

Ingat Angat Safety Seal Communications

May 25, 2021

01
TOOLKIT

02
EXPLAINER
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APPROVED LOGO



SAMPLE CAMPAIGN MATERIALS

These materials serve as a guide for the different stakeholders on how to maximize the Safety Seal tool kit. Stakeholders are free to create their own materials based on the placements available and most apt for their audience

SIMPLIFIED COMMS TABLE

STAKEHOLDER	OBJECTIVE	MESSAGE
LGU	To persuade establishments to get a Safety Seal	PARA ALAM NG CUSTOMERS NA SAFE SA ESTABLISHMENT NINYO 1. Sign Up 2. Show Seal 3. Safety Protocols Followed
ESTABLISHMENTS	To reassure consumers that they have the Safety Seal	SUMUSUNOD KAMI SA HEALTH AND SAFETY PROTOCOLS because we have a safety seal and we're regularly monitored
CONSUMERS	To get them to check for the Safety Seal and follow safety protocols	3 STEPS PARA SAFE KA 1. Seal Check 2. I-Scan ang StaySafe.ph QR Code 3. SELF DISCIPLINE with safety protocols

LGU

SOCIAL POST – MAYOR’S PAGE

LAUNCH

LGUs will post on their official social media pages to inform businesses that getting a SAFETY SEAL is required for all.

These launch posts for the seal can be easily adapted by LGUs by placing their city names in the posters.



Lungsod ng Pasig

Importante sa lahat ng negosyo na maging safe sa pag-operate. Sundin ang health and safety protocols at mag-apply para makakuha ng SAFETY SEAL mula sa LGU. At pagkatapos, i-download ang StaySafe app at mag-generate ng QR code para mabigyan ng safety seal ang inyong business.
#IngatAngat



CITY HALL PLACEMENT

CITY HALL PLACEMENTS

Business owners who followed the health and safety protocols as detailed by the LGUs and applied for a SAFETY SEAL will be guided through signs in the city hall.



CITY HALL PLACEMENT

CITY HALL PLACEMENTS

Detailed instructions about the seal can also be posted.



SOCIAL POST – MAYOR’S PAGE

SUSTAINING

LGUs will update their pages with the number of businesses currently operating with a SAFETY SEAL.

This update will be adapted per city based on their certified businesses.



Lungsod ng Pasig

Sa mga negosyong wala pang SAFETY SEAL, pwede pang makakuha! Sundin lang ang health and safety protocols at mag-apply sa LGU. Kapag nakuha na ang safety seal, i-download ang StaySafe app para ma-generate ang inyong QR code at patuloy na mag-comply sa requirements para #IngatAngat.

**250 out of 350 businesses
na ang may seal.**

SAFETY SEAL



**We follow safety
& health protocols
against Covid-19**

👍❤️😮 2.2K

105 Comments 156 Shares

👍 Like

💬 Comment

➦ Share

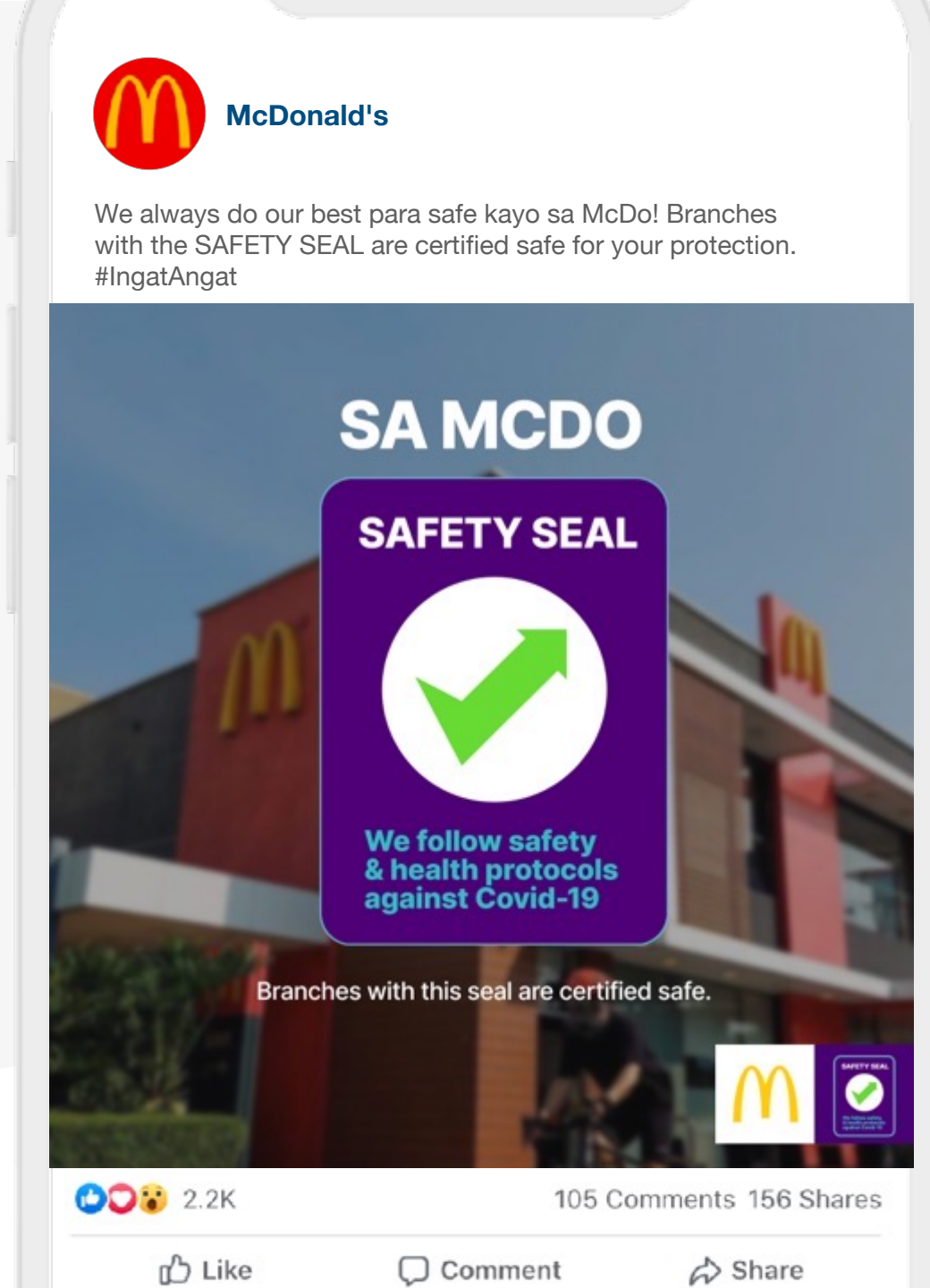
ESTABLISHMENTS

SOCIAL POST – BRAND’S PAGE

LAUNCH - SOCIAL

Upon getting their SAFETY SEALS, businesses can post about it on their social media accounts.

This post can be adapted by all businesses upon getting their seals.

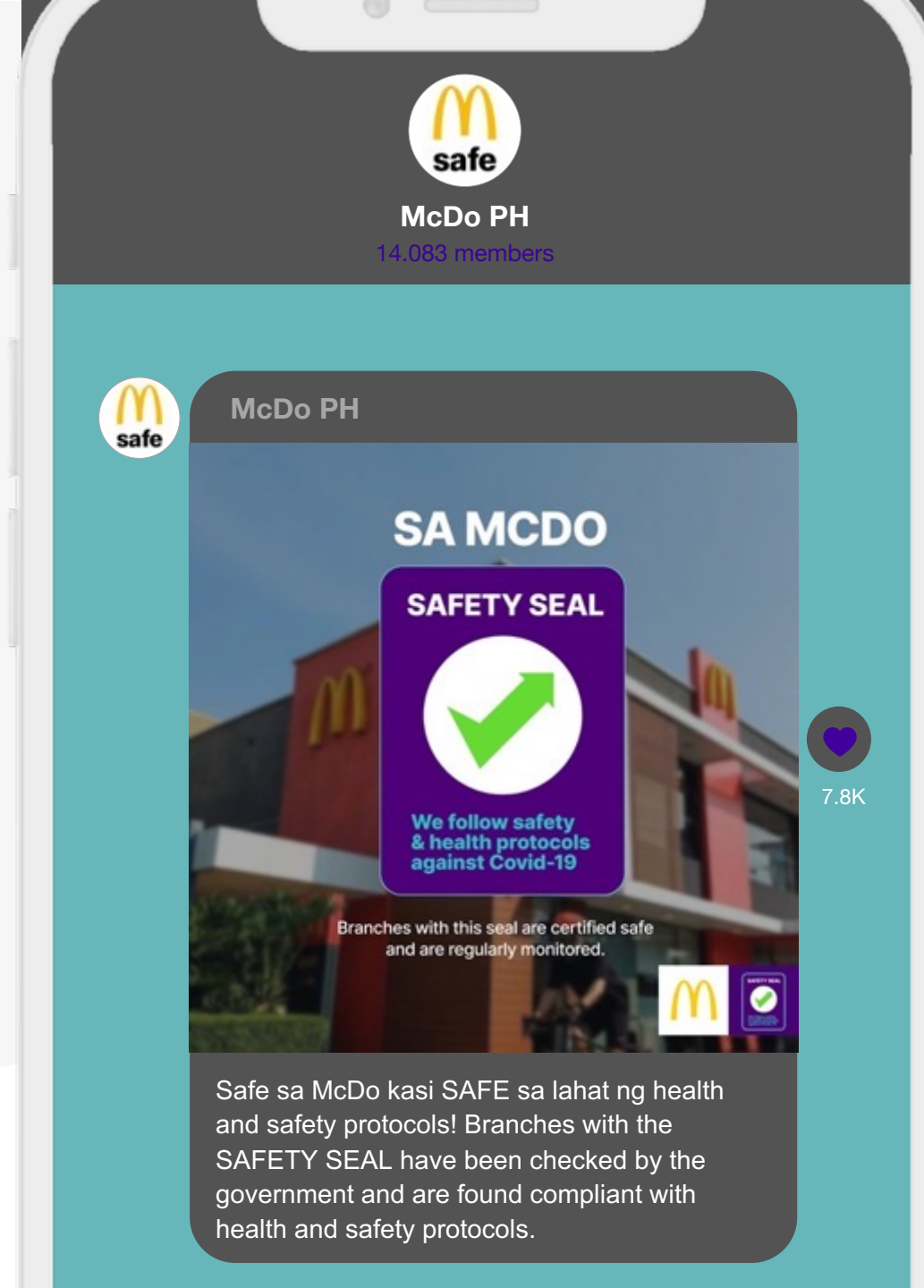


VIBER GROUP POST

LAUNCH - VIBER

Businesses can also update their consumers through their Viber Community groups.

Through these messages, brands can explain further what the SAFETY SEAL implies for consumer safety.



SOCIAL POST – BRAND PAGE

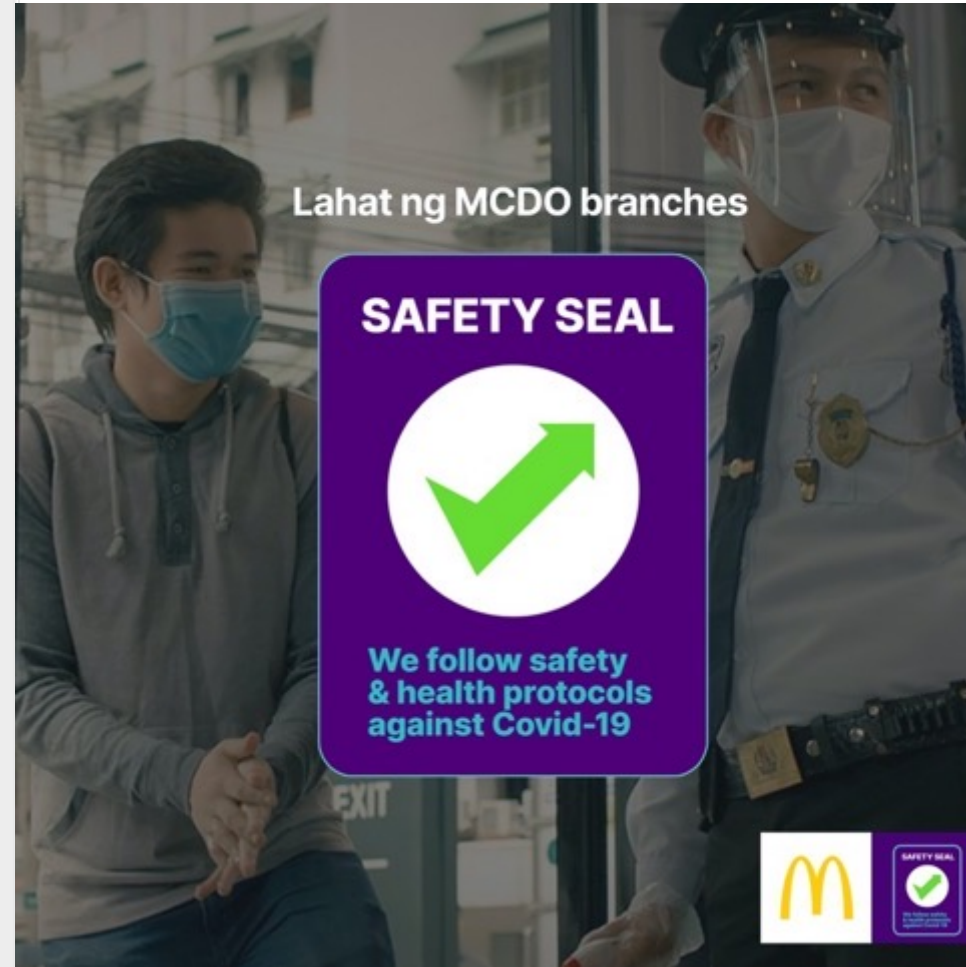
SUSTAINING

Following LGU audits of businesses, those who pass can post about it to reassure their consumers that they are still safe to visit.



McDonald's

As of today, all McDo branches are still guaranteed safe!
All our SAFETY SEALS are validated, so you're assured that
safety protocols are still being strictly followed. #IngatAngat



👍❤️😮 2.2K

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CONSUMERS/EMPLOYEES

SOCIAL POST - INGAT ANGAT PAGE



Ingat Angat

Ang SAFETY SEAL ay patunay na safe pumasok sa isang lugar dahil sumusunod ito sa safety protocols. Kilalanin ang seal na ito, dahil makikita niyo ito sa inyong mga pupuntahan!

LAUNCH 6s

A short introduction for the SAFETY SEAL will be released on social media.

'Pag nakita ang seal na ito, ibig sabihin ay nag-comply ang lugar sa safety protocols.



SAFETY SEAL



We follow safety
& health protocols
against Covid-19

Hanapin ito bago pumasok sa kahit anong establishment.



O tignan ang Safety Seal details after i-scan ang code tuwing papasok sa isang establishment.

2.2K

105 Comments 156 Shares

Like

Comment

Share

SOCIAL POST - INGAT ANGAT PAGE



Ingat Angat

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2.2K

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SOCIAL POST INGAT ANGAT PAGE



Ingat Angat

Kailangan palaging maging maingat ngayon sa lahat ng ating pupuntahan. Para siguradong safe sa isang lugar, siguraduhing SAFE with these 3 steps. #IngatAngat

INSTRUCTIONAL POST

The three safety steps will be posted to inform consumers.

STEP 1

SEAL CHECK

✓

Hanapin ang SAFETY SEAL na may unique QR code sa may entrance.

SAFETY SEAL

We follow safety & health protocols against Covid-19

Scan the QR Code and fill up the form

Tandaan ang seal.

Learn More

STEP 2

SCAN CODE

✓

I-scan ang StaySafe QR code

Tandaan mag-scan.

Learn More

STEP 3

SELF-DISCIPLINE
WITH SAFETY PROTOCOLS

✓

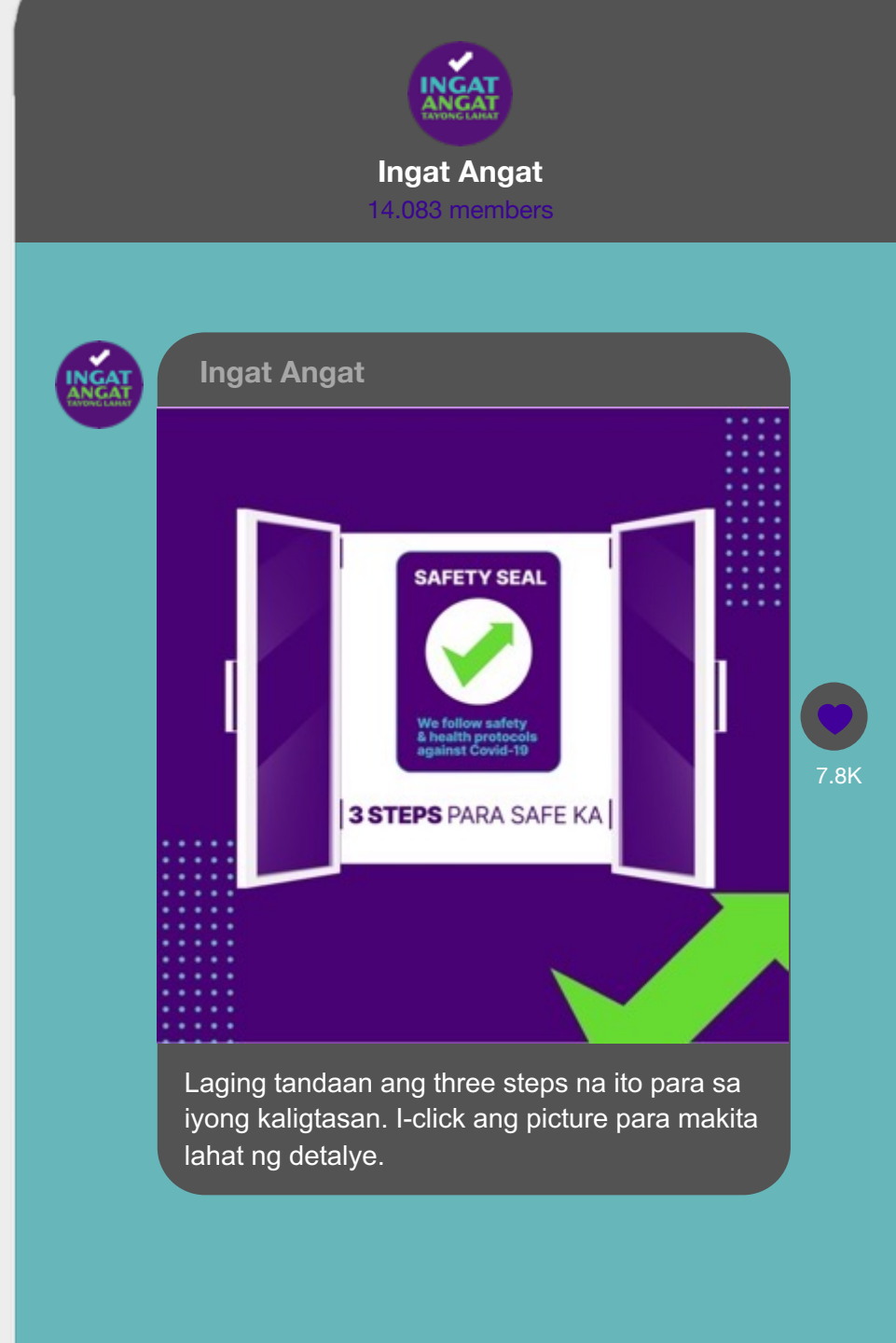
Kailangan palaging maingat ngayon sa lahat ng ating pupuntahan, siguraduhing may safety seal ito. #IngatAngat

Tandaan mag-ingat.

Learn More

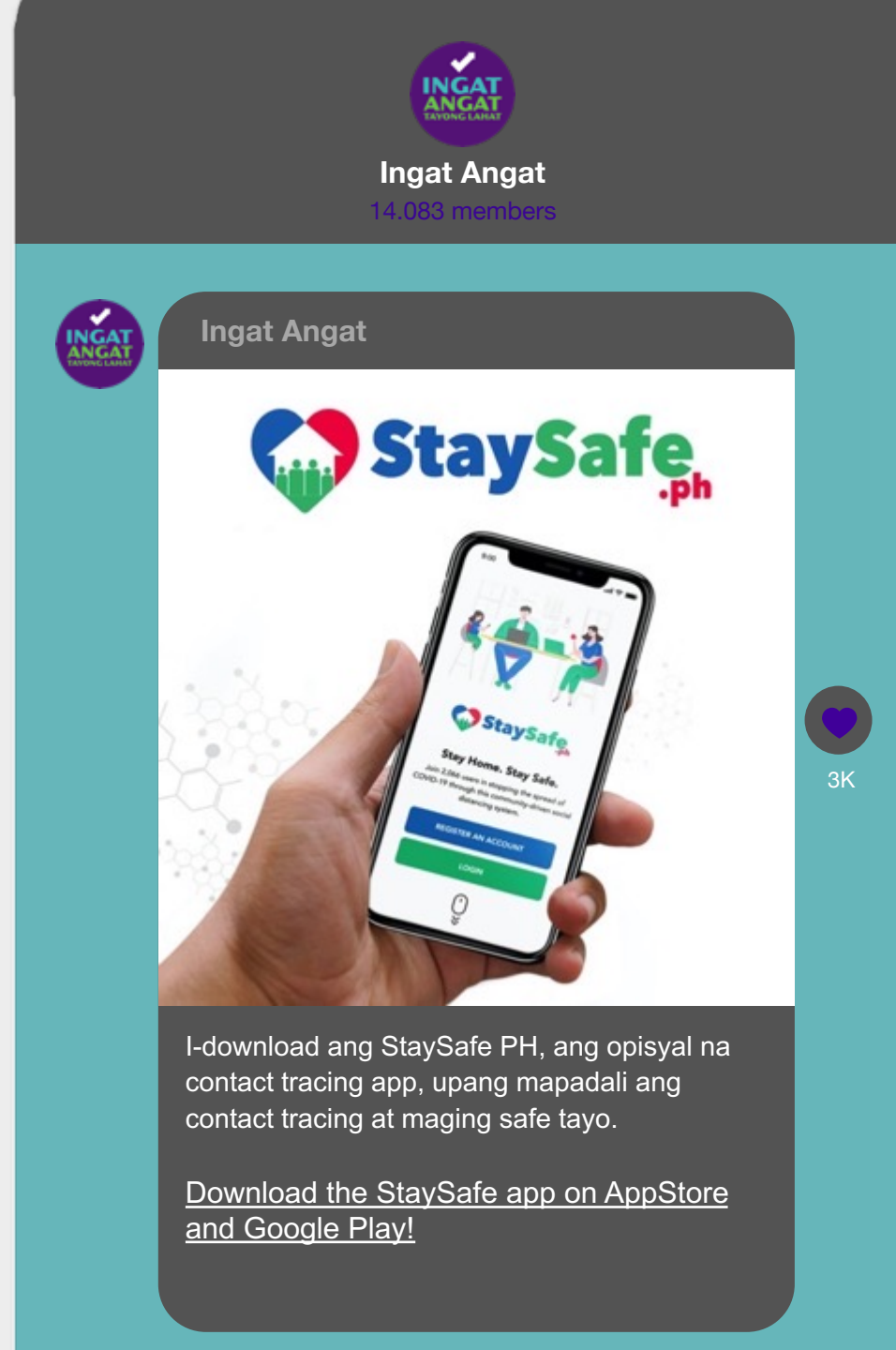
INSTRUCTIONAL MESSAGE

A link to the instructional post will be shared on Viber to ensure that consumers get to see it.



APP DOWNLOAD REMINDER

The StaySafe app will be explained to members of the Viber Community. Since they've taken the initiative to join the group already, it will be easier to convince them to download and use the app too.



ONGROUND PLACEMENT

OOH

On a big public platform such as a billboard, more people can be reminded to look for the safety seal when they go out.



Para safe,
hanapin ito
sa lahat ng
pupuntahan.

SAFETY SEAL



We follow safety
& health protocols
against Covid-19

SAMPLE INFLUENCER POST

INFLUENCER

To ensure that our message reaches even more consumers, we can partner with popular influencers who can create content about the three safety steps.

We can choose content creators across various demographics and interest points to ensure a wide reach for our message.



mimiyyuuuh



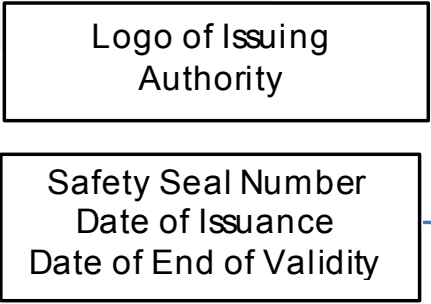
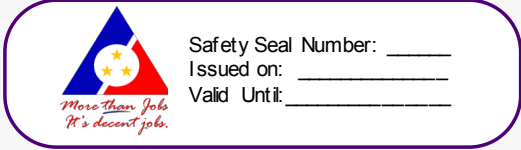
mimiyyuuuh staying safe is as easy as 🙌🙌🙌 oo nga, ganyan lang kadali! kasya sa 1 minute mga dapat niyong tandaan, so watch na muna bago ka lumabas para sigurado na ang pupuntahan ay may SAFETY SEAL!

SECURITY MEASURES

Security Measures

The Safety Seal shall indicate the Issuing Authority, Date of Issuance, and Safety Seal Number and must be verifiable with the Issuing Authority.

Other security measures may also be introduced. Issuing Authorities shall keep a record of establishments issued with the Safety Seal. The Safety Seal may be issued in printed or digital form. The digital Safety Seal may be sent by Issuing Authorities through electronic mail or downloaded in their respective microsites.



DOLE sample only

Issuing Authority	Establishments
Department of Tourism	Primary Tourism Enterprises - Accommodation Establishments (Hotels, Resorts, Apartment Hotels, and other Accredited Accommodation Establishments) - Travel and Tour Services - Meetings, Incentives, Conferences & Events (MICE) Venues/Facilities Restaurants inside Hotels/Resorts
Department of Labor and Employment	Manufacturing Construction sites Utilities (Electric, Water, Gas, Air conditioning Supply, Sewerage, Waste Management) Information and Communication companies (Publication, News, Movie Production) Warehouses
Department of Trade and Industry	Groceries, supermarkets, membership shopping clubs Convenience stores Construction supply/ hardware stores Logistics Service Providers (outlets) Barbershops and Salons Service and Repair Shops
Local Government Unit (City or Municipality)	Malls Wet markets Other retail stores Restaurants outside Hotels/Resorts Fast food, Eateries, Coffeeshops, etc. Banks, money changers, pawnshops, remittance centers Car wash Laundry service centers Art galleries, libraries, museums, zoo Sports centers Tutorial, Testing, and Review Centers Gyms Spas Cinemas Arcades All other private establishments
Department of Interior and Local Government (DILG)/Philippine National Police (PNP)	City Halls, Municipal Halls, Provincial Capitols All other Local Government Unit facilities and buildings Police Camps and Stations Bureau of Fire Protection Offices and Fire Stations Provincial/District/City Jails Barangay halls and other barangay facilities All other public establishments not covered by the other Issuing Agencies

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“Certified na Safe ‘To” 30s (Jingle)



LYRICS:

Certified na SAFE ‘TO
May’rong seal sa may pinto.

Certified na SAFE ‘TO
May kasamang QR code.

Certified na SAFE ‘TO
Pag-mask at distansya’y sinusunod

Certified na SAFE ‘TO
Alam mong ‘pag may seal...safe ditoooo~

VO: Safe ba ang ‘yong pupuntahan?
Sure ka kung may SAFETY SEAL ito!

AVAILABLE COMMUNICATION MATERIALS

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THANK YOU!