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

July 2010 – 1,634 Followers

April 2011 – 2,848 Followers
Twitter Growth

Twitter Monthly Activity Comparison

- Average Total Tweets Sent
- Average Retweets
- Average @CA_DMV Mentions / Replys
- Average Mentions

July - 2010
March - 2011

<table>
<thead>
<tr>
<th>Metric</th>
<th>July - 2010</th>
<th>March - 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Total Tweets</td>
<td>175</td>
<td>421</td>
</tr>
<tr>
<td>Average Retweets</td>
<td>79</td>
<td>283</td>
</tr>
<tr>
<td>Average Mentions / Reply</td>
<td>53</td>
<td>237</td>
</tr>
<tr>
<td>Average Mentions</td>
<td>451</td>
<td>748</td>
</tr>
</tbody>
</table>
## Comparative Advantage

<table>
<thead>
<tr>
<th></th>
<th>Twitter</th>
<th>Television (KCRA Day Time)</th>
<th>Radio (KSFM 102.5 Day Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exposure/message</strong></td>
<td>July 3,022</td>
<td>11,496</td>
<td>16,350</td>
</tr>
<tr>
<td></td>
<td>March 7,443</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cost/message</strong></td>
<td>$15</td>
<td>$300</td>
<td>$60</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>unlimited</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Message length</strong></td>
<td>140 characters</td>
<td>30 seconds</td>
<td>30 seconds</td>
</tr>
</tbody>
</table>
Distribute Information

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

RT @CA_DMV: Do you qualify for a refund from DMV? Here’s what you should know.
http://tinyurl.com/33f4gwy #cadmv
@CA_DMV Do commercial drivers have a new system instead of getting tickets they get points deducted?

@bencomo01 The process of how commercial drivers get tickets and accrue points has not changed. http://tinyurl.com/65lrj7v #cadmv
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

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

Emmah7
Hey California DMV, I bought a car 6 months ago. I still don't have any tags. Who's fault is that?

@CA_DMV Thanks for all the help! Best customer service I've had from the DMV in years!
Changing Customer Sentiment

i gotta say, @CA_DMV is having the best interaction i've had with a state agency.
3:22 PM Nov 3rd, 2010 via web

saigon_sd

Everyone in CA should know that @CA_DMV is on Twitter to help customer service. I got amazing response.
9:15 AM Dec 9th, 2010 via Echofon

Wow! @CA_DMV got in touch with me and took care of the registration mix-up. Nice use of social media for #customerservice.
11:53 AM Jan 21st via web

twitter

@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

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

- Jessica Beck
- Joe Perez
- Cassandra Gibson
- Katherine Pflaum
- Bruce Brown
- Andy Nguyen

- Derek Chan
- Shirley Corona
- Molly Decker
- Debbie Cole
- Stacy Cockrum
- Jean Shiomoto
Any questions?