Social Media & Partnerships

How Leverage Partnerships to Enhance Social Media

AAMVA Law & Institute Workshop
March 15, 2017

Alexandra Smith
Public Information Officer 2
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How to More Effectively Borrow and/or Steal from Others Who Do It Better to Make Yourself Seem Like You’re Doing It Well Too

A Memoir

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dmvnv.com
Social Media Ain’t’t Easy

Steps to create QUALITY Social Media:
• Locating content
• Developing unique and personalized materials
• Monitoring for “trolls” or other inappropriate posts
• Issuing responses to questions or concerns
• Posting enough but....
• Not over saturating & annoying your followers
AVERAGE DAILY TIME SPENT ON SOCIAL

- **YOUTUBE**: 40 MINUTES
- **FACEBOOK**: 35 MINUTES
- **SNAPCHAT**: 25 MINUTES
- **INSTAGRAM**: 15 MINUTES
- **TWITTER**: 1 MINUTE

*Image Source: MediaKix*
It’s a Social World.....
Seek Out Partnerships

• Other state or local law enforcement jurisdictions
  • Nevada Highway Patrol – Northern & Southern Commands
  • Local Sheriffs
  • City PDs

• State agencies
  • Department of Transportation
  • Dept. Motor Vehicles
  • Secretary of State
  • Wildlife, Tourism, Cultural Affairs etc. etc.

• Non-profits with missions that are neutral or align
  • AAA
  • NV Donor Network
  • Driver’s Edge, or other teenage driver safety programs
Tips for Success

• Look for other organizations with missions or messages that are neutral or align with your own
• Try to stay away from corporations or for-profits, unless you are confident in their messages
• Always click links and ensure where you’re sending your followers
• Content—mix it up
  • Find photos, videos, pictures, data, etc.
  • Combine facts with fun—don’t stick to only one type of post
• Don’t forget—social media is above all else, **social**
  • Use humor when appropriate
  • If using GIFs or other memes—use well known ones unlikely to offend
Some Examples...

Required registration of mopeds and scooters began January 1, 2017 in Nevada.

Worked with NHP during education period to create videos and other materials for social media and public outreach.
Collaborate on Overlap

Work with other agencies that make sense

Example: NHP & DMV campaign to promote changes to Moped Registration
- Covered all our grounds by creating consistency
- Worked well to promote as one unit—less duplicated efforts
- Added bonus: Two unique subject matter experts in one place

Current project:
- Trooper Dan’s “Pet Peeve” Campaign
  - License Plates
  - Driver’s Safety
  - State law reminders-new and commonly violated
Support Others & Add Variety

AAA Nevada

Be smart and safe! #arrivealive

NHP Northern Command

Police Safety day at Gardnerville Elementary School! Both California and Nevada Highway Patrol arrived to talk to kids about being safe!!!
Why give yourself a disadvantage? Clear snow/ice off ALL windows so you can see ALL around your car @NevadaDPS @NevadaDMV @DriveSafeNV

This is not only UNSAFE...it’s ILLEGAL. Be sure to remove all snow from your vehicle @DriveSafeNV @NVTeenDriver @NevadaDMV
Retweet Others Like You’d Like to be Retweeted

For our Southern followers, don’t forget! #traffic

#Dontforgottohashtag
#TryToUseTrendingHashtags
Social Media Isn’t Always Smooth….

@NevadaDMV Friendly suggestion... Hend DMV office, a couple hundred people... one men's bathroom stall. Not the best ratio. 😞💩

@NevadaDMV Precisely how many drivers licenses have you issued to illegal aliens?

@NevadaDMV @POTUS @ICEgov
Tools & Resources

- Canva
  - Free online program
- Government Social Media Organization (www.gsmo.org)
  - Membership with webinars, tools, etc.
- Go Animate
  - Online video tool to create easy and cost effective materials for social media
- Hootsuite, Sprout Social, or other monitoring software based on your budget
Before & After Canva

Breakfast Stand!
8:45a.m – 9:30A.M

UPSTAIRS IN THE BREEZEWAY

Thursday, January 18, 2017

Dough Boy Donuts
Assorted Muffins
Bagels with cream cheese
Jimmy Dean Sausage Croissants
Milk (Assorted Selection)
Fruit Juice
Yogurt

Sponsored by the DMV Activities Committee
Final Thoughts

• Focus on what you can do well....and do it!
  • Don’t use lack of time as an excuse
  • Pick one and start small
  • Develop relationships and build a following

• Expand later
  • When considering growth, look to expand to platforms that fit your goals, such as:
    • Communication (Q&A’s)
    • Public Information Campaigns
    • As a tool to leverage investigations

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