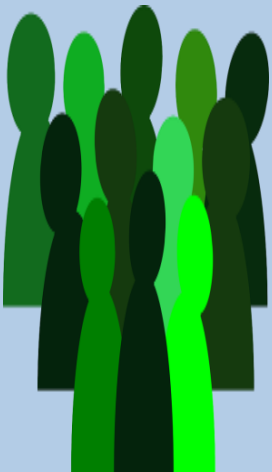


Excellence in Stakeholder Relations



Who is a stakeholder?

Who is a stakeholder?



...is any person, group or organization who can place a claim on an organization's attention, resources or output, or is affected by that output.

He has a stake in the organization.



Why manage stakeholder relations?

Effective stakeholder relations management is important to the success of your organization and its projects



Objective

The aim of stakeholder relations management is to influence stakeholder attitudes, decision and actions for mutual benefit.



Steps in stakeholder relations mgt.

1. **Identify your stakeholders**
2. **Prioritize your stakeholders**



Benefits of stakeholder-based approach

- **Viewpoints of main stakeholders help shape your projects.**
- **Gaining support from powerful stakeholders help you win resources.**
- **Constant communication with stakeholders ensures full understanding of your project and helps gain support.**
- **You can anticipate people's reaction to your project and build into your plan the actions that will win people's support.**



**Wearing my SSS
PR hat**

The logo features a stylized human figure composed of four colored segments: red, blue, yellow, and green, arranged in a circular pattern.

SSS Stakeholders

- **Employers**
- **Individual members**
- **Pensioners**
- **Beneficiaries**
- **Policy-makers**
- **Government**
- **General public**

Case Study 1: SSS ID Project

- SSS biometric ID was started in mid-1990s
- Left-leaning groups protested the idea
- SSS conducted nationwide dialogues and consultations with its stakeholders for two years
- In a survey conducted on the acceptability of the SSS ID among SSS stakeholders, 98% of the respondents were in favor of it

TODAY: the demand for the SSS UMID is such that even foreign embassies require it as proof of identity





Case Study 2: Rate increase

- The SSS Reform Agenda requires the gradual increase in the rate of contributions to enable the pension to provide more meaningful benefits and extend its fund life
- In 2011, it proposed a 0.6 percent increase in the rate of contributions to be shared equally by the employer (ER) and the employee (EE), and an increase in the maximum monthly salary credit from P15,000 to P20,000



Case Study 2: Rate increase

- It took more than 2 years of dialogue and consultation with various stakeholders before the measure was approved



**A minor victory that came
with a huge cost**



Case Study 3: Restoring appreciation

- In the first half of 2014, the Social Security System (SSS) became the target of public scrutiny following the media's sensationalized coverage of the increase in member contributions and the supposed exorbitant bonuses of SSS commissioners
- Consequently, public perception of SSS as an institution and public appreciation of its services to millions of members and pensioners suffered a setback.



Case Study 3: Restoring appreciation

- A two-pronged “Buti na lang may SSS” campaign was launched in September 2014. Its goal was to:
 - Restore appreciation of SSS as an institution among the public and its members through **media partnerships and stakeholder (member) relations** as well as a **multi-media campaign**



Case Study 3: Restoring appreciation

The “*Buti na lang may SSS,*” campaign slogan underscored the continuing importance of the institution in the lives of its members. The innovative campaign targeting the younger set, veered away from the traditional and institutional approaches of SSS campaigns. Its tone and approach were light, fun, engaging and encouraging.

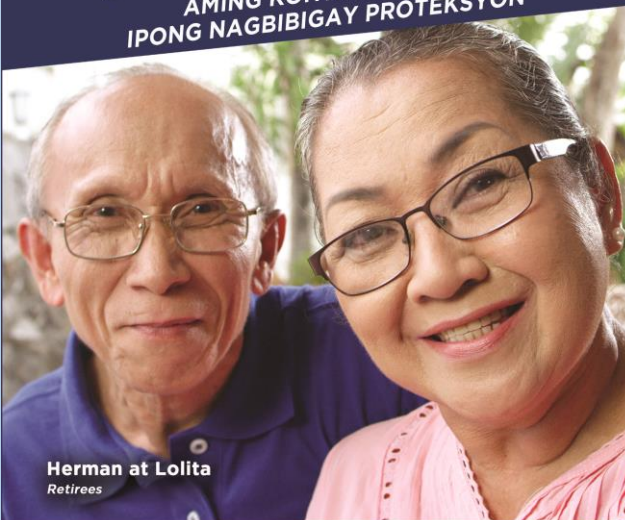


Case Study 3: Restoring appreciation



Case Study 3: Restoring appreciation


BUTI NA LANG MAY SSS!
AMING KONTRIBUSYON,
IPONG NAGBIBIGAY PROTEKSYON




Herman at Lolita
Retirees

Kontribusyon ay ipong mas may pakinabang.
Maaasahang proteksyon sa panahon ng pangangailangan.

Sickness, Maternity, Disability, Retirement, Death and Funeral Benefits




SOCIAL SECURITY SYSTEM

www.sss.gov.ph Email: member_relations@sss.gov.ph  SSSPh

BUTI NA LANG MAY SSS!


**Aking
Kontribusyon,
Ipong
Nagbibigay
Proteksyon**

Kontribusyon ay ipong
mas may pakinabang.
Maaasahang proteksyon sa
panahon ng pangangailangan.




Joseph
Tricycle Driver

Sickness, Maternity, Disability, Retirement, Death and Funeral Benefits



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Case Study 3: Restoring appreciation


BUTI NA LANG MAY SSS!


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Kontribusyon ay ipong mas may pakinabang. Maaasahang proteksyon sa panahon ng pangangailangan.

Angela
Call Center Agent

Sickness, Maternity, Disability, Retirement, Death and Funeral Benefits


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BUTI NA LANG MAY SSS!


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Kontribusyon ay ipong mas may pakinabang. Maaasahang proteksyon sa panahon ng pangangailangan.

Dennis
Entrepreneur

Sickness, Maternity, Disability, Retirement, Death and Funeral Benefits


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Case Study 3: Restoring appreciation

ISTORYANG SSS



MALIIT NA IPON MALAKING TULONG

Si RUBYLYN RECLUSADO, tindera sa Vigan Public Market ay isa sa 160 tinderang sumali sa programa ng AlkanSSSy.

Abril 2014, nanganak si Rubylyn sa pamamagitan ng caesarian operation. Dahil may SSS siya, nakakuha siya ng Maternity Benefit claim.

Napagkalooban siya ng P7,800 na benepisyo para sa kanyang 78 araw na caesarian delivery.

"Tuwang-tuwa ako nang makakuha ang Maternity Benefit mula sa SSS. Bumalik sa akin yung mga hinulog ko, at higit pa! Masaya ako. Buti na lang may SSS!"

Paano sumali sa AlkanSSSy Program?

Open to all SSS members who are:	Interested and qualified SSS members can enroll in the program over-the-counter at any SSS branch.	Interested and qualified SSS members can enroll in the program over-the-counter at any SSS branch.
• Below 55 years of age	Enrollment via My.SSS will be announced later	Enrollment via My.SSS will be announced later
• With paid contributions in the regular SSS Program for at least 6 months enrollment	PESO Fund payment form can be downloaded at www.sss.gov.ph	PESO Fund payment form can be downloaded at www.sss.gov.ph
• Have not filed any final claim under the regular SSS program		

BUTI NA LANG MAY SSS!



SOCIAL SECURITY SYSTEM

www.sss.gov.ph Email: member_relations@sss.gov.ph  SSSPh



Case Study 3: Restoring appreciation

- Restoring the public's appreciation of SSS is a gradual, calibrated process.
 - Media relations
 - Constant dialogues through “Kapihan”
 - Media visits
 - Attendance in media for a
 - Sponsorships
 - Member relations
 - Face-to-face in branch campaigns; customer service
 - Social media engagement
 - Traditional media



Case Study 3: Restoring appreciation

- **Beyond public relations, SSS worked hard to address its stakeholders' needs. In 2014:**
 - **25 new branches were opened**
 - **13 service offices were added**
 - **4 more branches were ISO certified**
 - **283 self-service info terminals were installed**
 - **Web-based/self-service transactions increased**
 - **Pensions were increase by 5% across-the-board**



Case Study 3: Restoring appreciation

- **Results:**
 - A survey conducted by a 3rd party on the “Buti na lang may SSS” campaign five months after it started, revealed that most member-respondents agreed with the statement that SSS is reliable and that they are grateful because their SSS contribution gives financial protection in time of need.
 - Also, most non-member respondents would like to be SSS members because of the benefits that the SSS offers.
 - Media flak decreased by more than 50% by the end of the year.



Case Study 3: Restoring appreciation

- **Results:**

- In Social media, the more SSS engaged its netizens in informative discussions and posts, the more inquiries SSS gets. With the content management strategy, there was an increment of 225.7% in impressions of #ButiVibes and #FAQs posts from 3.5 million (October 22 - November 21) to 11.4 million (November 22 - December 21, 2014). Considering the three-week Christmas break, an increase of 131.4% in impressions (October 22 to January 21) was noted. Nevertheless, more people are talking about, seeing, sharing, and re-posting our Facebook posts.

FB Analytics	Oct 22 – Nov 21	Nov 22-Dec 21	Dec 22-Jan 21
Likes	973,560	1,090,000	1,120,000
Unliked your page	2,200	2,900	2,000
People Talking about SSS	14,980	14,980	34,700
Impressions	3,500,000	11,400,000	8,100,000
Stories Created	126,229	298,062	213,882
Number of Users	114,199	244,986	182,248
Reach of Content	800,060	5,190,000	3,790,000



Wearing my GSP hat

The logo consists of four stylized human figures in red, yellow, green, and blue, arranged in a circle.

GSP Stakeholders

- **School officials**
- **Teachers/troop leaders**
- **Girls**
- **Girls' parents**
- **Policy makers**
- **General public**

The logo consists of four stylized human figures in red, blue, yellow, and green, arranged in a circle with their arms raised.

GSP Stakeholder relations

- Geared towards promoting scouting as a character building yet fun activity and way of life.
- Aimed at building goodwill and gaining support for GSP programs

The logo features a stylized human figure composed of four overlapping shapes in red, yellow, green, and blue, positioned to the left of the text.

GSP Experience

- **GSP is a well-managed organization; well-oiled and efficiently run.**
- **With 75 years of experience, it has a well-developed internal communications network that enables it to cascade information and programs across the organization instantaneously**

The logo features a stylized human figure composed of four colorful segments: red, yellow, green, and blue, arranged in a circular pattern around a central point.

GSP Experience

- **It has mastered its strategies to reach out to its stakeholders**
- **However, it needs to develop more innovative approaches to reach out to its stakeholders and to attract more girls to its cause**

The logo features a stylized human figure with arms raised, composed of four colored segments: red, blue, yellow, and green.

GSP Experience

Despite the many challenges it faces, the road ahead looks bright and rewarding.

End of presentation

