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A Gap Analysis of LGU Social Media Communication Strategies for Disaster Preparedness During Crisis Periods

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Abstract:

This research looked into how social media was used by the Local Government Unit (LGU) of Aguilar, Pangasinan and the communication strategies that were applied, with a special emphasis on the disaster preparedness messages related to typhoons, floods, and earthquakes. The research employed a gap analysis strategy whereby the LGU's Facebook posts were evaluated based on promptness, clarity, uniformity, audience participation, and being in line with the guidelines for disaster communication set up. The data was collected through the examination of the official Facebook updates and the conducting of interviews with the LGU staff and the review of documents. The results showed that the LGU of Aguilar was dedicated to accurately and timely informing the public in case of a disaster; however, there were some discrepancies that came to light; one of them was the low posting frequency, another was not using predetermined message formats, and lastly, they did not actively engage with the community feedback they received. Additionally, it was found that the LGU, while successfully communicating essential advisories, can still improve photo communication, add preparedness education to the advisories, and even more, strengthen two-way interaction with the residents. The study further brought to light the need for a better collaboration between the Municipal Disaster Risk Reduction and Management Office (MDRRMO) and the social media team so that warnings and situational reports could be sent out simultaneously. The recommendations which were made were aimed at improving the digital communication practices of the LGU Aguilar and hence developing a disaster preparedness system that is more responsive, user-friendly and focused on the community, through accessibility.

Keywords: Social Media

1. Introduction

Background of the Study

The Philippines, which is an archipelago, is one of the most disaster-prone countries in the world that is always on the list due to the constant cycle of typhoons, earthquakes, and volcanic activity (Siar and Lorenzo, 2023). Consequently, the Disaster Risk Reduction and Management (DRRM) strategies have to be very quick and very efficient. Crisis communication is the very fast and correct sharing of information that is necessary to save lives, property, and support response activities (Public Safety and Crisis Communication in an Emergency or Disaster, 2022). It is very important for the success of these tactics. Siar and Lorenzo (2023) stated that the use of social media platforms,

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particularly Facebook, which is very popular in the country, has completely changed the crisis communication concept in the digital era. Local Government Units (LGUs) have increasingly leveraged social media as a crucial tool in the disaster management cycle, spanning preparedness, response, and recovery phases.

In the Philippines and other disaster-prone countries, local authority and resident communication has become one of the main aspects of risk reduction and management (DRRM) of disasters. The growing number of social media platforms is giving local governments the opportunity to connect with the public, share alerts, and organize actions for disaster preparedness. Additionally, social media can be of significant assistance in rural areas of the country that are constantly exposed to typhoons, floods and other dangers since it can help in building up the resilience of the community.

Social media has a variety of roles in the processes of disaster management - not just in emergencies, but also in the pre-event and post-event periods. Local governments, non-profit organizations, and communities are able to use social media during all phases of the "Social media in disasters" framework to increase the sharing of risk information, situational reports, and preparedness messages, which will result in raising awareness and improving coordination (Prepare Centre, 2024).

In the Philippine situation, the role of social media in communicating disaster risks has been acknowledged more and more. According to Congjuico (2014), social media, especially Facebook, provides a more appropriate platform for LGUs to communicate about risks and emergencies than traditional mass media (social media for risk management).

In addition, it was mentioned by Domingo and Manejar (2018) that moving to digital communications is in line with the government's intention to establish DRRM mechanisms at the local level which is in fact a broader effort. In the Philippines, the regulatory and policy framework requires LGUs to take up readiness and risk reduction measures that are proactive.

Still, there are the significant gaps that have existed, between social media's potential and its actual use by a lot of LGUs. Seneviratne and his group, in their exhaustive 2024 review, came up with several reasons for the social media not being used effectively in disaster management, which are: misinformation, lack of properly trained personnel, distrust, and low quality and uninteresting information (Seneviratne et al., 2024).

Surely, social media does have its drawbacks when it comes to the quality of information, while at the same time its good side being the rapid exchange of information and real-time communication. Nevertheless, these advantages also carry along with them certain risks. For example, mismanagement of social media may result in the implementation of a wrong communication strategy, an overpowered or discredited official source, and misinformation among the public during the emergency (Alexander, 2013).

Consequently, the works of Inoferio, Hernandez, and Santos (2025) which have investigated the actual social media practices of LGUs in the Philippines during disaster preparedness, are still few and far between. A recent literature review on social media in the context of Philippine disaster risk management reveals that majority of the studies are dealing with responses to typhoons and earthquakes, while only a few of them are tackling such hazards as floods or small-scale disasters. Furthermore, to consider social media posts as a source of information during the mitigation or prevention stages of disasters, it has not been studied so far.

Another concern is how LGUs integrate social media strategies into their overall disaster risk Another issue is how LGUs incorporate social media tactics in their general disaster risk reduction and management plans. The presence of official DRRM plans does not necessarily mean that the attributes of resilience are fully unveiled or uniformly, for example, some plans deal with governance and hazard mapping but ignore preventive communication or community involvement (Ner, Okyere, Abunyewah, and Kita, 2022).

The need for localized research studies is urgent to measure the real use (and the deficiencies) of social media communication by local government units (LGUs) during crisis periods, especially in less fortunate municipalities that are vulnerable to crises. The municipalities of Aguilar, Mangatarem,

and Bayambang in the province of Pangasinan are very good candidates for this kind of research as they are very vulnerable to climate and disasters.

In addition, it is very pertinent to concentrate on the Facebook pages of these LGUs. Facebook is still the main social media channel in most localities in the Philippines because of its huge number of users, easy access through mobile phones, and real-time communication (especially in remote or semi-urban areas) capacity. Certainly, some scholars have claimed that Facebook as a medium for risk communication and emergency response is better than traditional media channels alone (Congjuico, 2014; UN ESCAP, 2016)

In the meantime, the assessment of social media strategies of LGUs should not only consider whether they post messages but also the content, timing, engagement, clarity, and consistency, and whether messages are in accordance with the best practices for disaster risk communication The previous studies in other contexts have pointed out that the efficient use of social media during disasters includes the monitoring of early warning signs, pre-messaging strategies, risk awareness campaigns, and the establishment of credible sources (Prepare Centre, 2024)

Moreover, Hocking, Opdyke, Siguan, and Aldrich (2025) highlighted again that it is very important to gain the trust of the community to the local government unit (LGU) and vice versa. Building social capital through social infrastructure — things like community spaces, barangay halls, and information hubs — can be a support to the whole disaster resilience process. Consequently, in municipalities that have limited or poorly used physical social infrastructure, social media could be a substitute — but only if the communication is credible, timely, inclusive, and sustained.

By considering all the factors involved — hazard vulnerability, institutional mandates, social capital, technical capacity, and communication strategies — it is the analysis of LGU social media communication that comes out to be not only pertinent but also very urgent. Such a research can point out the areas of LGU communication where they are doing well, where they are falling behind, and how the practices at the local level can be further improved to bring about greater disaster preparedness and resilience.

Thus, the research intends to perform a critique of the social media communication strategies that have been used by the LGUs of Aguilar, Mangatarem, and Bayambang, particularly their Facebook pages, during emergency situations. The study will aim at the weaknesses, strengths, and gaps in informing the public about disasters that the evaluated LGUs have, and how the corresponding communication techniques measure up against the best practices in disaster risk communication and social media use.

In this way, the research anticipates not only to provide new insights to the academia but also to the practical policymaking — by delivering recommendations grounded on the evidence which, among others, would be enhancing local government unit disaster communication, building up community resilience, and making the best use of social media for disaster risk reduction and management in local Philippine contexts.

The outcome of the study might, however, also bring out the difficulties and the advantages in a more decentralized disaster risk management approach, especially in the case of small towns that are not located near major cities where there might be lack of resources, digital divide, and socio-cultural factors that negatively affect the use of social media as an effective communication tool during disasters.

Research Problem and Objectives

The primary issue that this research aims to resolve is the possible discrepancy between the recommended best practices for communication via social media in disaster preparedness theoretically and the real tactics employed by the Local Government Units of Aguilar in the times of crises.

Thus, the primary objectives of the study are:

1. To identify the current social media communication strategies (content type, frequency, tone, and interactivity) employed by the LGU Facebook Pages (Local Government Unit of Aguilar) for disaster preparedness during crisis periods.
2. To establish the best practice criteria for effective LGU social media communication for disaster preparedness based on existing literature, national DRRM guidelines, and international standards.
3. To conduct a gap analysis by systematically comparing the LGU's current strategies against the established best practice criteria to pinpoint specific deficiencies in communication content and strategy.
4. To propose a tailored social media communication framework with specific, data-driven recommendations to enhance the disaster preparedness efforts and close the communication gaps of the LGUs in the Municipality of Aguilar.

2. Literature Review

A detailed analysis of multiple studies has concluded that the involvement of social media in disaster management (DM) is diverse and complex, but at the same time, it encounters significant difficulties (Seneviratne et. al., 2024). Some of the difficulties that were highlighted are the transmission of false information, insufficiency of personnel to supervise social media platforms, the public's lack of trust in the authorities or the content, and the distribution of poor or irrelevant information. Still, the strengths in using social media as a communication tool in disaster scenarios so that it can be regarded as a tool that is sometimes the main or at least a secondary channel of communication have not been extinguished.

Social media has been acknowledged as an important communication means throughout the entire disaster management cycle (mitigation, preparedness, response, recovery). In the phases of mitigation and preparedness, social media can play the role of a communication facilitator by sending out messages that include but are not limited to, risk-reduction information, early-warning advisories, and awareness campaigns (Widyastuti, 2021).

Hidayat et al. (2024) argue that in the response phase, social media can help in the quick spreading of emergency messages, in the collecting of people’s needs reports by using crowd sourcing (e.g., shelter, rescue), and in the mounting of volunteer power. Therefore, during the recovery phase, social media can take part in coordinating the relief efforts, gradually informing about the rebuilding, and facilitating community involvement and resource mobilization. Thus, digital channels for communication are much more readily available and are severely reduced to be just a medium for the sake of the disaster management process (Ramakrishnan et al., 2022)

There has been a growing—but still limited—literature on the use of social media for disaster risk reduction and management (DRRM) among Local Government Units (LGUs) and communities within the Philippine context. A noteworthy study of such nature is conducted by Teresa S. Congjuico, who claimed that social media (particularly Facebook) is often more appropriate than traditional mass media for risk management and emergency response by LGUs because of its features: real-time posting, interactive communication, community-building, and social integration. During the study, Facebook was employed to disseminate flood-risk information, rally community support, and organize relief efforts when a municipality was hit by flooding during Typhoon Mario (2014)—this was a demonstration of the power of social media to bolster “bayanihan” (community solidarity).

A more recent descriptive-correlational study by De Los Reyes and Dela Cruz (2024) conducted in Central Luzon aimed at assessing the role of social media as a communication channel for disaster risk reduction and mitigation in a few selected barangays. Reportedly, Facebook and Messenger were the most popular tools for sharing disaster-related information, raising community awareness, and making the public participation in preparations and responses.

The studies corroborate the findings in different international settings. One such study conducted by Septian, Rizal, Khadija, and Anwar (2024) in coastal communities is an example of where disaster education and social media use led to a significant increase in individual disaster preparedness. In addition, a case study by Hidayat et al. (2022) on the flood management of 2021 in South Kalimantan revealed that social media was a strong actor in the risk mitigation, though the real use and the impact of it varied from one place to another.

Furthermore, it is evident that the adoption of social media use in disaster management has different levels depending on the communities. A study conducted among the marginalized communities showed that the adoption of SM for disaster management was determined by perceived ease of use, digital literacy, and task difficulty among the users and that the adoption was low in places where barriers were high (Ramakrishnan et al., 2022)

The empirical studies mentioned above highlight the role of social media — mainly Facebook — as a useful communication channel for disaster risk management and reduction (DRRM) at the local level, but its effectiveness is determined by the context: community preparedness, digital infrastructure, institutional capability, and communication strategy.

Thus, a significant gap is identified: the majority of current literature focuses on major disasters, their responses and recovery, and digital analytics — yet not many studies are conducting a thorough analysis of the roles played by LGUs in social media during the preparedness and mitigation processes, especially in small localities, and how efficient or adequate those strategies are. This void is especially important in the case of the Philippines considering that natural hazards (typhoons, floods, earthquakes) happen quite often and that even rural areas have a very high penetration of social media

3. Methodology

Research Design

A descriptive-comparative research design and content analysis was used in this study. The current social media communication strategies of the LGUs was described though the descriptive part, and the alignment of these strategies with established disaster risk reduction and management (DRRM) communication standards was discussed through the comparative part. The content analysis approach is justifiable because the study systematically examines posts, interactions, and communication patterns on Facebook during crisis times. Gap analysis was the evaluative framework to uncover inconsistencies between current practices and suggested communication standards.

Research Locale

The study was conducted in the municipalities of Aguilar located in Pangasinan, Philippines. These areas were selected because the municipality is flood-prone and typhoon-prone municipality that actively use their official Facebook page — Local Government Unit of Aguilar, as primary platforms for public communication during disasters.

Sample and Population

The population of the study consists of all disaster-related Facebook posts made by the LGU during designated crisis periods for the past 2 years. The sample includes

- All official Facebook posts related to disaster preparedness, response, and recovery made within the last three major crisis periods (e.g., typhoons, floods, earthquakes).
- Posts that involve early warnings, weather advisories, evacuation announcements, DRRM updates, emergency hotline postings, and relief distribution announcements.

A purposive sampling technique was used to ensure only posts relevant to disaster communication are included.

Data Gathering Procedures

A systematic method was employed by the researchers to collect the data for the study that concentrated on the Facebook posts of the Local Government Unit of Aguilar during the crisis periods identified. Initially, the researcher collaborated with the local MDRRMO office and inspected public records posted on the page to find out which three disaster events had the most impact on each municipality in the past few years.

After crises had been pinpointed, the researcher had access to the official Facebook page – Local Government Unit of Aguilar and collected all posts manually that were related to disaster preparedness, response, and recovery. Every post was documented and entered into a database, which included the date and time of posting, type of media used, authority or office issuing the message, and the nature of the disaster communication (warning, advisory, update, evacuation notice, or relief announcement). Engagement metrics, including reactions, comments, and shares, were recorded as well.

The posts were classified after extraction in terms of disaster risk reduction and management (pre-disaster, during disaster, post-disaster) phases. Later on, a coding scheme that had been defined beforehand was used to check message clarity, timeliness, completeness, accuracy, and compliance with disaster communication standards. To achieve reliability, two identical coders were employed to code one set of posts, whereas the differences were settled through agreement. All data collection steps used only publicly available information; hence, the research kept to ethical online research guidelines.

Research Instrument

The primary research instruments used in the study were a content analysis coding sheet, a gap analysis matrix, and evaluation rubric designed to assess the LGUs' social media communication strategies. The coding sheet served as the main tool for categorizing and analyzing Facebook posts. It contained indicators such as message clarity, accuracy, completeness, timeliness, multimedia utilization, accessibility, and responsiveness. The coding sheet also included sections for recording engagement metrics, content type, disaster phase, and the presence of risk-reduction or preparedness information.

To evaluate communication gaps, a gap analysis matrix was utilized. This matrix compared the actual content and practices found in the Facebook posts with established disaster communication standards, including NDRRMC communication protocols, UNDRR and WHO crisis communication guidelines, and principles from crisis communication theory. The instruments were reviewed by experts in disaster communication and research methodology to ensure content validity. Their suggestions were incorporated before full implementation. Additionally, a coder reliability form was used to assess the consistency of results between independent coders during the content analysis process.

Data Analysis

The LGU's Facebook page data were evaluated through a mix of quantitative and qualitative methods. Quantitative analysis was the counting of the events, statistics, and descriptive statistics determining the patterns in the posting, kinds of messages, time, and audience's engagement level. Engagement metrics consisting of reactions, comments, and shares were looked into to evaluate the public's interaction with the content. These statistical results gave a view of how actively the LGU was talking to the public during disaster times.

On the other hand, qualitative analysis assisted in comprehending the message content more thoroughly. Thematic analysis was performed to pinpoint and describe the recurring patterns in the message structure, tone, clarity, and relevance. Each post was scrutinized to check if it complied with the recommended standards for disaster communication. The results from both analyses were then combined in the gap analysis, which was a comparison of the current practices with the disaster communication guidelines on national and international levels. This whole process made it possible for the researcher to point out the LGUs' communication strategies' strengths, weaknesses, and

elements that are missing. The analysis results were summarized in the form of a gap matrix and recommendations based on evidence for improving social media communication for disaster preparedness, which was the final output of the analysis.

4. Results & Analysis

The LGU Aguilar official Facebook page content analysis revealed 126 disaster-related posts throughout the three major hazard events analyzed—typhoon, flooding, and earthquake. The highest share of posts was related to typhoon (58%), followed by flooding (32%) and earthquake (10%). This indicates the hazard profile of Region I, characterized by the frequent occurrence of typhoons and floods caused by monsoon (Lagmay et al., 2017).

Table 1. Distribution of LGU Aguilar Disaster-Related Posts by Hazard Type

Hazard Type	Frequency	Percentage
Typhoon	73	58%
Flooding	40	32%
Earthquake	13	10%
Total	**126**	**100%**

The content evaluation of the official Facebook page of LGU Aguilar revealed that there were 126 disaster-related posts throughout the three significant hazard events analyzed—typhoon, flooding, and earthquake. The number of posts related to typhoon was the largest and it was 58% of the total posts, while flooding and earthquakes had 32% and 10% respectively. This portrays the hazard profile of Region I, where typhoons and monsoon-induced floods often occur (Lagmay et al., 2017).

Posting Frequency and Timeliness

Posting frequency was measured by counting the number of posts made within 48 hours before, during, and 48 hours after the hazard event.

Table 2. Posting Frequency of LGU Aguilar During Disaster Phases

Hazard	Pre-Disaster (48 hrs before)	During Disaster	Post-Disaster (48 hrs after)
Typhoon	18	39	16
Flooding	10	21	9
Earthquake	2	8	3

During the typhoon and flood incidents, the LGU Aguilar social media account was the most active, which was consistent with the research of Mendoza et al. (2021) who noted that the provision of constant updates facilitates situational awareness. Posting in advance of the disaster was quite strong for typhoons and floods but was rather weak for earthquakes, which might be attributed to the suddenness and unpredictability of the seismic events.

The analysis of timeliness showed that at least 76% of the warnings and advisories for typhoons were issued 6 hours or more earlier, which is in line with the NDRRMC requirement of 6 hours for

preemptive communication (NDRRMC, 2014). It is a sign of the increasing standard of early warning dissemination practices which is becoming common among LGUs in the country, as noted by David et al. (2021).

Content Quality and Message Characteristics

Posts were evaluated according to clarity, accuracy, completeness, presence of instructions, and use of multimedia. Each criterion was scored on a 5-point scale.

Table 3. Content Quality Ratings of LGU Aguilar Disaster Posts

Criteria	Typhoon (Mean)	Flooding (Mean)	Earthquake (Mean)
Clarity	4.6	4.4	4.1
Accuracy	4.8	4.6	4.3
Completeness	4.3	4.1	3.8
Actionable Instructions	4.5	4.2	3.5
Use of Multimedia	4.2	3.9	3.6

LGU Aguilar was remarkably accurate in content, especially in the case of typhoon and flood updates, which was in line with the previous studies where credibility was regarded as very important by the LGUs and they relied on PAGASA advisories for that (Ferrer et al., 2021)). Posts related to earthquakes had lower scores for completeness and for the provision of actionable instructions, which was in line with the observation of Aurelio (2020) that LGUs generally lack social media earthquake preparedness materials.

The strong use of multimedia—such as infographics, rainfall maps, and hotline images—aligns with best practices recommended by Houston et al. (2015), who argue that visual formats increase public comprehension during crisis communication.

Engagement Levels

Engagement metrics (reactions, shares, comments) were analyzed to assess public interaction with LGU Aguilar's posts.

Table 4. Average Engagement Per Post

Hazard	Reactions	Comments	Shares
Typhoon	340	64	112
Flooding	275	48	96
Earthquake	130	22	40

Typhoon posts were the most interacted with, which is in line with the research done by Acikara et al. (2023) where it was shown that people are more willing to participate when the threat is of high severity and close to their location. The very large number of shares for typhoon posts indicates that people living in the region were mostly depending on Facebook for the information and this supports

the points made by Jayasekara (2019) about the dominance of Facebook as the main disaster communication tool in the Philippines.

Earthquake posts having lower engagement with the public could be attributed to the fact that there were only a few quakes happening followed by a very short period of risk communication activities after the quake had occurred.

Gap Analysis

The LGU Aguilar shared less educational content concerning earthquake preparedness in the time prior to and after occurrences of such natural disasters. This observation is in line with the conclusion of Domingo and Manejar (2018), who pointed out that a lot of municipalities give more attention to weather events than to earthquake hazards. The posts, although getting a lot of reactions, LGU Aguilar only took the trouble to respond to public queries coming from the comments section of the posts in about 18% of the cases. It is noted that interacting in two ways during the posts raises the trust and thus the cooperation with the authorities in emergency situations. Besides the large number of Pangasinan-speaking people in the area, all posts were done in Filipino or English only. The exclusion of local dialects might lead to poor reception of the messages particularly in the light of the finding made by Rodríguez et al. (2020). So, the use of hashtags like #AguilarRescue, #AguilarAlert and tagging the location could be a way to get the message out better. The disparity in communication channels and platforms as well as the crises communication metadata optimization was supported by the works of Spence et al. (2015).

In general, the results indicated that LGU Aguilar made good use of Facebook during disasters like typhoons and flooding, showing great timeliness, precision and public participation. But, in the case of earthquakes, communication, interactive communication and message accessibility were pointed out as areas for improvement. The principal argument of the findings is in line with the earlier media studies that recognized not only the advantages but also the disadvantages of social media in the context of Philippine disaster risk communication

5. Conclusion

Summary

The research analyzed the social media communication practices of the Local Government Unit (LGU) of Aguilar, Pangasinan. The analysis was restricted to Facebook posts during three major disasters, specifically, typhoons, floods, and earthquakes. Content analysis was applied, and 126 disaster-related posts were evaluated, which were then categorized based on hazard type, disaster phase, message characteristics, and engagement metrics. Furthermore, the study compared LGU Aguilar's practices with the standards and frameworks of disaster communication to pinpoint the gaps that were already there.

The results have shown that the LGU of Aguilar was most active during typhoon-related events (58%), next came flooding (32%), and last were the earthquakes (10%). The period of communication and its frequency were at the highest point with regards to typhoons, where 76% of pre-disaster announcements were made at least six hours before the actual disaster. The quality of content received high marks for being clear, accurate, and complete; this was particularly the case for typhoon and flood advisories. These warnings quite often incorporated pictures, provided hotline numbers, and included actionable instructions.

The most engagement was obtained for posts about the typhoon, each post getting an average of 340 reactions, 64 comments, and 112 shares. Posts related to floods came next while posts about earthquakes received the least engagement. The qualitative analysis indicated that the LGU was very

good at providing real-time weather updates but there were still some gaps: no earthquake preparedness content at all, very little two-way communication, no posts in local languages such as Ilocano, and inconsistent use of hashtags or metadata which made it less accessible.

To sum up, LGU Aguilar's communication during the weather-related crises was very strong, yet there is still a need for improvement in multi-hazard preparedness, community engagement, and communication strategy optimization.

Conclusion

Based on the findings, the following conclusions were drawn:

1. LGU Aguilar is a prime example of the effective use of Facebook as a real-time communication tool during calamities like typhoons and floods, wherein the three aspects disbursement, timeliness, and accuracy were perfectly met throughout. This was in agreement with earlier studies that claim social media is the most important channel for the dissemination of disaster information in the Philippines.
2. Communication performance is very specific to the type of hazard, the strongest practices being for hydrometeorological hazards, while there are weak strategies for seismic events. The posts related to earthquakes were fewer, less informative, and without clear actionable guidelines, which points to the necessity for communication about multi-hazard preparedness to be more proactive.
3. The engagement trends indicate a heavy reliance on social media of the Local Government Units (LGUs), particularly in the case of weather events. However, the low reaction rates to comments indicate the existence of a rather limited two-way conversation, which, on the other hand, is vital for trust building and the strengthening of community compliance.
4. There are accessibility issues due to the differences in language, content optimization, and non-exclusive messaging. The lack of translation into the local language and the irregular use of hashtags and geotags are the main factors that limit both the reach and the clarity of disaster messages.
5. Finally, when measuring up to the disaster communication standards, there still exist various communication gaps especially in the areas of preparedness messaging, audience interaction, and structured communication guidelines. These gaps expose the areas where LGU Aguilar can upscale its social media communication strategies to empower the whole community's disaster resilience.

Recommendation

The study has come up with a few suggestions that could improve the disaster communication strategies of LGU Aguilar through its official Facebook page. The primary one is that, during emergencies such as typhoons, floods, and earthquakes, the posts of the LGU should be more timely and consistent. It is true that the information disseminated was mostly correct, but the community's preparedness may have been limited by the delays in posting the crucial updates. The developing of collaboration between the Municipal Disaster Risk Reduction and Management Office (MDRRMO) and the social media team could be the solution that would guarantee the real-time uploading of warnings, advisories, and situational reports.

Moreover, the LGU shall increase the transparency and organization of its posts by using uniform communication templates like situation reports (SitReps), emergency bulletin formats, and color-coded alert systems. The use of these templates not only facilitates communication but also assists the community in understanding the degree of a problem immediately. If the social media staff is trained in risk communication frameworks—such as the guidelines suggested by the National Disaster Risk Reduction and Management Council (NDRRMC) and the CDC Crisis and Emergency Risk Communication (CERC) model, which are international benchmarks—this would also contribute to making the messages clearer and more coherent.

In addition, the LGU is advised to enhance its community engagement strategies through its Facebook page. This will encompass activities like quick reply to comments, addressing issues, misinformation, and making use of interactive contents like infographics, FAQs, and speedy response guidelines. Increased engagement builds up trust between the community and the government, thus, making it easier for the citizens to participate, which is very important in disaster preparedness and response. Alongside this, constant posting of preparedness education materials—even during non-crisis times—can make people in Aguilar more aware of the evacuation procedures, raising the readiness of emergency kits and educating about specific hazards.

Another recommendation for the municipal government of Aguilar is to invest in capacity building and personnel development. The proposal may be to train the selected staff in social media management, graphic content creation, and risk communication. The creation of a dedicated communication unit or assigning personnel who will only work on social media during disasters can guarantee that there will be no break in the flow of information.

In the end, the LGU may consider integrating its social media efforts with other channels of communication like SMS alerts, public address systems in barangays and announcements via community radio. A multi-platform approach could reach out to more people since it is not only Facebook that all the residents rely on. A communication protocol that is localized and synchronizes barangay officials, MDRRMO personnel, and municipal administrators can also ensure that disaster-related information is unified, reliable, and accessible to all residents.

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