



Department of Motor Vehicles

Social Media Program

Engaging the Twitter Community

Uses, Value, and Challenges



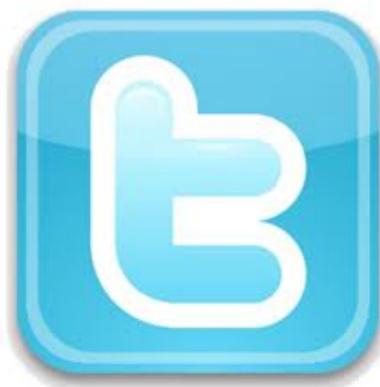
Office of Technology Services Webinar 2011

Sacramento, CA

July 26, 2011

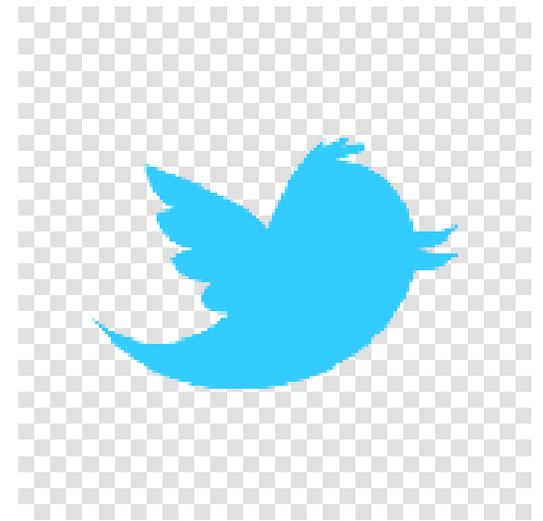
Background

- Distribute information
- Provide news and announcements
- No response
- One way communication



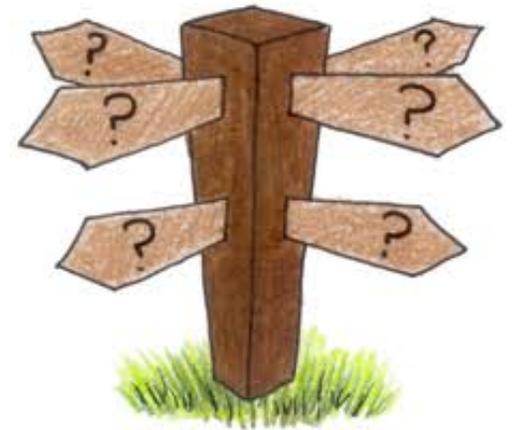
Pilot Program (Twitter)

- Six month Twitter pilot
- July 5, 2010 began engagement
- Collected statistics and data
- Documented conversations
- Analyzed information



Steps to Implementation

- Have an Implementation Plan
 - Identify your Objective
 - Identify Stakeholders
 - Conduct Risk Assessment
 - Develop Policy, Procedure, and Guidelines
 - Develop a Metrics System



Program Objective

- Validate & determine any beneficial value
 - Within the workplace
 - Customer service



Identify Stakeholders



- Support from Upper Management
- Collaboration with Web Development Team
- Share Responsibility with Media Relations Division (Office of Public Affairs)
- Enlighten Information Security Division (Information Security & Privacy Office)

Risk Assessment

- Identify Risks
- Measure Vulnerabilities
- Mitigate Risks
- Enforce Policy and Procedure



Policies, Procedures, and Guidelines

- Abide by Pre-Existing State Social Media Policies
 - OCIO IT Policy Letter
 - OCIO Social Media Standard Simm 66B
- User Guidelines
- Rules of Engagement
- Website Disclaimers
- Social Media Procedures

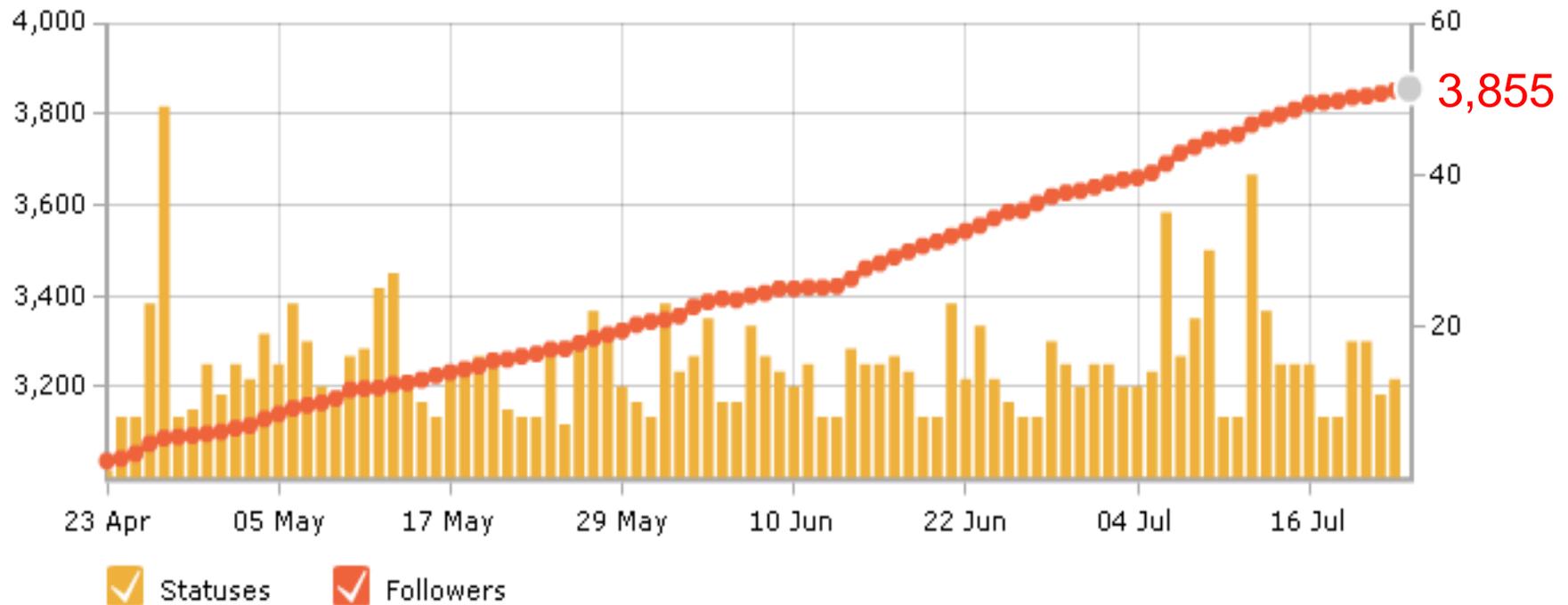


Understanding Metrics

- Develop Baselines
- Identify Goals
- What to Measure
 - Customer Sentiment
 - Exposure
 - Followers / Friends
- More is Better



We Are Growing



<http://twittercounter.com>

July 2010 – 1,634 Followers

June 22, 2011 – 3,855 Followers

Twitter Counter Forecast

Twitter stats for CA DMV

 **3,851** Followers (+6 yesterday, +9 on average)

 Tweet

 **162** Following (+1 yesterday, +1 on average)

 Tweet

 **5,114** Tweets (+13 yesterday, +15 on average)

 Tweet

 **#70,539** View top 100 twitter users (70,610 yesterday)

 Tweet

 **TWITTERCOUNTER** POWERED BY 

Followers prediction

3,986 followers in **15** days



 Tweet

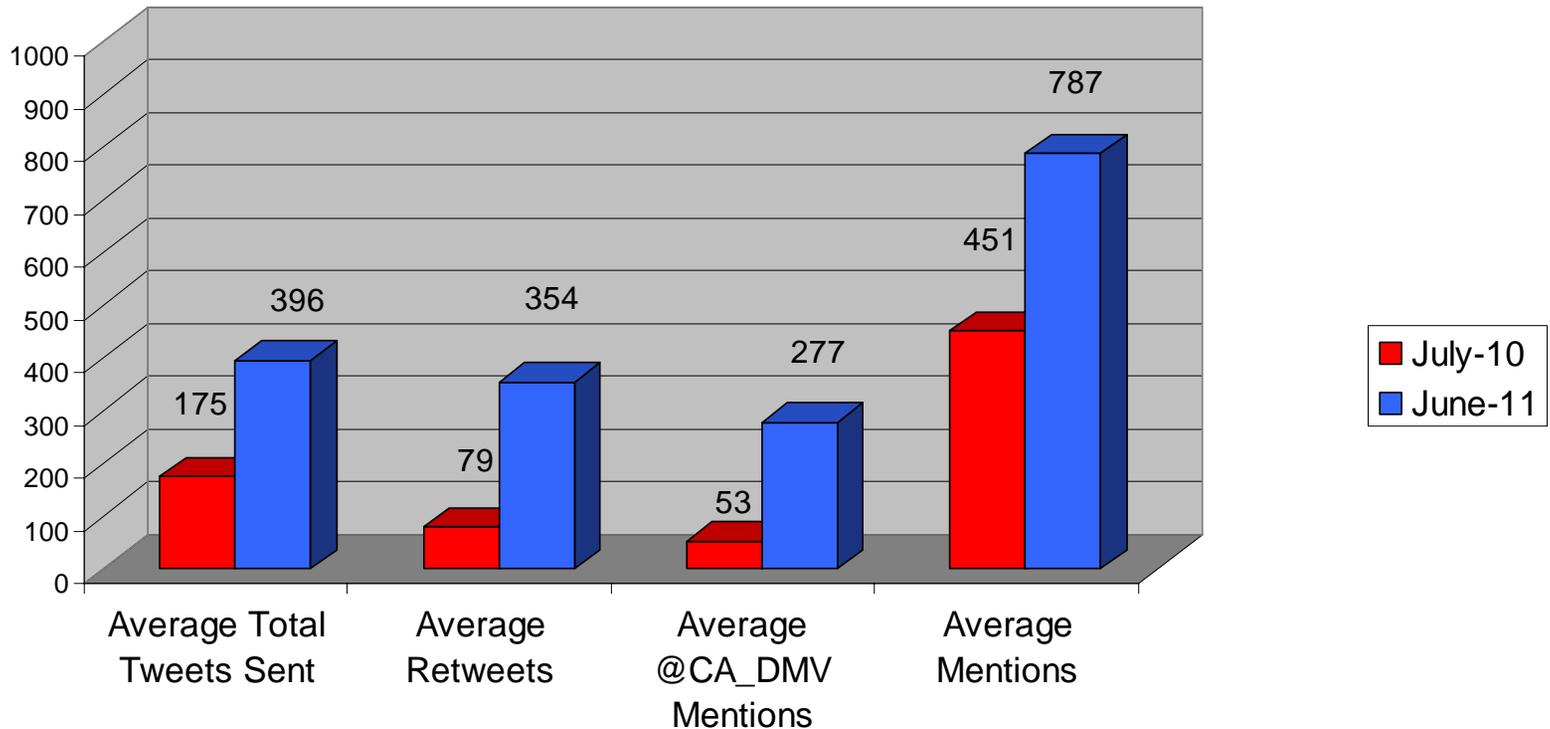
461 days to get **8,000** followers



<http://twittercounter.com>

Twitter Growth

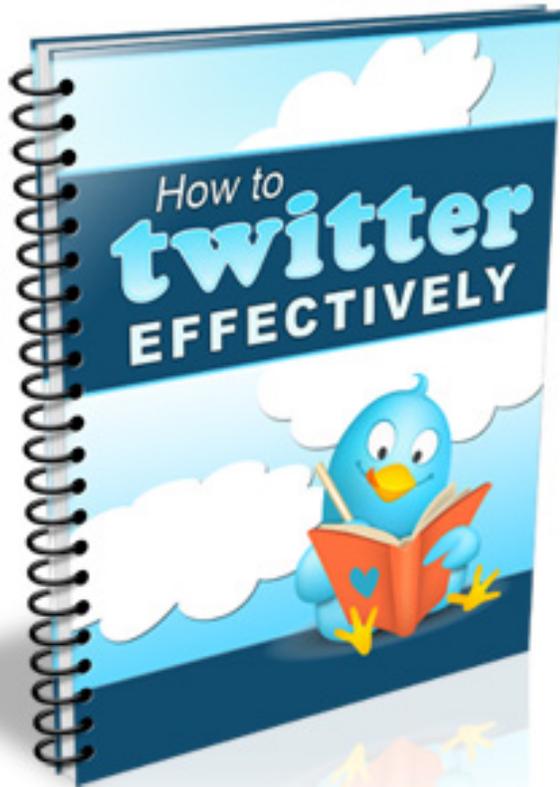
Twitter Activity Comparison



Comparative Advantage

	Twitter	Television (KCRA Day Time)	Radio (KSFM 102.5 Day Time)
Exposure/ message	July 10- 3,022 June 11-8,857	11,496	16,350
Cost/ message	\$15	\$300	\$60
Frequency	unlimited	N/A	N/A
Message length	140 characters	30 seconds	30 seconds

How does DMV use Twitter today?



- Distribute Information
- Promote News
- Provide Customer Service and Support
- Control Corporate Branding
- Direct Traffic

Distribute Information

twitter

Home Profile Find People Settings Help Sign out

Do you qualify for a refund from DMV? ☆
Here's what you should know.
<http://tinyurl.com/33f4gwy> #cadmv

4:00 PM Mar 4th via HootSuite

Delete



CA_DMV
CA DMV

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twitter

Home Profile Find People Settings Help Sign out

RT @CA_DMV: Do you qualify for a refund from DMV? Here's what you should know. ☆
<http://tinyurl.com/33f4gwy> #cadmv

6:08 PM Mar 4th via Snaptu

Reply Retweet



SacramentoSBDC
Sacramento SBDC

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Answering Customer Inquiries



twitter

Home Profile Find People Settings Help Sign out

@CA_DMV Do commercial drivers have a new system instead of getting tickets they get points deducted? ☆

3:13 PM Mar 1st via web

Reply Retweet

 **bencomo01**
Josie

© 2011 Twitter About Us Contact Blog Status Resources AP

This screenshot shows a tweet from the account @CA_DMV. The tweet asks if commercial drivers have a new system instead of getting tickets, as they get points deducted. The tweet is timestamped 3:13 PM on March 1st and was posted via the web. Below the tweet, the profile information for user bencomo01 (Josie) is visible. The footer of the page includes copyright information for 2011 Twitter and various links like About Us, Contact, Blog, Status, and Resources.



twitter

Home Profile Find People Settings Help Sign out

@bencomo01 The process of how commercial drivers get tickets and accrue points has not changed. ☆

<http://tinyurl.com/65lrj7v> #cadmv

8:10 AM Mar 2nd via web in reply to bencomo01

Delete

 **CA_DMV**
CA DMV

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This screenshot shows a reply tweet from @bencomo01. The reply states that the process of how commercial drivers get tickets and accrue points has not changed. The reply includes a link to a TinyURL and the hashtag #cadmv. The tweet is timestamped 8:10 AM on March 2nd and was posted via the web in reply to bencomo01. Below the tweet, the profile information for the account CA_DMV is visible, including their logo and name. The footer of the page includes copyright information for 2011 Twitter and various links like About Us, Contact, Blog, Status, Resources, API, Business, Help, Jobs, Terms, and Privacy.

Directing Customer Traffic



The "DMV Now" app can help you meet many of your CA DMV needs right from your iPhone or iPod Touch.

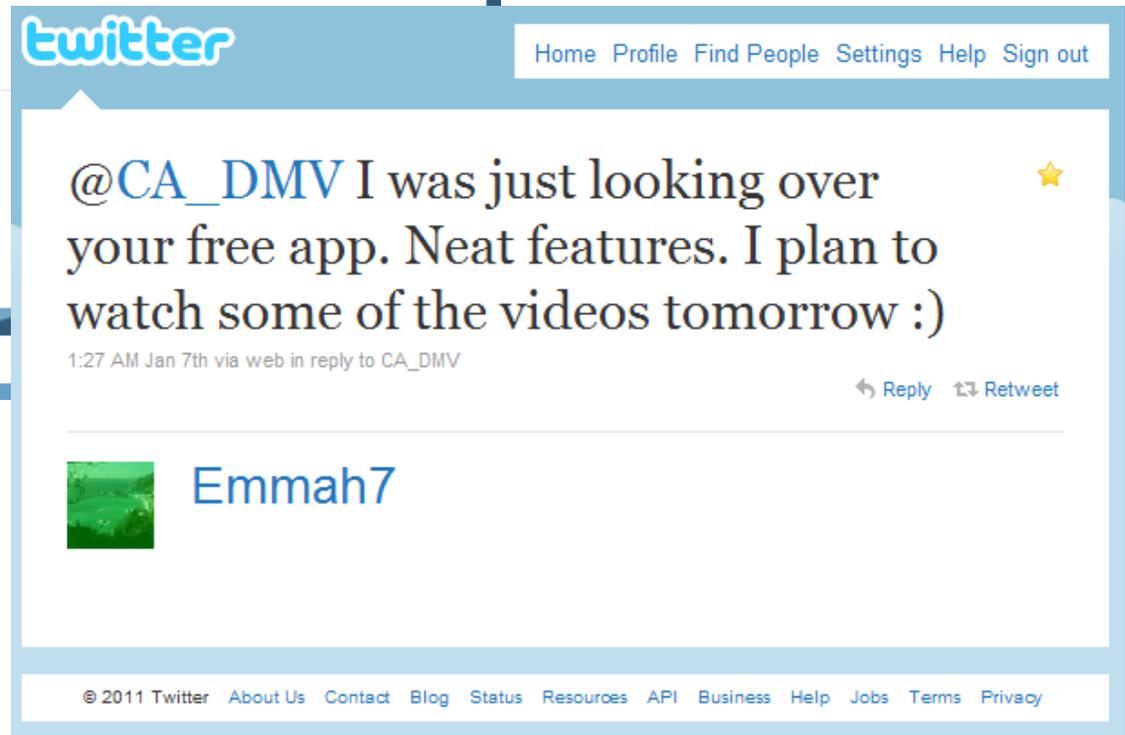
<http://ow.ly/3xvd3> #cadmv

10:00 PM Jan 6th via HootSuite
Retweeted by 2 people

 **CA_DMV**
CA DMV

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This screenshot shows a Twitter post from the account CA_DMV. The post text promotes the "DMV Now" app, stating it can help users meet their CA DMV needs from their iPhone or iPod Touch. A link to the app is provided: http://ow.ly/3xvd3 #cadmv. The post was made at 10:00 PM on Jan 6th via HootSuite and has been retweeted by 2 people. The CA_DMV profile picture and name are visible below the tweet. The footer of the page includes copyright information for 2011 Twitter and links to About Us, Contact, Blog, Status, and Resources.



@CA_DMV I was just looking over your free app. Neat features. I plan to watch some of the videos tomorrow :)

1:27 AM Jan 7th via web in reply to CA_DMV

[Reply](#) [Retweet](#)

 **Emmah7**

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This screenshot shows a reply to the CA_DMV tweet. The reply text says: "@CA_DMV I was just looking over your free app. Neat features. I plan to watch some of the videos tomorrow :)". The reply was made at 1:27 AM on Jan 7th via web in reply to CA_DMV. Below the reply text are buttons for "Reply" and "Retweet". The user's profile picture and name, Emmah7, are visible below the reply. The footer of the page includes copyright information for 2011 Twitter and links to About Us, Contact, Blog, Status, Resources, API, Business, Help, Jobs, Terms, and Privacy.

Directing Customer Traffic



@CA_DMV
CA DMV

Visit the DMV blog & read our new blog post " How to Apply for Disabled Person Placards and Plates." <http://ow.ly/5y3ZI>

#ca_dmvm

7 Jul via HootSuite ☆ Favorite ↶ Reply 🗑 Delete

Home

Community Guidelines



CALIFORNIA DEPARTMENT OF
MOTOR VEHICLES



Entries RSS | Comments RSS

Search



Subscribe to the DMV Blog!

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Sign me up!

How to Apply for Disabled Person Placards and Plates

Posted on July 6, 2011 by cadmv

Are you or a family member in need of a temporary Disabled Person (DP) Parking Placard or license plate? If so, the California Department of Motor Vehicles (DMV) is at your service. Eligible California residents with short term or long term disabilities may apply for DP placards or plates by completing an [Application for Disabled Person Placard or Plate](#) (REG 195) and submitting the appropriate fees (if applicable) by mail or in person at a local DMV field office. The Medical Certification section of the REG 195 may not be required only for the following reasons:

- 1) A lower extremity or both hands have been lost and you appear in person at a local DMV office
- 2) You currently have a permanent Disabled Person or Disabled Veteran license plate assigned to your vehicle.

[CLICK HERE](#) to obtain an Application for Disabled Person Placard or Plates (REG 195) or visit http://www.dmv.ca.gov/pubs/brochures/fast_facts/fivr07.htm for more information about DP Parking Placards and DP License Plates.

Filed under: [Uncategorized](#) | [Leave a Comment >](#)

DMV Social Media Pilot Program Results

Additional Resources

For Additional information:
[Official DMV Website](#)

Follow us on Twitter:
[@CA_DMV](#)

YouTube:
[California DMV Channel](#)

Facebook:
[Facebook Homepage](#)

Check out instructional videos:
[DMV Videos](#)

Latest DMV Tweets:

Do you have a DMV question but can't get the answer because you are at the CA

Changing Customer Sentiment



twitter

Home Profile Find People Settings Help Sign out

Hey California DMV, I bought a car 6 months ago. I still don't have any tags. Who's fault is that?

11:59 AM Sep 10th, 2010 via TweetDeck

Reply Retweet

 **brookjames**
Brook James

This screenshot shows a tweet from Brook James (@brookjames) posted on September 10, 2010. The tweet expresses frustration with the California DMV, stating that despite purchasing a car six months ago, the user has not received their vehicle tags. The tweet includes a star icon for bookmarking and options to reply or retweet.



twitter

Home Profile Find People Settings Help Sign out

[@CA_DMV](#) Thanks for all the help! Best customer service I've had from the DMV in years!

5:00 PM Sep 14th, 2010 via TweetDeck

Retweeted by you

Reply Retweeted (Undo)

 **brookjames**
Brook James

This screenshot shows a follow-up tweet from Brook James (@brookjames) posted on September 14, 2010. The user expresses gratitude to the California DMV (@CA_DMV) for providing excellent customer service, noting that it is the best they have experienced in years. The tweet includes a star icon for bookmarking, a retweet count of one, and an option to undo the retweet.

Changing Customer Sentiment

twitter

Home Profile Find People Settings Help Sign out

HATE the CA DMV. Lost my license renewal & can't update my mailing address, I see on their website "How can we do better?" - Don't screw up!

2:35 PM May 3rd via web

Reply Retweet

 **Galtar**
Mel Chandler

twitter

Home Profile Find People Settings Help Sign out

@galtar how 'bout "don't be [REDACTED]"

2:36 PM May 3rd via txt

Reply Retweet

 **dacio**

twitter

Home Profile Find People Settings Help Sign out

@dacio CA DMV uses twitter... They just replied to me. Who knew?

4:53 PM May 3rd via Twitter for iPhone from Signal Hill, CA in reply to dacio

Reply Retweet

 **Galtar**
Mel Chandler

Changing Customer Sentiment

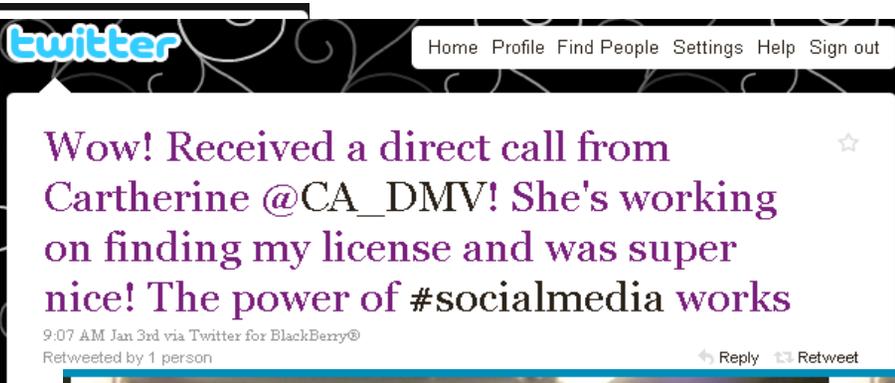


twitter Home Profile Find People Settings Help Sign out

i gotta say, @CA_DMV is ha
the best interaction i've had
state agency.

3:23 PM Nov 5th, 2010 via web

 saigon_sd



twitter Home Profile Find People Settings Help Sign out

Wow! Received a direct call from
Cartherine @CA_DMV! She's working
on finding my license and was super
nice! The power of #socialmedia works

9:07 AM Jan 3rd via Twitter for BlackBerry®
Retweeted by 1 person

Reply Retweet

Everyone in CA should know that
@CA_DMV is on Twitter to help
customer service. I got amazing
response

9:16 AM Dec 9th, 2010 via Echofon



twitter Home Profile Find People Settings Help Sign out

wow! @CA_DMV got my question
answered in no time flat. this is a great
#customerservice channel

9:49 AM Jan 26th via web

 MrsRamskov
Stacey Ramskov

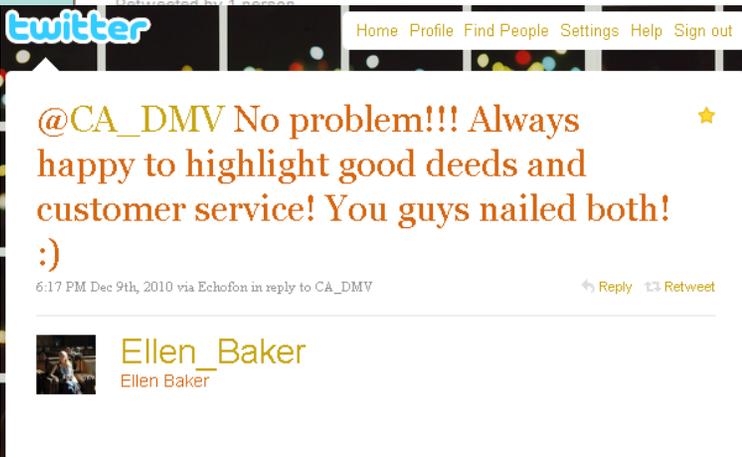


twitter Home Profile Find People Settings Help Sign out

Wow! @CA_DMV got in touch with me
and took care of the registration mix-
up. Nice use of social media for
#customer service.

11:53 AM Jan 21st via web
Retweeted by 1 person

Reply Retweet



twitter Home Profile Find People Settings Help Sign out

@CA_DMV No problem!!! Always
happy to highlight good deeds and
customer service! You guys nailed both!
:)

6:17 PM Dec 9th, 2010 via Echofon in reply to CA_DMV

Reply Retweet

 Ellen_Baker
Ellen Baker

Managing Your Social Media

HootSuite California Department of Motor Vehicles (1) CA DMV (CA_DMV) on Twitter SocialMedia < Cpd < TWiki The California Department of Motor V...

Compose message... Send Now You do not have a social network profile yet. Search Twitter...

Featured x retweet x Hashtags x CA_DMV (Twitter) x untitled x +

+ Add Stream

@CA_DMV Search

cindymariej
10:30am via web
@CA_DMV How do I get proof of PNO? I have not received anything since paying in April.

est1028
Jul 23, 4:07pm via web
@CA_DMV what is the fee for ca id?

h2ocycles
Jul 22, 4:50pm via Echofon
@CA_DMV np

mahalmichelle
Jul 22, 12:11pm via Silver Bird
@CA_DMV I have sent in the payment for my registration renewal weeks ago, but the sticker hasn't arrived for JUL 2012.

GJELblogger
Jul 22, 9:42am via TweetDeck
California Car Accident Deaths Decline & State Wins Federal Grants: <http://bit.ly/06JN6j> Way to go, @CA_DMV!

imhenry
Jul 22, 8:36am via web
It's that time again when you find new strangers to follow. If you haven't yet, check out: @FaithPalm @wendychou @g12eddie @CA_DMV #FF

Inkbottledesign
Jul 21, 11:38pm via Paper.li
The Ink Bottle Design Daily is out! <http://bit.ly/k4JnZx> Top stories today via @rtrecipes4u @ca_dmvm @boots_extra @greencogeu

morrisonbrett
Jul 21, 4:11pm via web
Just had great experience @CA_DMV Compton. Made appt on-line, Arrived 10 min early. In-and-out in < 15 min while hundreds of suckers waited.

CA DMV Search

SteveDixon24
10:00am via TypePad
DMV to Require Organ Donation Question in CA. <http://bit.ly/r133lf>

zuno
9:46am via TweetDeck
Weak design, cliché stock & not optimized. RT @kristyffelski: California launches new DMV website: <http://1.usa.gov/peL21H> #gov20

kristyffelski
9:35am via HootSuite
California launches new DMV website: <http://1.usa.gov/peL21H> #gov20

CA
9:30am via California News
DMV now requires organ donor answer in California <http://bit.ly/pe1DbG> #california

christiepooh
9:05am via Twitter for Android
No record of me owning any car other than my own in NV. Now how to chat with CA DMV? And will City of LV parking ever answer the phone?

CA_DMV
8:09am via web
@est1028 The application fee for a regular California Identification Card is \$26. <http://t.co/ldpiuML> #cadmv

californianews
9:24am via dlvr.it
DMV now requires organ donor answer in California <http://dlvr.it/cWBGf> #CA

Leahbjackson
Jul 24, 11:15pm via web
DMV tmrw to register for CA plates. I have GRL GAMR atm, gotta change it. List some nerdy plate ideas, I'll give you a prize if yours wins!

ca_dmvm Search

CA_DMV
10:52am via Tweet Button
@christiepooh We would like to help. Please follow DMV & DM us your name & phone number so we can contact you. <http://t.co/17e9dS7>

cindymariej
10:30am via web
@CA_DMV How do I get proof of PNO? I have not received anything since paying in April.

CA_DMV
8:40am via web
@mahalmichelle We can help. Please follow DMV & DM us your name and phone # so we can contact you. Thank you. <http://t.co/17e9dS7> #cadmv

CA_DMV
8:09am via web
@est1028 The application fee for a regular California Identification Card is \$26. <http://t.co/ldpiuML> #cadmv

est1028
Jul 23, 4:07pm via web
@CA_DMV what is the fee for ca id?

h2ocycles
Jul 22, 4:50pm via Echofon
@CA_DMV np

CA_DMV
Jul 22, 3:55pm via web
@letslets @YearOftheM0nkey @morrisonbrett @GJELblogger @sambowne @JoyceEllenOwen @ComingHomeFound Thanks for the retweets and mentions!

CA_DMV
Jul 22, 3:54pm via web
@smogads @dealerlicense @LINK_Sacramento @Twiggiewoodhd @SanRamonPatch @HBPD_PIO Thanks

California DMV Search

zuno
9:46am via TweetDeck
Weak design, cliché stock & not optimized. RT @kristyffelski: California launches new DMV website: <http://1.usa.gov/peL21H> #gov20

kristyffelski
9:35am via HootSuite
California launches new DMV website: <http://1.usa.gov/peL21H> #gov20

CA
9:30am via California News
DMV now requires organ donor answer in California <http://bit.ly/pe1DbG> #california

dealereducation
9:06am via Tweet Old Post
got plates ??? : california dmv license requirements - Licensing Requirements from... <http://autogodfather.com/wp/?p=666> #CARDEALER

JenTucker
8:53am via Gowalla
DMV stuff @AAA Automobile Club Southern California <http://gowall.com>

nmbrady
8:36am via Twitter for BlackBerry®
in california the smog test for your car as long as the line at the dmv. #letsmakeiteasy

CA_DMV
8:09am via web
@est1028 The application fee for a California Identification Card is \$26. <http://t.co/ldpiuML> #cadmv

learnriteschool
8:01am via SocialOomph
DMV now requires organ donor answer in California - San Jose Mercury News News10 netDMV now requires organ...

INBOX

- Messages 999+
- Friends' Updates

OUTBOX

- Sent
- Scheduled

FOLLOWUP

- Assigned to Me

Search...

Saved Searches

- CA_DMV/California DMV
- CA_DMV/CA_DMV
- CA_DMV/CA DMV
- CA_DMV/#CADMV
- CA_DMV/Calif DMV
- CA_DMV/Cal DMV

Lists

MY LISTS

- CA_DMV/CA State Agenc

New Update

my name is Sarah Palmer my number is 1 415 425 1110

Angeli Yuson Wednesday, June 29, 2011
Hi my name is Angeli Yuson and # is [REDACTED]

Matt Cambio Wednesday, June 29, 2011
@CA_DMV hah really? I see so many drivers on phones each day, they haven't even invented the # to count that high yet.
In reply to CA_DMV...

Maurer Arlon Wednesday, June 29, 2011
@CA_DMV <http://krz.chyNli>

SaludHEALTHinfo Tuesday, June 28, 2011
RT @CA_DMV - Motorists Should Check Tires in Hot Weather to Improve Safety. [#cadmv](http://ow.ly/5s8FV)
In reply to CA_DMV...

Twitter Suggests Tuesday, June 28, 2011
@PWISHON1 New suggestions for you: @CA_DMV, @CalStateFair and @4SMC. More at http://twitter.com/#!/who_to_follow

Sarah Palmer Tuesday, June 28, 2011
@CA_DMV I took my test in october and showed i had LP til 7th march 2011 - over 150 days after the test but you wont issue a licence why?

Angeli Yuson Tuesday, June 28, 2011
@CA_DMV HELP! I got my drivers license on 04/28/2011 and still haven't received my drivers license in the mail! What do i do?
In reply to CA_DMV...

sonofabike Tuesday, June 28, 2011
Repeat traffic offenders in CA face tougher penalties. Traffic school absolution loophole closed. <http://ow.ly/5soDQ> via @CA_DMV

Chris Ernest Hall Tuesday, June 28, 2011
My fav places on @goscoville ★ @CA_DMV, Rubios, Apple Store, The LEGO Store, Kepler's Books ★ #toptuesday <http://bit.ly/kg1VQt>

Load profile...

Load user profiles

Create a new update

Add a Twitter account

Share an idea

Get help

Archive

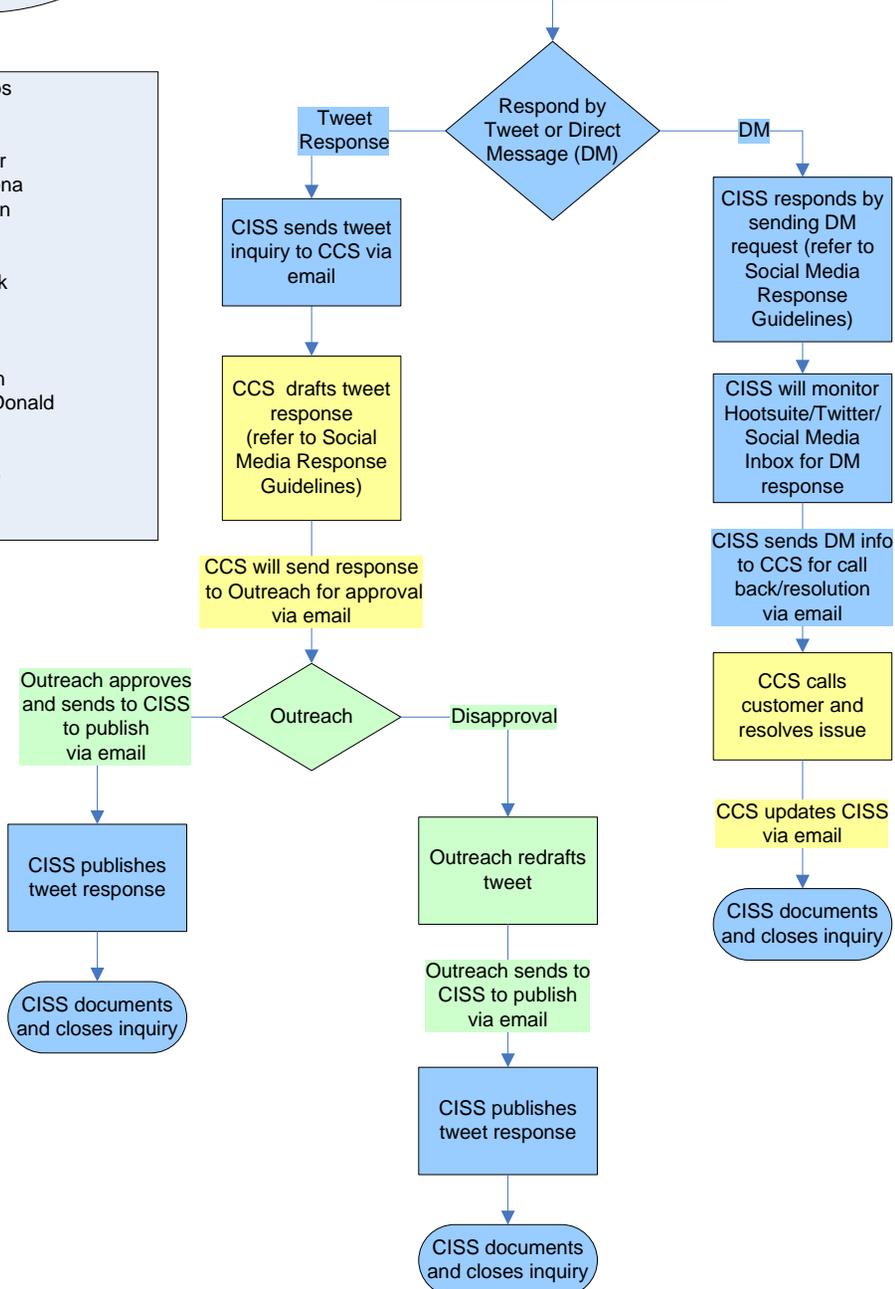
138 Following

3629 Followers

Twitter Response Work Flow

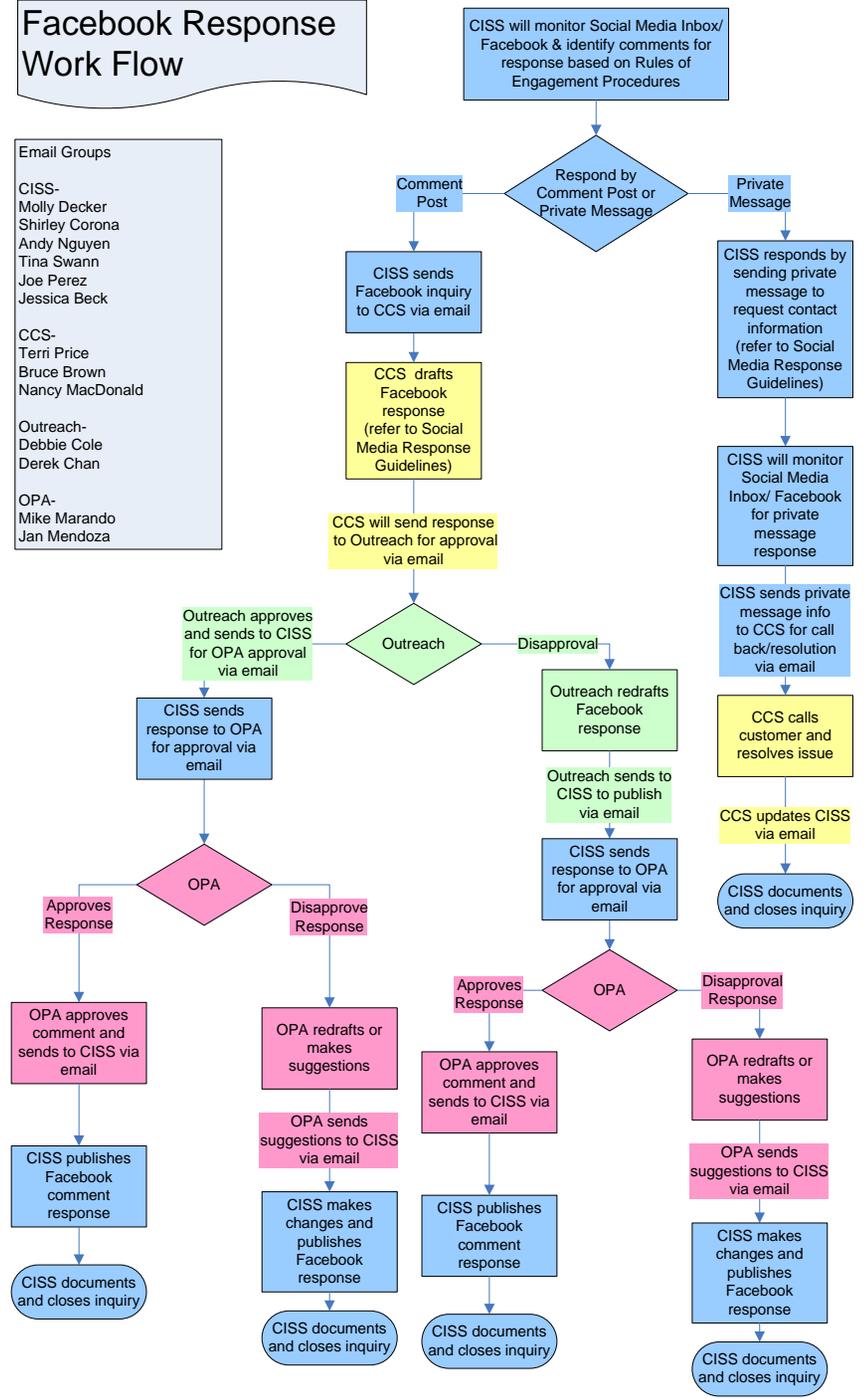
- Email Groups
- CISS-
 - Molly Decker
 - Shirley Corona
 - Andy Nguyen
 - Tina Swann
 - Joe Perez
 - Jessica Beck
 - CCS-
 - Terri Price
 - Bruce Brown
 - Nancy MacDonald
 - Outreach-
 - Debbie Cole
 - Derek Chan

CISS will monitor Hootsuite/Twitter/ Social Media Inbox & identify tweets for response based on Rules of Engagement Procedures



Facebook Response Work Flow

- Email Groups**
- CISS-**
Molly Decker
Shirley Corona
Andy Nguyen
Tina Swann
Joe Perez
Jessica Beck
 - CCS-**
Terri Price
Bruce Brown
Nancy MacDonald
 - Outreach-**
Debbie Cole
Derek Chan
 - OPA-**
Mike Marando
Jan Mendoza



Challenges



- Governance is still adapting
- Culture is constantly changing
- Technology is evolving

Future of DMV and Twitter?

- Appointment Reminders
- Driver License Renewal Status
- Multiple DMV Twitter Accounts
 - Specific Program Division
 - Multiple Monitoring Accounts
 - Field Office Accounts

Additional Information

- Visit the DMV Social Media Blog:
<http://cadmv.wordpress.com/>
- Follow us on Twitter:
http://twitter.com/CA_DMV
- Tweet us at: @CA_DMV

Government Use of Social Media

California State Agencies



Federal Government



California Local Agencies



Any questions?

