

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 25th 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 14th 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 15th 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	25,626	4,251	9,542
15	Affordable Housing Loan	10-Sep-15	22,517	4,293	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	35,099	4,096	9,599
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
	total		304,198	51,363	70,673

** 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	75,815	129,518
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	1,491,321	120,258	186,259
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	1,615,457	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
	total		13,472,436	671,560	1,198,382

** Highest: Numbers in bold with yellow highlight

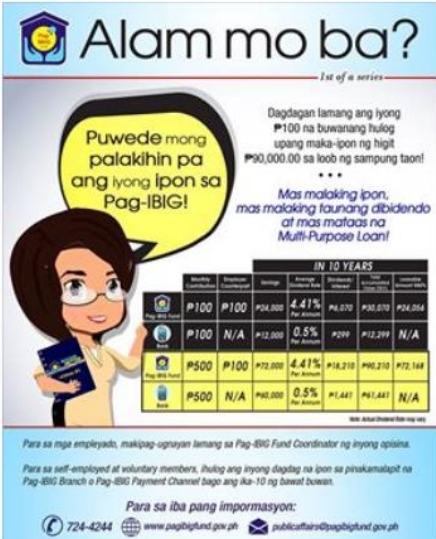
** Second Highest: Numbers in bold

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

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



Pag-IBIG Fund (HDMF) added a new photo.
Published by Mary Grace Badua-Daroy [P] · March 30 ·



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 loob ng sampung taon!

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

IN 10 YEARS					
Monthly Contribution	Employer Contribution	Interest	Monthly Withdrawal	Total Withdrawal	Monthly Withdrawal Rate
P100	P100	4.41% Per Annum	P4,070	P30,570	P3M,064
P100	N/A	0.5% Per Annum	P209	P12,299	N/A
P500	P100	4.41% Per Annum	P18,210	P90,210	P72,148
P500	N/A	0.5% Per Annum	P1,447	P17,447	N/A

With Actual Interest Rate of 4.41%

Para sa mga employees, makipag-ugnayan lamang sa Pag-IBIG Fund Coordinator ng inyong opisina.

Para sa self-employed at voluntary members, buhat ang inyong dagdag na ipon sa pinakamalapit na Pag-IBIG Branch o Pag-IBIG Payment Channel bago ang ika-10 ng bawat buwan.

Para sa iba pang impormasyon:

724-4244 | www.pagibigfund.gov.ph | publicaffairs@pagibigfund.gov.ph

787,968 People Reached

27,267 Likes, Comments & Shares

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

129,518 Post Clicks

75,815 Photo Views	79 Link Clicks	53,624 Other Clicks
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NEGATIVE FEEDBACK

23 Hide Post	23 Hide All Posts
2 Report as Spam	4 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



1,491,321 People Reached

39,419 Likes, Comments & Shares

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

186,259 Post Clicks

120,258 Photo Views	172 Link Clicks	65,829 Other Clicks
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NEGATIVE FEEDBACK

76 Hide Post	40 Hide All Posts
0 Report as Spam	1 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.

Like Page

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




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

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

95,098 Post Clicks

38,333 Photo Views	642 Link Clicks	56,123 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 · 7 · 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: Any sample interest rate at monthly amortization is based on loan amount up to P750,000 at applicable rate using 30-year loan term. Any sample monthly amortization is based on sample rate at interest bearing.

Para sa karagdagang impormasyon:

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

841,880 People Reached

31,454 Likes, Comments & Shares

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

70,818 Post Clicks

32,162 Photo Views	830 Link Clicks	37,826 Other Clicks
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NEGATIVE FEEDBACK

66 Hide Post	28 Hide All Posts
0 Report as Spam	0 Unlike Page