



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE CITY MAYOR
City of Naga



EXECUTIVE ORDER NO. 2015-017

**PROMOTING A CULTURE OF POSITIVISM IN THE CITY OF NAGA THRU THE
USE OF SOCIAL MEDIA:**

WHEREAS, the term “positivism” refers to the City Government’s advocacy for every Nagueño to “think positive and say positive things about Naga” as embodied in the City Mayor’s “Ten Little Things a Proud Nagueño Should Do” officially advocated in his Proclamation No. 2011-03;

WHEREAS, no matter how simple or great, noble acts which exemplify the positive traits and examples of Nagueños are happening every day in the City of Naga, but the same are not seen by many people or remain unnoticed;

WHEREAS, it is important that a system, which disseminates information or shares images of small or big acts of selflessness, that will make people aware of these examples should be utilized, so that other people will be inspired to emulate or follow suit;

WHEREAS, Social Media refers to internet-based technology communication tools like Facebook and Twitter, with a focus on immediacy, interactivity, user participation, and information sharing.

WHEREAS, the prominence of these social media networking sites have radically grown through the years;

WHEREAS, the City Government of Naga opts to embark on a program to promote a culture of *positivism* among Nagueños;

NOW THEREFORE, I, JOHN G. BONGAT, Mayor of the City of Naga, by virtue of the powers vested in me by law, do hereby order:

Section 1. Creation. In order to address the aforementioned points, the City Events, Protocol and Public Information Office (CEPPIO) shall launch a new “trend” which shall be known as **#NagueñoOragon** to document and share thru the most popular or commonly used social media networks, Facebook and Twitter, such noble acts of Nagueños digitally captured in photos or videos and/or tagged by way of narrative.

Section 2. Monitoring Team. A monitoring team is hereby created to be composed of:

- Mr. Bob Ursua (i-Governance Office), as Chairman



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- Mr. Allen Reondanga (CEPPIO) and Mr. Ansel Maño (ITO), as members


The team shall validate the acts of positivism so posted or tagged in **#NagueñoOragon** for possible commendation to be signed by the City Mayor and the City Vice Mayor.

Section 3. Effectivity. This Executive Order shall take effect immediately.

Issued this 16th day of March 2015 in the City of Naga.


JOHN G. BONGAT
City Mayor

Attested:


FLORENCIO T. MONGOSO, JR. CSEE
Department Head II and City Administrator