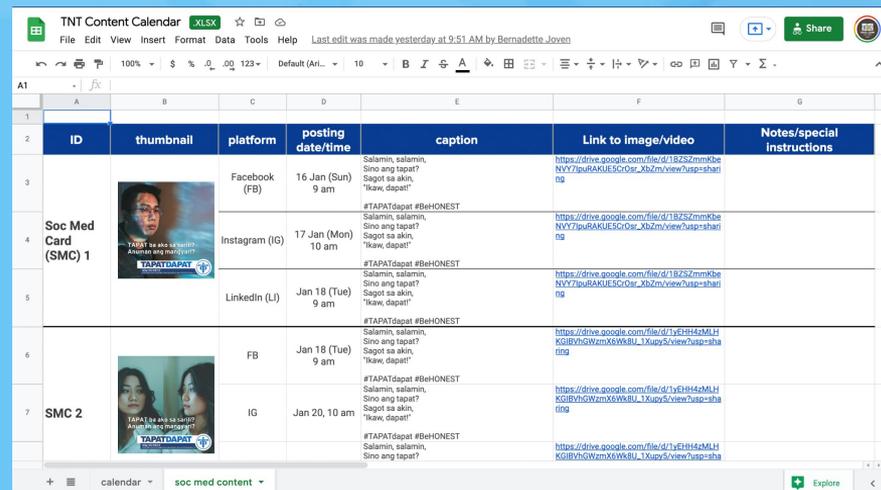
1. Check the Social Media Calendar (click [HERE](#)) and take note of the schedule.

2. Click the **SOCMED CONTENT** tab to see the materials for posting



The screenshot shows a spreadsheet titled "Posting calendar for Tapatan Ng Tapat Campaign". The columns represent dates from Jan 16 (Sun) to Feb 5 (Sat). The rows list social media content (SMC) for each day, including dates, times, and descriptions like "Soc Med Card (SMC 1 (FB), 9 am)".

Date	Content
Jan 16 (Sun)	Soc Med Card (SMC 1 (FB), 9 am)
Jan 17 (Mon)	SMC 1 (IG), 10 am
Jan 18 (Tue)	SMC 1 (LI), 9 am SMC 2 (FB), 9 am
Jan 19 (Wed)	SMC 3 (FB), 9 am SMC 3 (LI), 9 am SMC 3 (IG), 11 am
Jan 20 (Thu)	SMC 2 (LI), 8 am SMC 4 (LI), 9 am
Jan 21 (Fri)	SMC 4 (FB), 9 am SMC 4 (IG), 10 am
Jan 22 (Sat)	
Jan 23 (Sun)	SMC 5 (FB), 9 am
Jan 24 (Mon)	SMC 5 (LI), 8 am SMC 5 (IG), 10 am
Jan 25 (Tue)	
Jan 26 (Wed)	
Jan 27 (Thu)	
Jan 28 (Fri)	
Jan 29 (Sat)	
Jan 30 (Sun)	
Jan 31 (Mon)	
Feb 1 (Tue)	
Feb 2 (Wed)	
Feb 3 (Thu)	
Feb 4 (Fri)	
Feb 5 (Sat)	



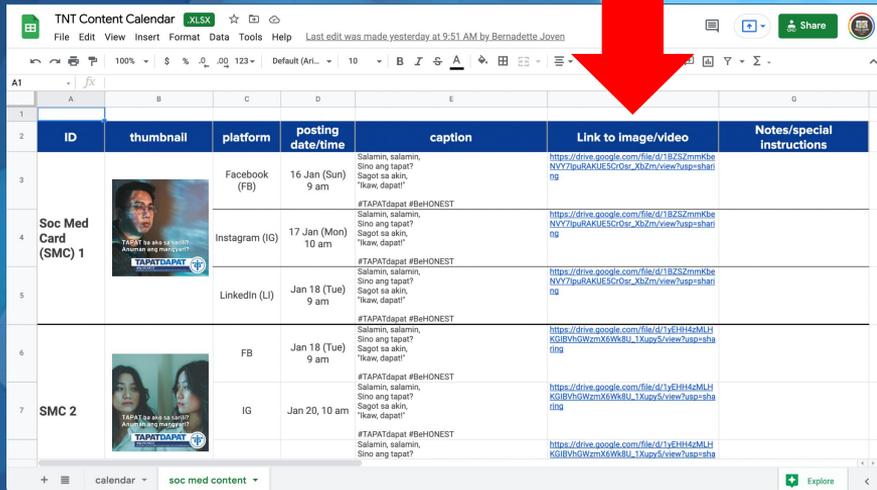
The screenshot shows a spreadsheet titled "SOCMED CONTENT" with columns for ID, thumbnail, platform, posting date/time, caption, link to image/video, and Notes/special instructions. It lists details for Soc Med Card (SMC) 1 and SMC 2.

ID	thumbnail	platform	posting date/time	caption	Link to image/video	Notes/special instructions
3		Facebook (FB)	16 Jan (Sun) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, "Ikaw, dapat!" #TAPATDapat #BeHONEST	https://drive.google.com/file/d/1BzSZmmk8eNYY7Ipu8AKUE5cOCw_XbZm/view?usp=sharing	
4		Instagram (IG)	17 Jan (Mon) 10 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, "Ikaw, dapat!" #TAPATDapat #BeHONEST	https://drive.google.com/file/d/1BzSZmmk8eNYY7Ipu8AKUE5cOCw_XbZm/view?usp=sharing	
5		LinkedIn (LI)	Jan 18 (Tue) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, "Ikaw, dapat!" #TAPATDapat #BeHONEST	https://drive.google.com/file/d/1BzSZmmk8eNYY7Ipu8AKUE5cOCw_XbZm/view?usp=sharing	
6		FB	Jan 18 (Tue) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, "Ikaw, dapat!" #TAPATDapat #BeHONEST	https://drive.google.com/file/d/1yEH44zMLHKGfRvHqWzmX6W8jU_1Xuy9/view?usp=sharing	
7		IG	Jan 20, 10 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, "Ikaw, dapat!" #TAPATDapat #BeHONEST	https://drive.google.com/file/d/1yEH44zMLHKGfRvHqWzmX6W8jU_1Xuy9/view?usp=sharing	



HOW TO DOWNLOAD and POST THE MATERIALS

3. Click the links under **LINK TO IMAGE/VIDEO** and download the files.



ID	thumbnail	platform	posting date/time	caption	Link to image/video	Notes/special instructions
Soc Med Card (SMC) 1		Facebook (FB)	16 Jan (Sun) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, 'kaw, dapat!' #TAPATdapat #BeHONEST	https://drive.google.com/file/d/1BZSz2mmkBeNVY7puRAKUJESrCsr_XbZm/view?usp=sharing	
		Instagram (IG)	17 Jan (Mon) 10 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, 'kaw, dapat!' #TAPATdapat #BeHONEST	https://drive.google.com/file/d/1BZSz2mmkBeNVY7puRAKUJESrCsr_XbZm/view?usp=sharing	
		LinkedIn (LI)	Jan 18 (Tue) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, 'kaw, dapat!' #TAPATdapat #BeHONEST	https://drive.google.com/file/d/1BZSz2mmkBeNVY7puRAKUJESrCsr_XbZm/view?usp=sharing	
SMC 2		FB	Jan 18 (Tue) 9 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, 'kaw, dapat!' #TAPATdapat #BeHONEST	https://drive.google.com/file/d/1YEH44MLHKGIBYhVwzmxWwKRU_LXupg5/view?usp=sharing	
		IG	Jan 20, 10 am	Salamin, salamin, Sino ang tapat? Sagot sa akin, 'kaw, dapat!' #TAPATdapat #BeHONEST	https://drive.google.com/file/d/1YEH44MLHKGIBYhVwzmxWwKRU_LXupg5/view?usp=sharing	

4. Schedule and post the designated material (including the provided caption) based on the calendar. Don't forget to include the hashtags: **#TAPATdapat #BeHONEST**



PRINTED COLLATERALS

Guidelines

TAPATDAPAT

#BeHONEST

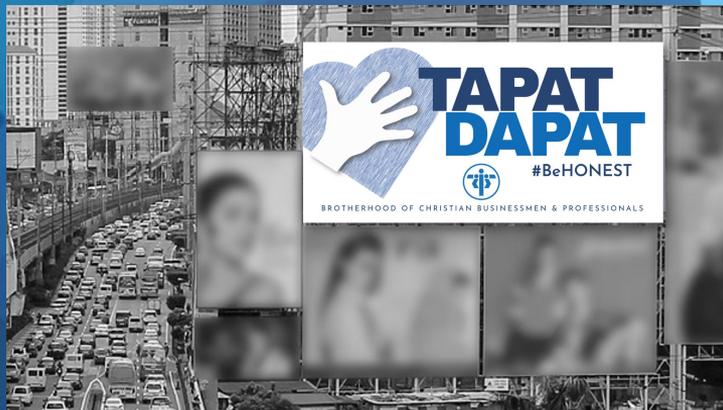
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1. There are 3 standard collaterals:
 - a. Horizontal Banner : 6ft x 2ft
 - b. Mini Banner : 2ft x 3ft
 - c. Sticker : 11.5" x 3"
2. The size of the collaterals may be adjusted depending on your intended use.
3. Print the collaterals and distribute among members.
4. Encourage members to proudly use in their homes, offices and other public areas.

Designs can be downloaded [HERE](#)

SAMPLE USE OF COLLATERALS



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CONTACT US

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