

TxDMV Social Media

A Customer-Focused Approach



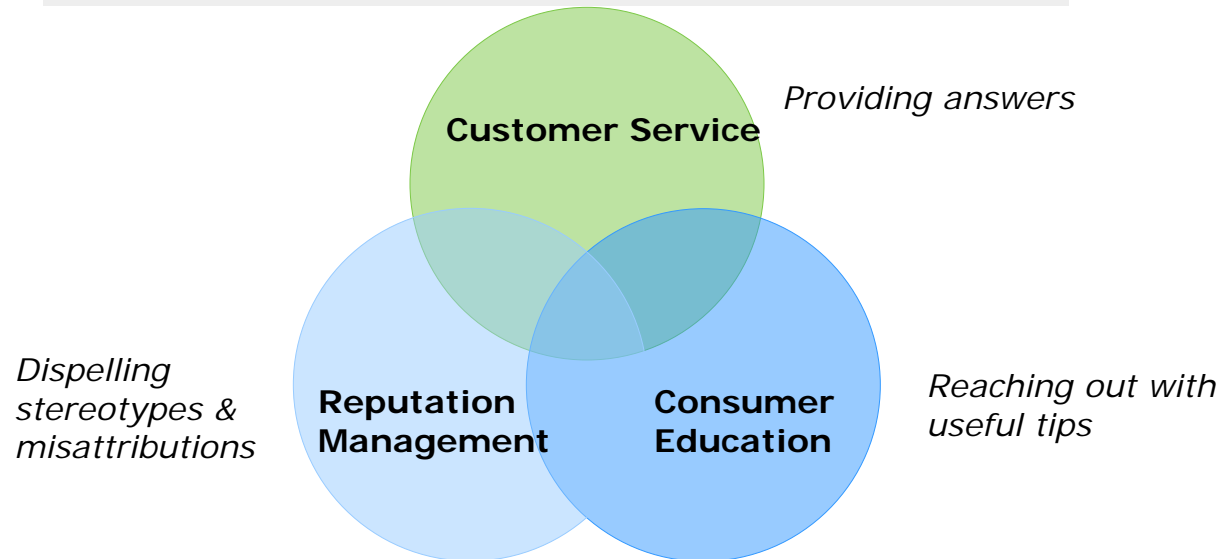
Texas Department *of* Motor Vehicles

HELPING TEXANS GO. HELPING TEXAS GROW.



STRATEGY

 **deanpence** Dean Hall
Wow. [@TxDMV](#) is on Twitter and actively helping with DMV issues. Great job.
28 Jul  Unfavorite  Retweet  Reply



 **RobertInCypress** robert robertson
I take back the bad things I said about the [@TexasDMV](#), they are very helpful.
22 Jul  Unfavorite  Retweet  Reply

 **CooperStrange** Cooper Strange
TX DMV just sent a very timely set of tips for buying or selling cars between individuals. Keep your plates, force the buyer to title it!
17 Apr  Unfavorite  Retweet  Reply



ACTIVE APPROACH

FACT: Conversations are happening - with or without you.

→ Don't be afraid to jump in.

Formula For Success: $S + K = W$

S = Special software (Tweetdeck, Hootsuite, Seesmic, etc.)

K = Well-chosen keywords help find relevant tweets

W = WOW Factor → what happens when a customer receives unexpected quality service

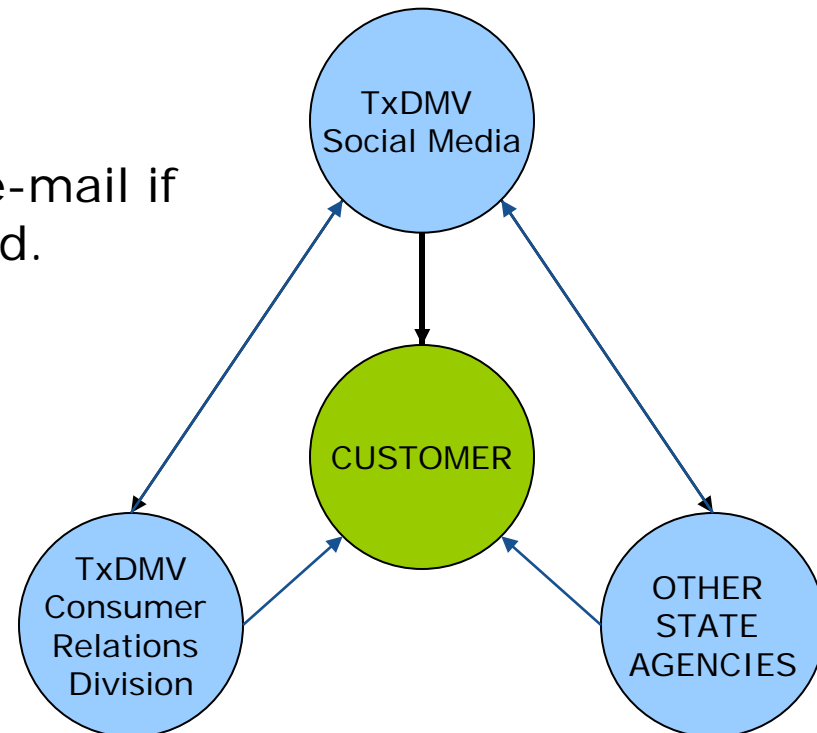


ONE TOUCH SERVICE

Provide a seamless experience for customers.

Work closely with SMEs to get answers to questions or involve other agencies in the conversation if they have a presence on the platform.

Exception: Move the conversation to e-mail if personal information needs to be shared.





TONE

Get Social

- Keep it real: social media is about the human touch.
- Use Plain English: help people understand complex information.
- Be conversational: fans and followers want to be engaged.
- Show some humor: being serious does not have to be boring.

Messages are not conversations.





FACEBOOK – Official TxDMV Page



Texas Department of Motor Vehicles

If you sign up for eReminder, you will receive an e-mail from us 3 weeks before your registration expires. That e-mail will feature a link to renew your registration online (for eligible counties only). If you haven't renewed, you'll receive another e-mail 1 week before your sticker expires.



Texas Department of Motor Vehicles - Vehicle Title and Registration Services

txdmv.state.tx.us

Link to apply for and order a specialty license plate, renew your vehicle registration and/or submit a change of address online via the Texas Department of Motor Vehicles Vehicle and Title Registration Services application.

1,509 Impressions · 0.53% Feedback

June 7 at 4:18pm · Like · Comment · Share

4 people like this.



Kathy Jaramillo-Debus It was sooo easy to register my vehicles on line no line no waiting
Thanks

June 7 at 5:55pm · Unlike · 1 person



Texas Department of Motor Vehicles That's music to our ears! You're welcome and thanks for keeping your registration current!

June 7 at 6:23pm · Like



Pegi Kelly Just signed up....thanks State of Texas for being so protective for those of us that call Texas Home...{^..^}

June 8 at 2:27pm · Unlike · 1 person



Pegi Kelly I also register online every year, saves from having to drive down to the Tag office, and renew the DL online also....love the internet and what all it allows us to do to save time and money...
♥ Thanks Texas.

June 8 at 2:34pm · Like



Steanson Parks Jr

Reflectorization fee? REALLY?

June 22 at 8:08pm · Like · Comment



Texas Department of Motor Vehicles That fee is for the reflective sheeting on license plates that make them visible at night. It wears off so people have to get new plates every 7 years. You'll be happy to know that this fee is going away though. Effective September 1 of this year, it will be cancelled.

June 24 at 7:18pm · Like



Steanson Parks Jr Arrgh!!! After I renewed for two years! I really needed that 60¢! ;-)

June 24 at 9:26pm · Like



Teena K Valentich

Just renewed my DL today and my picture looks like a mugshot :*(

May 26 at 4:06pm · Like · Comment



Texas Department of Motor Vehicles Awww. Sorry your picture didn't turn out as you'd like. We didn't photograph you though - the Texas Department of Public Safety issues driver licenses, not us.

May 26 at 4:28pm · Like · 1 person



FACEBOOK – Registered Texan



Registered Texan

Do you know what time it is? If your sticker looks like this you just might want to renew online asap. https://rts.texasonline.state.tx.us/NASApp/txdotrts/common.jsp/txdot_vtr_main_menu.jsp



Wall Photos

2,855 Impressions · 0.28% Feedback

June 27 at 8:57pm · Like · Comment · Share

5 people like this.



Melissa Gingery Gibbs Thought we were going to have to go register at an office because we lost the mail form. It was really easy to renew online! :-)

June 27 at 9:38pm · Unlike · 1 person



David El Deek Always do it online

June 27 at 10:43pm · Unlike · 1 person



Ryan Peacock Thats me!

June 27 at 11:24pm · Unlike · 1 person



Courtney Bullock Power

how can i get proof of registration in printed form (not the sticker) if i didn't keep all the paperwork that came with the sticker?

July 25 at 11:04pm · Like · Comment



Registered Texan We can help! Write that you need this to AskDMV@TxDMV.gov. Give them your Vehicle Identification Number and license plate number and tell them you need a copy of your vehicle registration receipt.

July 27 at 3:17pm · Like



Courtney Bullock Power perfect, thank you so much

July 27 at 3:20pm · Like



Jamie Lynn Cox

How do you get the Registered Texan sticker?

May 22 at 7:27pm · Like · Comment



Registered Texan You can usually find them at your local county tax office. Call first - just to be sure, or you can pick one up at any one of the TxDMV's 16 regional offices. You can find the locations at www.TxDMV.gov.

May 23 at 11:57am · Like · 1 person



Jamie Lynn Cox Thanks!

May 23 at 12:00pm · Like



FACEBOOK – Protect Your Title, Texas



Protect your title, Texas. added 5 new photos to the album Introducing Title Check.



Introducing Title Check

Press Conference in Corpus Christi. Introducing our new Title Check service. [Learn More](#)

649 Impressions · 0.15% Feedback

June 9 at 5:25pm · [Like](#) · [Comment](#) · [Share](#)

Bryant Rawley likes this.



Kevin Chi

I just bought a used car off of E-Bay; if for some reason I can not get the seller's signature for form 130-U, what should I do? And what should I need besides form 130-U and the title to register my car? Thanks.

May 10 at 6:31pm · [Like](#) · [Comment](#)



Protect your title, Texas. You need that signed form. It's easy because the person you bought it from can just snag it off the TxDMV website, www.TxDMV.gov. Just have it done the same time the person is signing the title over to you. Don't forget your insurance card when you go to register and title the vehicle. Also, ask the current owner to provide you with proof of current registration, like the registration receipt - it helps to have that.

May 10 at 8:28pm · [Like](#) · 1 person



James Danger Zaro Break his legs it always works

May 11 at 11:01pm · [Like](#)



Brian Terry Watts

My vehicle was just stolen, how does the DPS get notification of this in case a title transfer is initiated or attempted? They do not have the title, just the car.

July 18 at 6:26pm · [Like](#) · [Comment](#)



Protect your title, Texas. If you have reported the vehicle stolen to DPS, you should also notify us as we will mark the title so it's in your record. Please write your information - DPS or Police Stolen vehicle report number, your VIN number, license plate number, and your name to AskDMV@TxDMV.gov and request a stolen vehicle remark be placed on your title. Do not put that info here as facebook is public and you don't want anyone having this personal info. So sorry about your car being stolen.

July 25 at 11:56am · [Like](#)



Dylan Stockman

My roommate sold his car last week (May 27). He filled out the VTR-346 form online and submitted it. The buyer has the title to the car and is supposed to have it transferred yesterday. How long does the buyer have to transfer the title into their names?

June 7 at 10:53am · [Like](#) · [Comment](#)



Protect your title, Texas. Well, nothing like running behind on the wire for you - sorry to be tardy. The answer is 20 business days from the purchase date. Failure to do so is an automatic 25-buck late fee, and then an additional 25 dollars for every month it's lat...

[See More](#)

June 16 at 7:54pm · [Like](#)



Dylan Stockman Thanks! My roommate filed the VTR-346 online...I wish he had known about taking the plates off...that would have sped up this process. Thanks again!

June 17 at 12:08am · [Like](#)