
Republic of the Philippines
Department of the Interior and Local Government
National Police Commission
PHILIPPINE NATIONAL POLICE
OFFICE OF THE CHIEF, PHILIPPINE NATIONAL POLICE
Camp Crame, Quezon City

SUBJECT : Letter of Instruction 03 /09 (Spider-Web)
TO : See Distribution
DATE : NOV 11 2009

1. REFERENCES:

a. The Philippines E-Commerce Law - Republic Act No. 8792 "An Act Providing for the Recognition and Use of Electronic Commercial and Non-Commercial Transactions, Penalties for Unlawful Use Thereof, and Other Purposes";

b. Executive Order No. 810 entitled: "Institutionalizing the Certification Scheme for Digital Signatures and Directing the Application of Digital Signatures in E-Government Services";

c. National Computer Center Memorandum Circular 2003-01 "Guidelines on Compliance to E-Commerce Act (RA 8792) and Stage 2 and 3 of the UN-ASPA Five Stages of e-Government"; and

d. Creation of DICTM.

2. PURPOSE:

This Letter of Instructions (LOI) provides the guidelines and procedures in the development, creation, administration and maintenance of the PNP Website (www.pnp.gov.ph) at all levels of the PNP organization.

3. SITUATION:

It is sad to note that some chiefs of offices of the PNP do not have an inclination and motivation to exploit the capabilities of information technology to enrich their knowledge for personal as well as for official reasons.

At present, a total of thirty (30) websites are active PNP wide. Unfortunately, some of these websites are not properly maintained and updated for the benefit of the PNP in particular and the public in general. The lack of website maintenance is directly attributed to the unfamiliarity of the website owner as to the contents and basic information such as: where is the website hosted, domain name, access or control to the web server – username and password; and costs of maintaining a website.

4. MISSION:

NHQ, PNP and all PROs/NSUs/Provincial/City Police Offices and Police Stations shall create, develop, administer and maintain an official WEBSITE following the standard convention of domain names to provide current updates of information and services to the public and to the PNP personnel.

5. OBJECTIVES:

- a. To be able to use latest Information Technology for virtual Police Community Relations publishing via the Internet.
- b. To establish a uniform/standard website for all PNP offices nationwide.
- c. To create impact to the community on the importance of the PNP organization by disseminating police related information thru PNP website.

6. EXECUTION:

- a. **Concept of Operations (See Annex "A" – Definition of Terms)**

There shall be the creation of Web Committees and Teams at the NHQ, PROs/NSUs/Provincial/City Police Office and City Police Station levels. The web committee/team shall be composed of the following:

- 1) **Web Committee at the NHQ**

- a) TCDS – Web Supervisor
- b) TDICTM – Asst Web Supervisor
- c) D, ITMS – Web Administrator
- d) WSCSD, ITMS – Image Editor/Animator/Web Database Programmer
- e) Directorial Staff – (see tasks of different D, Staff)

- 2) **Web Team at the PROs/PPOs/CPOs/CPSs composing of the following:**

- a) TCRDS – Web Supervisor
- b) T Officer – Web Administrator/Image Editor/Animator
- c) Division Chiefs of PPOs/CPOs/CPSs – Webpage Editors and content contributors and Image Editor /Animator Personnel

- 3) **Others**

- a) DD/CDS/EX-O – Web Supervisor
- b) IT Officer – Web Administrator/Image Editor/Animator
- c) D-Staff, Division Chiefs – Webpage Editors and content contributors and Image Editor/Animator Personnel

All web committees/teams shall create their website structure/design with a header and a footer. The HEADER must contain but not limited to the following: domain name, name of office, address and telephone number and email address, office logo on the left side and the Philippine flag on the right side and images as animated gif or swf files.

The body must contain but not limited to the following pages if applicable:

- 1) **HOME** – contains the current or latest activities and important announcements of the office or unit. It may be a blog or list, layout in an i-frame as the case maybe;
- 2) **ABOUT US** – provides the history, vision, mission and functions of the unit and other pertinent general information;
- 3) **News/Press Releases** – all important press releases provided for in the forms of print or other media such as audio or video;

- 4) **Accomplishments** – administrative or operational accomplishments with pictures;
- 5) **PCR Activities** – Various PCR projects, seminars and inter-agency activities;
- 6) **Wanted Persons** – List/pictures of Most Wanted Persons and ONLY persons with pending warrant(s) of arrest;
- 7) **Crime Data/Statistics** – Monthly and comparative crime statistics in the AOR such as crime volume – index crime, non-index crime, crime distribution, crime trend, AMCR, CSE, crime time block, and crime clock and crime maps. It will include sub pages related to Women and Children's Desk and Human Rights;
- 8) **Gallery** – pictures of important and significant activities of the office;
- 9) **Key Officers** – list of contact persons and phone numbers/email addresses of officers such as Division Chiefs, Deputies RMGs/PMGs, Chiefs of Police (Personal Cellphone number is optional);
- 10) **Plans and Programs** – projects and other future activities;
- 11) **Downloads** – various forms, directives and references for the use of the public and PNP personnel;
- 12) **Contact Us** – a mail-to action form page capable of submitting information, suggestion, comments and complaint by the public which automatically submitted to the official email of the office or unit; and
- 13) **Web Links** – provide hyperlinks to other important government sites or related sites to the PNP.

There are three (3) phases of development, as follows:

Phase 1

Supervisors

- a) **Training and Orientation Seminars (1 month);**
- b) **Executive Seminar on WEBSITES "HOW IT WORKS"- Web**
- c) **Training of Web design and Development – IT officers; and**
- d) **Image Editing/Animation – PNP personnel assigned with the team.**

Phase 2

month);

- a) **Development and creation of websites at all levels as required (1**
- b) **Updating and Improvement as to the structure, design and contents as required for existing websites; and**
- c) **Activation and migration of official naming convention of DOMAIN NAMES.**

Phase 3 (TBAL)

- a) **Declaration and awarding of Best Website of the Year;**
- b) **Migration of all websites and webpages to the PNP web portal server at ITMS;**

b. Tasks:

1) TCDS - Overall Supervisor of the directive and is designated as overall web supervisor of the NHQ Web Committee.

2) NHQ Directorial Staff

a) DICTM – Asst Web Supervisor of the NHQ Web Committee

- 1) OPR in the implementation of the directive;
- 2) Provides continuous updates in the policy and guidelines re websites Management due to technology advancements or as the case maybe; and
- 3) Provides mechanics, criteria and categories for the best website of the PNP.

b) DPRM

- 1) Issues appropriate orders for the Web Team Composition; and
- 2) Provides updates and edit webpages concerning key officers, organization and contact numbers.

c) DI

- 1) Responsible in the updating of most wanted persons and persons with warrant of arrest; and
- 2) Designs pages and articles for anti propaganda campaign of leftist, terrorist organizations, secessionist movements and similar organizations.

d) DO

- 1) Updates pages for PNP operational accomplishments and other related page;
- 2) Provides updates re-general police operation without compromising specific operations; and
- 3) Monitors the updates of lower level units' web pages pertaining to operational accomplishments.

e) DIDM

- 1) Updates pages related to crime statistics and provide analysis applicable to the public; and
- 2) Monitors updates of pages of lower level units concerning crime data.

f) DPCR

- 1) OPR for the publication of significant command activities, administrative projects launched and news/articles on the best practices and program of the PNP; and
- 2) Updates PCR activities pages.

3) NSUs/Offices

a) PIO

- 1) Responsible in the updating of pages pertaining to press releases of the PNP; and
- 2) Performs other tasks as directed.

b) ITMS

- 1) Designated as the Web administrator of the Web Committee;
- 2) Responsible in the uploading and organization of structure of the PNP website;
- 3) Provides templates to be updated by respective D-Staff and task units;

- 4) Provides in-service and mobile training on web design, digital imaging and animation;
- 5) Provides POI and executive seminars regarding WEBSITE "Need to Know and How it Works";
- 6) Maintains and manages sub-domain names of the different units;
- 7) Maintains and manage a virtual web server for the purpose that is capable/compatible with HTML, aps and php pages;
- 8) Hosts and provides space for all existing and would be websites and pages of the PNP; and
- 9) Acts or forwards email messages received from the contact us page to concerned offices.

4) PRO / Other NSUs

- a) Designs and provides pages for the PNP websites as necessary and directed;
- b) Contributes content web pages to the websites;
- c) Creates and organizes respective Web Teams with the listed above components;
- d) Develops and updates respective websites;
- e) Assures the knowledge of critical information needed for website operation (webhost, domain name, account username and password);
- f) Initiates in-service IT training on web development, image editing, animation and web database;
- g) Contributes, updates, and edit webpages in their respective field of interest and website
- h) IT Officers – act as web administrator and designers of pages in respective offices, train and empower personnel in respective offices to edit and update web pages concerned.

c. Coordinating Instructions:

- 1) All D-Staffs and tasked offices/units are responsible in the editing and updating of their task webpages.
- 2) All updated webpages shall be sent via email to ITMS for uploading.
- 3) All D-Staffs and tasked offices/units shall recommend personnel to be trained on how to edit web pages.
- 4) All tasked offices/units shall submit orders of the composition of web teams to DICTM one (1) week after the effectivity of this directive.
- 5) All PROs/NSUs/ PPOs/CPOs and CPS shall submit the following IT information one (1) month after the effectivity of the directives:
 - a) Domain name and IP address;
 - b) Web host company or web server and the amount paid per year;
 and
 - c) Web administrator with access to the server;
- 6) All PROs/NSUs/PPOs/CPOs and CPS shall submit IMPLANS to DICTM two (2) weeks upon receipt of the directive.
- 7) The criteria for the Best Website will be based on content quality and comprehensiveness, ease of use (functionality, navigation and orientation), value added

Annex "A" - Definition of Terms:

a. E-Government refers to the use by government agencies of information and communication technologies (ICT) that have the ability to transform relations with citizens, businesses, government employees, and other arms of government in the delivery of services. It is the use of ICT to improve the efficiency, effectiveness, transparency, and accountability of government.

b. A website (or web site) -is a collection of related web pages, images, videos or other digital assets that are addressed with a common domain name or IP address in an Internet Protocol-based network. A web site is hosted on at least one web server, accessible via the Internet or a private local area network.

c. Web page - A Web page is a simple text file that contains not only text, but also a set of HTML tags that describe how the text should be formatted when a browser displays it on the screen. The tags are simple instructions that tell the Web browser how the page should look when it is displayed. The tags tell the browser to do things like change the font size or color, or arrange things in columns. The Web browser interprets these tags to decide how to format the text onto the screen.

d. Static Pages - provides "static" content, meaning that the user requests a web page and simply views the page and the information on that page.

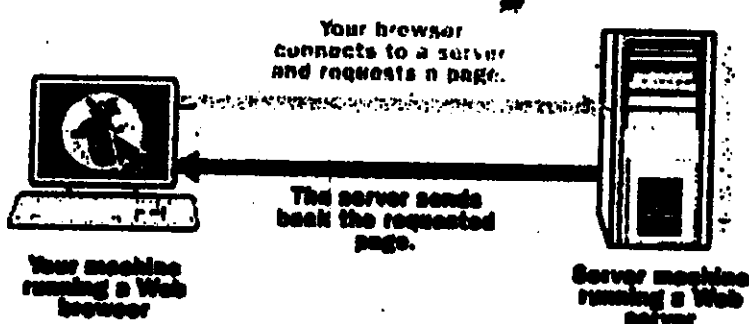
e. Dynamic Pages can also provide an "interactive experience" that is termed "dynamic". Content (text, images, form fields, etc.) on a web page can change, in response to different contexts or conditions. There are two ways to create this kind of interactivity.

f. HTML - HTML stands for Hyper Text Markup Language. A "markup language" is a computer language that describes how a page should be formatted. If all you want to do is display a long string of black and white text with no formatting, then you don't need HTML. But if you want to change fonts, add colors, create headlines and embed graphics in your page, HTML is the language you use to do it.

g. Web browser - A Web browser, like Netscape Navigator or Microsoft Internet Explorer, is a computer program (also known as a software application, or simply an application) that does two things:

A Web browser knows how to go to a Web server on the Internet and request a page, so that the browser can pull the page through the network and into your machine.

A Web browser knows how to interpret the set of HTML tags within the page in order to display the page on your screen as the page's creator intended it to be viewed.



h. Web server - A Web server is a piece of computer software that can respond to a browser's request for a page, and deliver the page to the Web browser through the Internet. You can think of a Web server as an apartment complex, with each apartment housing someone's Web page. In order to store your page in the complex,

you need to pay rent on the space. Pages that live in this complex can be displayed to and viewed by anyone all over the world. Your landlord is called your host, and your rent is usually called your hosting charge. Every day, there are millions of Web servers delivering pages to the browsers of tens of millions of people through the network we call the Internet.

i. A web hosting service is a type of Internet hosting service that allows individuals and organizations to provide their own website accessible via the World Wide Web. Web hosts are companies that provide space on a server they own or lease for use by their clients as well as providing Internet connectivity, typically in a data center. Web hosts can also provide data center space and connectivity to the Internet for servers they do not own to be located in their data center, called colocation. (Some web hosting companies in the Philippines are: web.com.ph, philhosting.net, bigbytes.net, marvinweb.net, pinoyhosting.net.....etc) view list at <http://www.webhosting.info/webhosts/tophosts/Country/PH>.

j. Free web hosting service: Free web hosting is offered by different companies with limited services, sometimes advertisement-supported web hosting, and is often limited when compared to paid hosting.

k. Shared web hosting service: one's Web site is placed on the same server as many other sites, ranging from a few to hundreds or thousands. Typically, all domains may share a common pool of server resources, such as RAM and the CPU. The features available with this type of service can be quite extensive. A shared website may be hosted with a reseller.

l. Reseller web hosting: allows clients to become web hosts themselves. Resellers could function, for individual domains, under any combination of these listed types of hosting, depending on who they are affiliated with as a provider. Resellers' accounts may vary tremendously in size: they may have their own virtual dedicated server to a collocated server. Many resellers provide a nearly identical service to their provider's shared hosting plan and provide the technical support themselves.

m. Virtual Dedicated Server: also known as a Virtual Private Server (VPS for short) divides server resources into virtual servers, where resources can be allocated in a way that does not directly reflect the underlying hardware. VPS will often be allocated resources based on a one server to many VPSs relationship, however virtualization may be done for a number of reasons, including the ability to move a VPS container between servers. The users may have root access to their own virtual space. This is also known as a virtual private server or VPS. Customers are sometimes responsible for patching and maintaining the server.

n. Dedicated hosting service: the user gets his or her own Web server and gains full control over it (root access for Linux/administrator access for Windows); however, the user typically does not own the server. Another type of Dedicated hosting is Self-Managed or Unmanaged. This is usually the least expensive for Dedicated plans. The user has full administrative access to the box, which means the client is responsible for the security and maintenance of his own dedicated box.

o. Managed hosting service: the user gets his or her own Web server but is not allowed full control over it (root access for Linux/administrator access for Windows); however, they are allowed to manage their data via FTP or other remote management tools. The user is disallowed full control so that the provider can guarantee quality of service by not allowing the user to modify the server or potentially create configuration problems. The user typically does not own the server. The server is leased to the client.

p. A domain name is an identification label that defines a realm of administrative autonomy, authority, or control in the Internet, based on the Domain

Name System (DNS). Domain names are used in various networking contexts and application-specific naming and addressing purposes. Domain name has two functions: it is the name of your website and it is the name of your email.

q. The following example illustrates the difference between a URL (Uniform Resource Locator) and a domain name:

- URL: http://www.example.net/index.html
- Domain name: www.example.net
- Registered domain name: example.net

r. For example, the server at IP address 208.77.188.166 handles all of the following sites:

- example.com - www.example.com
- example.net - www.example.net
- example.org - www.example.org
- another.example.org - www.example.org/gallery

s. An Internet Protocol (IP) address is a numerical identification and logical address that is assigned to devices participating in a computer network utilizing the Internet Protocol for communication between its nodes. The role of the IP address has been characterized as follows: "A name indicates what we seek. An address indicates where it is. A route indicates how to get there."²²

t. File Transfer Protocol (FTP) is a standard network protocol used to exchange and manipulate files over an Internet Protocol computer network, such as the Internet. FTP is built on a client-server architecture and utilizes separate control and data connections between the client and server applications. FTP can be use to upload/download pages or files in the Internet.

u. A webmaster /administrator - (portmanteau of web and postmaster), also called a web architect, web developer, site author, website administrator, or (informally) webmaster, is a person responsible for maintaining a website(s). The duties of the webmaster may include ensuring that the web servers, hardware and software are operating accurately, designing the website, generating and revising web pages, replying to user comment, and examining traffic through the site.(Some softwares used are Dreamweaver, Adobe Flex, Sitebuilder, Website Builder, Bluevodka ...etc)

v. A content management system is software that keeps track of every piece of content on your Website; much like your local public library keeps track of books and stores them. Content can be simple text, photos, music, video, documents, or just about anything you can think of. A major advantage of using a CMS is that it requires almost no technical skill or knowledge to manage since the CMS manages all your content, Cwhich you don't have to. (Some CMS are Joomla, Wordpress, Drupal...etc)

w. Image editing encompasses the processes of altering images, whether they are digital photographs, traditional analog photographs, or illustrations. (Some softwares used are Photoshop, Corel Draw, Photo Editor...etc)

x. Animation is the rapid display of a sequence of images of 2-D or 3-D artwork or model positions in order to create an illusion of movement. It is an optical illusion of motion due to the phenomenon of persistence of vision, and can be created and demonstrated in a number of ways. The most common method of presenting animation is as a motion picture or video program, although several other forms of presenting animation also exist.(Some software use are Flash Macromedia, Movie Maker, Magic Flare...etc)

through interactivity and multimedia, design (aesthetic value of graphics/music or sounds), and craftsmanship. This will be an additional point to the PER.

8) All IT officers shall be mandatorily trained in web design and development.

7. EFFECTIVITY:

This LOI shall take effect immediately upon approval.


JESUSA VERZOSA, CEO VI
Police Director General
Chief/ PNP

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