



Department of Motor Vehicles

Social Media Pilot Program

Engaging the Twitter Community

Uses, Value, and Challenges



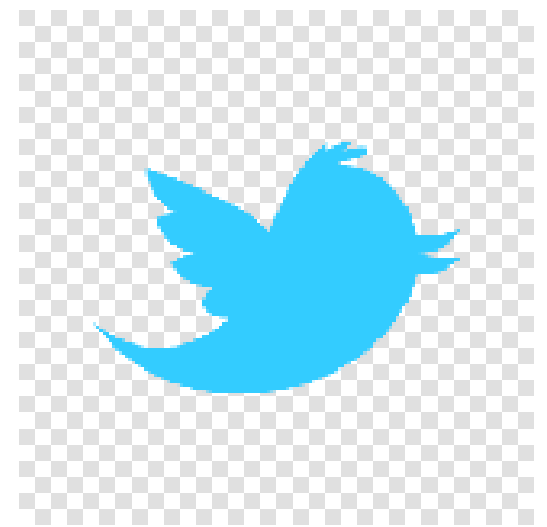
Background

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



Pilot Program (Twitter)

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



Program Objectives

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



How does DMV use Twitter today?

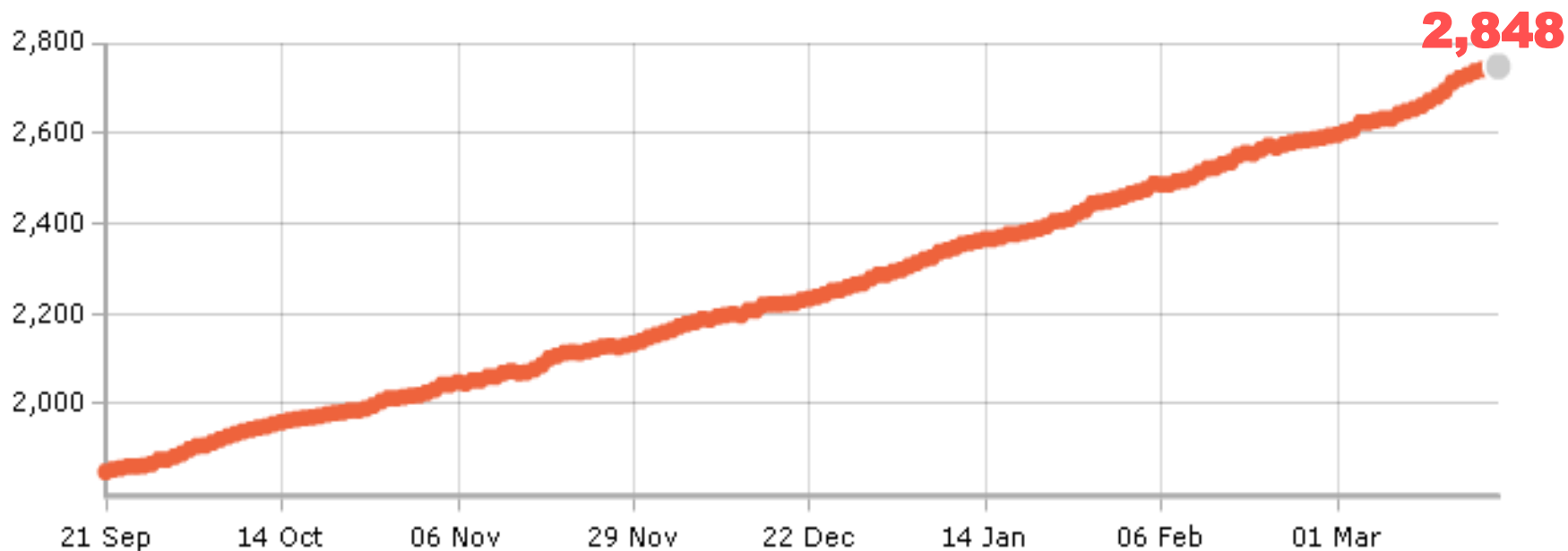


- Distribute Information
- Promote News
- Provide Customer Service and Support
- Control Corporate Branding
- Direct Traffic

Benefits



We Are Growing



✓ CA_DMV

TWITTERcounter POWERED BY **twitter**

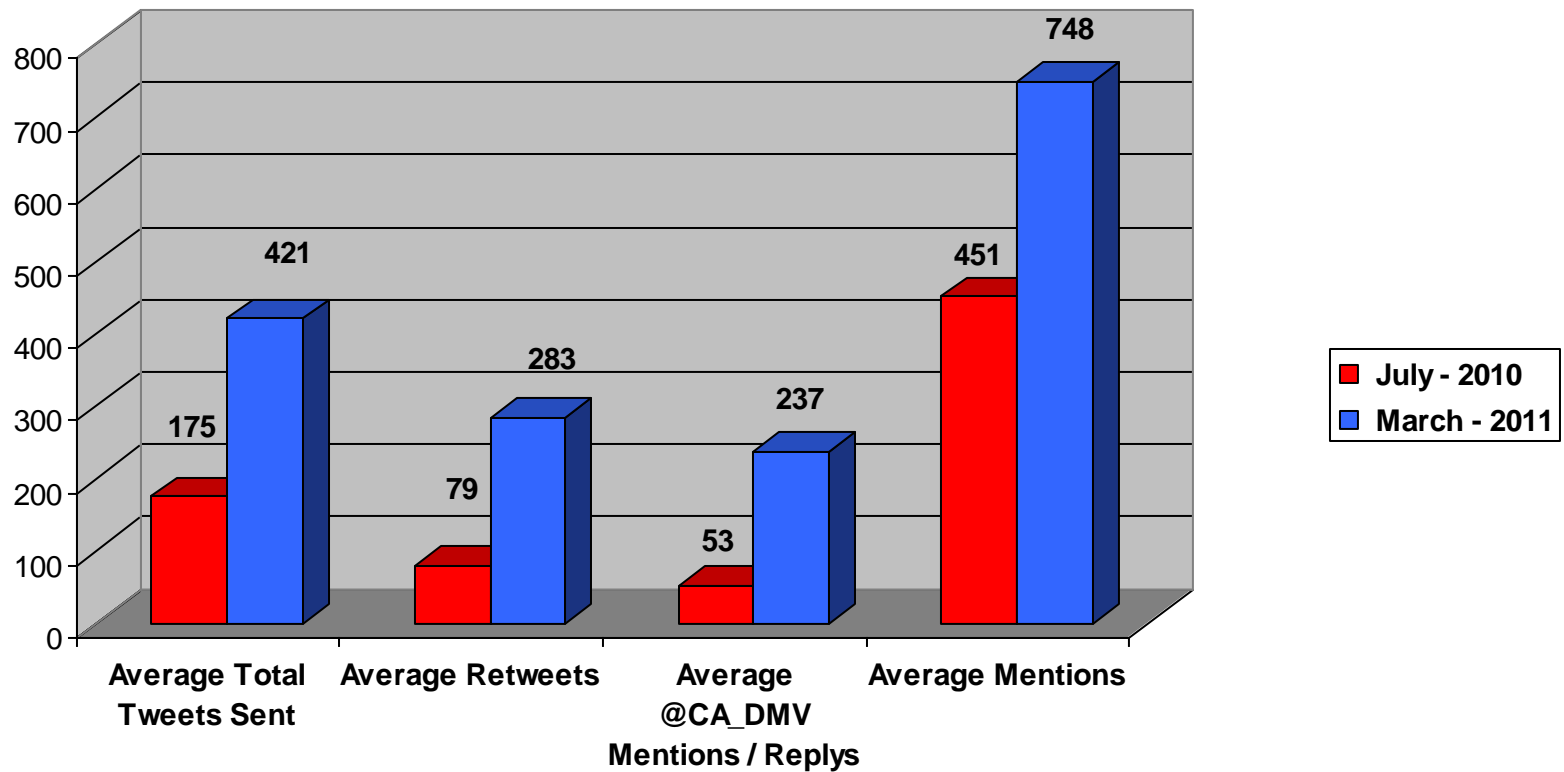
<http://twittercounter.com>

July 2010 – 1,634 Followers

April 2011 – 2,848 Followers

Twitter Growth

Twitter Monthly Activity Comparison



Comparative Advantage

	Twitter	Television (KCRA Day Time)	Radio (KSFM 102.5 Day Time)
Exposure/ message	July 3,022 March 7,443	11,496	16,350
Cost/ message	\$15	\$300	\$60
Frequency	unlimited	N/A	N/A
Message length	140 characters	30 seconds	30 seconds

Distribute Information



A screenshot of a Twitter post. The header shows the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The tweet text reads: "Do you qualify for a refund from DMV? Here's what you should know. <http://tinyurl.com/33f4gwy> #cadmv". Below the text, it says "4:00 PM Mar 4th via HootSuite" and a "Delete" button. The profile picture is the CA DMV logo, and the name is "CA_DMV CA DMV". The footer shows "© 2011 Twitter" and links for About Us, Contact, Blog, Status, and Resources.

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

© 2011 Twitter About Us Contact Blog Status Resources



A screenshot of a retweeted Twitter post. The header shows the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The tweet text reads: "RT @CA_DMV: Do you qualify for a refund from DMV? Here's what you should know. <http://tinyurl.com/33f4gwy> #cadmv". Below the text, it says "6:08 PM Mar 4th via Snaptu" and buttons for "Reply" and "Retweet". The profile picture is the Sacramento SBDC logo, and the name is "SacramentoSBDC Sacramento SBDC". The footer shows "© 2011 Twitter" and links for About Us, Contact, Blog, Status, Resources, API, Business, Help, Jobs, Terms, and Privacy.

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

© 2011 Twitter About Us Contact Blog Status Resources API Business Help Jobs Terms Privacy

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

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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Directing Customer Traffic



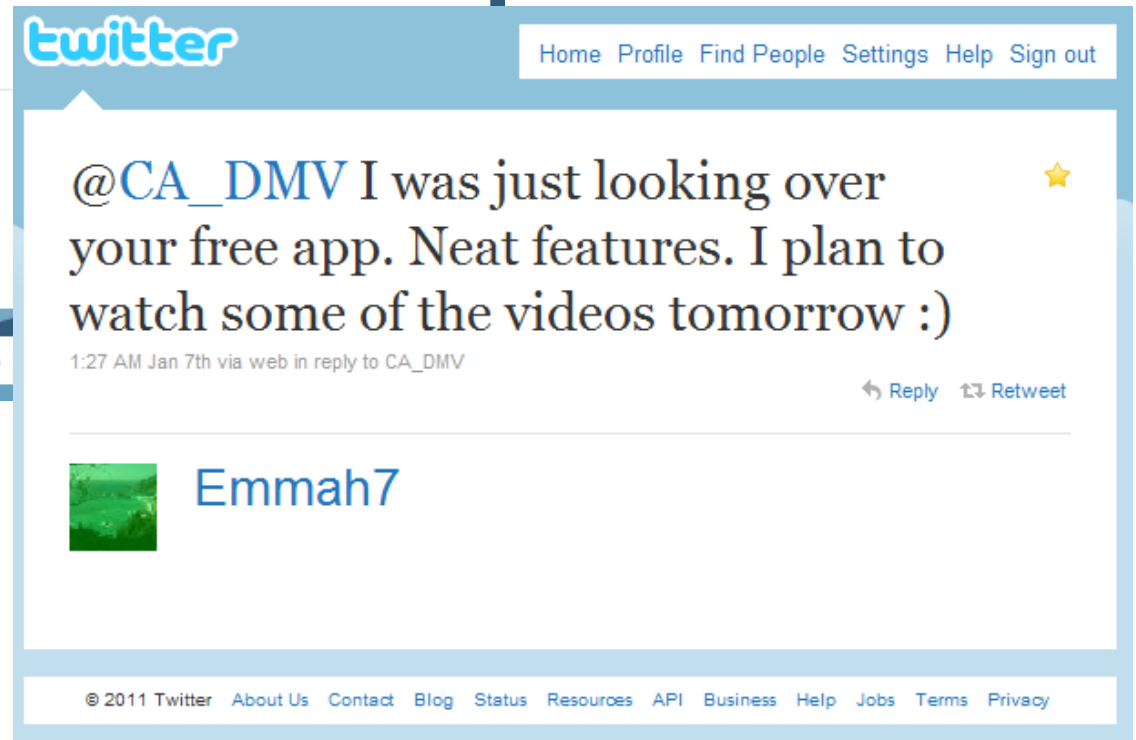
The "DMV Now" app can help you meet many of your CA DMV needs right from your iPhone or iPod Touch.
<http://ow.ly/3xvd3> #cadmv

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

 **CA_DMV**
CA DMV

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This screenshot shows a tweet from the account CA_DMV. The tweet text describes the "DMV Now" app and includes a link and a hashtag. It is dated 10:00 PM on Jan 6th and has been retweeted by 2 people. The CA_DMV profile picture and name are visible below the tweet. The footer of the tweet contains copyright information and navigation links.



@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 expresses interest in the app and mentions watching videos. It is dated 1:27 AM on Jan 7th and was posted via web. The reply options "Reply" and "Retweet" are visible. The profile picture and name of the user Emmah7 are shown below the reply. The footer of the tweet contains copyright information and navigation links.

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 about not receiving vehicle tags from the California DMV. The interface includes the Twitter logo, navigation links, and interaction options like Reply and 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 tweet expresses gratitude to the California DMV for their customer service. The interface includes the Twitter logo, navigation links, and interaction options like Reply and Retweeted (Undo).

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

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

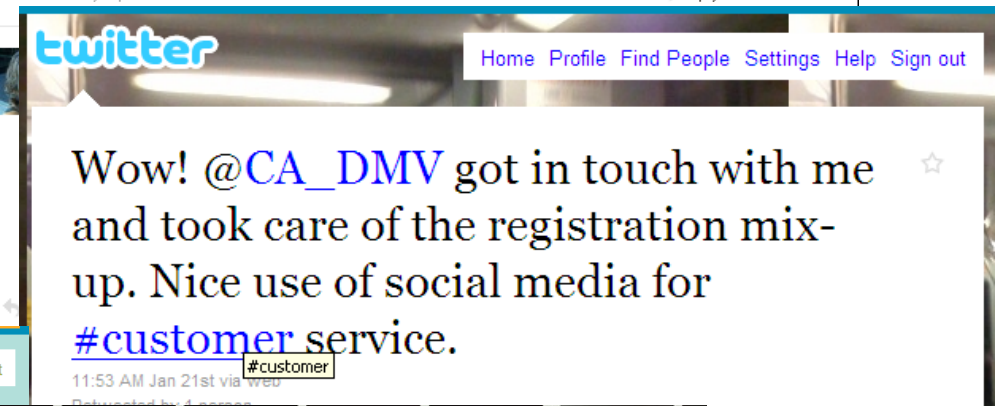


twitter Home Profile Find People Settings Help Sign out

Wow! 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



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



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

Challenges



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

Conclusion

- Numerous Benefits
- Growth
- Comparative Advantage
- Changing Customer Sentiment
- Control Corporate Branding



Recommendation

- Permanently continue Social Media Program
- Maintain shared responsibility to post and release content with Office of Public Affairs



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
- Andy Nguyen-anguyen@dmv.ca.gov
Stacy Cockrum-scockrum@dmv.ca.gov

Acknowledgements

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- Jean Shiomoto

Any questions?

