



**Department of  
Taxation and Finance**

# **Social Media Presence in the Tax Environment**

Nonie Manion

*Executive Deputy Commissioner*

Monday, June 13, 2016

## Governor Cuomo's Digital Initiative

**Engage | Inform | Serve**

Promote voluntary compliance, e-filing and accomplishments

# Opportunities through Social Media

- Increases the Tax Department's overall visibility
- Informs taxpayers of programs, initiatives, and resources
- Presents the agency as an innovative thought leader
- Allows the agency to use an informal voice with a larger audience to help humanize the department
- Enables the agency to hear and learn from our audience

# Two Years Running!



## Tax Girl's Top 100 Must-Follow Tax Twitter Feeds in 2015 & 2016



≡ Forbes 🔍 ➔

Taxes

OCT 21, 2015 @ 03:16 PM 1,065,354 VIEWS

### IRS Announces 2016 Tax Rates, Standard Deductions, Exemption Amounts And More

 **Kelly Phillips Erb**, FORBES STAFF 

*I cover tax: paying tax is painful but reading about it shouldn't be. [FULL BIO](#) ✓*

 Keep in mind that the floor for medical expenses remains 10% of adjusted gross income (AGI) for most taxpayers.

≡ Forbes 🔍 ➔

Taxes

MAY 20, 2016 @ 08:39 AM 2,423 VIEWS

### Woman Denies Using Mexican Folk Curse To Intimidate Witness, Admits Tax Fraud

 **Kelly Phillips Erb**, FORBES STAFF 

*I cover tax: paying tax is painful but reading about it shouldn't be. [FULL BIO](#) ✓*

≡ Forbes 🔍 ➔

Taxes / #TakeATaxBreak

APR 25, 2016 @ 10:54 PM 17,300 VIEWS

### Tax Records You Should Keep After Tax Day (And How Long To Keep Them)

 **Kelly Phillips Erb**, FORBES STAFF 

*I cover tax: paying tax is painful but reading about it shouldn't be. [FULL BIO](#) ✓*



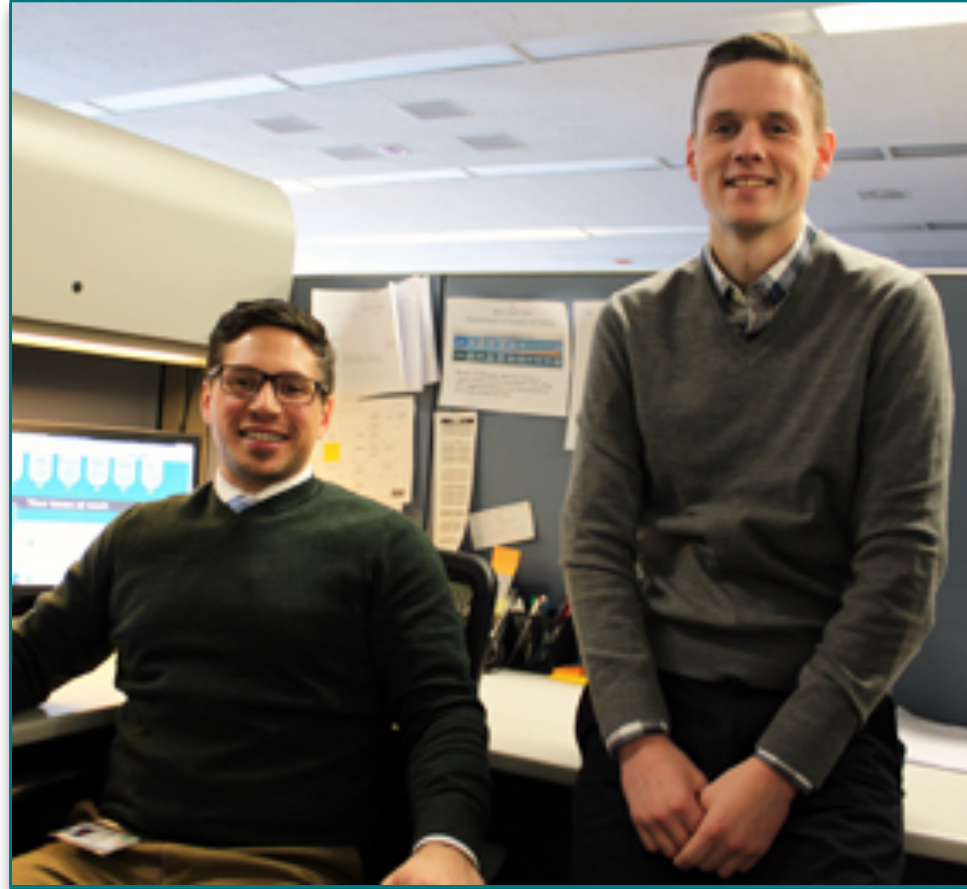
# How We Manage Social Media



NYSTaxDept	@NYSTaxDept	NYSTaxDepartment
2,791 Likes	2,253 Followers	1,157 Subscribers

# Framework - Staffing

Our social media team works diligently to keep our content engaging and relevant.



# Target Audience and Frequency

**New York State Department of Taxation and Finance** ✓

April 19 · 🌐

The numbers are in!

Over the weekend and on [#TaxDay](#), we received more than 660,000 returns. Learn more on our daily tax stats page: [on.ny.gov/TaxStats](https://on.ny.gov/TaxStats)

## Daily tax return and refund statistics



Department of  
Taxation and Finance

## Return statistics

**8,822,171**

Total returns filed as of  
April 19, 2016

### Almost all New Yorkers e-file

The fastest, easiest, and most secure way to prepare and file returns

■ E-file  
■ Paper



👍 Like    💬 Comment    ➦ Share



**NYS Tax Dept** ✓  
@NYSTaxDept

¡Gracias por difundir las opciones gratuitas de declaración electrónica! @LizRespondeT47 @Telemundo47 → [telemundo47.com/responde/Unida](https://telemundo47.com/responde/Unida) ...

🌐 View translation

**NYS Tax Dept** ✓  
@NYSTaxDept

If your income is under \$62K, you can e-file both federal & NYS returns for free. That's no [#AprilFools!](#) File now: [on.ny.gov/1PpGmDP](https://on.ny.gov/1PpGmDP)

RETWEETS  
6



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# Engagement and Responsiveness



**Debra Tesauro Adamsky** ▶ **New York State Department of Taxation and Finance**

April 18 · 🌐

I have a filin greceipt and tax ID#, however I never received the Certificate of Authority, which is suppose to hang on the wall. How do I get it. The Company name is Rushmore Lifts, Inc.

1 Comment

Like Comment Share Chronological ▾



**New York State Department of Taxation and Finance** ✓ Hi Debra. We'd be glad to help! Please call our Sales Tax Information Center at 518-485-2889.

Like · Reply · Commented on by Ryan Cleveland [?] · April 18 at 11:44am



**Debra Tesauro Adamsky** Thank you I will!

Like · Reply · April 18 at 11:45am



Write a reply...



**Edward Keator Jr.** ▶ **New York State Department of Taxation and Finance**

April 17 · 🌐

IT-370 filing. Are paid preparers not allowed to file these for clients? I am using approved software and they do not list it as a form they support and they have not responded to my email questionning this

1 Comment

Like Comment Share Chronological ▾



**New York State Department of Taxation and Finance** ✓ Hi Edward. Yes, some vendors have the ability to file IT-370's, however not all of them do.

Our website has the IT-370 form also, which allows paid preparers to file extensions on behalf of taxpayers (<https://tax.ny.gov/pitfile/ext.htm>).

**Apply for an extension of time to file an income tax return**

If you cannot file on time, you can get an automatic six-month extension of time to file Form IT-201, Resident Income Tax Return, or Form IT-203, Nonresident and Part-Year Resident Income Tax Return.

TAX.NY.GOV

Like · Reply · Remove Preview · Commented on by Ryan Cleveland [?] · April 18 at 9:37am



**Edward Keator Jr.** Ok thank you very much

Like · Reply · April 18 at 12:23pm



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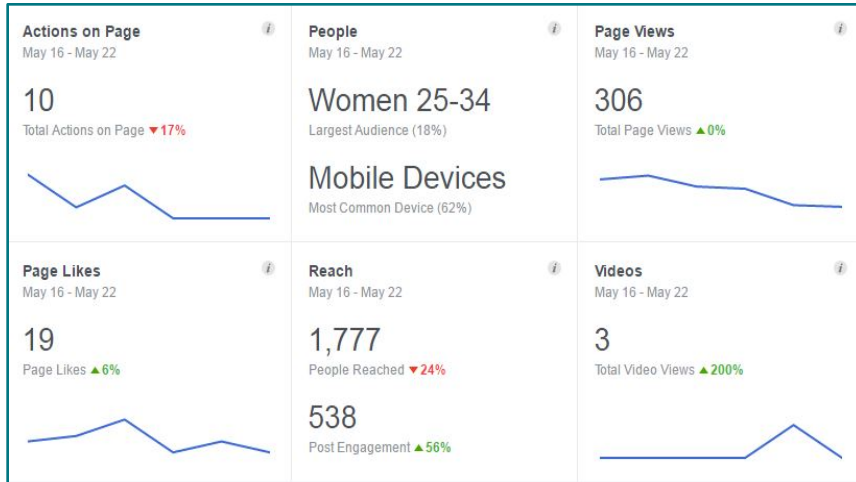
# Strategy – Analytics

## Twitter Analytics

28 day summary with change over previous period



## Facebook Insights



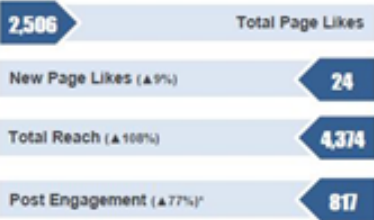
- Impressions/Reach
- Page engagement
- Followers
- Page/Profile views

# Weekly Report

## Social Media Weekly Report March 21, 2016



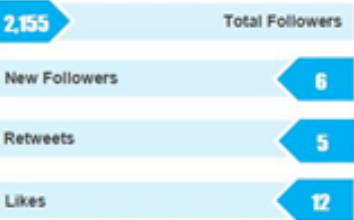
### Facebook



\*Compared to last week



### Twitter



Source: Twitter Analytics

## Top Posts of the Week

Date	Image	Description & Link	f Reach* Like/Shares	t RT/Like
3/24/16		Today, along with the <a href="#">Manhattan District Attorney's Office</a> we announce the indictment and arrest of a Manhattan CPA.  From 2012 to 2014, the defendant allegedly stole \$71,517 in withheld tax—money that was required to be remitted to New York State on behalf of his employees. In addition,...  Read more: <a href="http://on.ny.gov/1UUYUa1">on.ny.gov/1UUYUa1</a>  <a href="#">Link</a>	2,313 3/6	-
3/23/16	No image	85% of NYers get their refund faster with direct deposit. Learn how to set up direct deposit for your refund: <a href="http://on.ny.gov/1UGhdah">on.ny.gov/1UGhdah</a>  <a href="#">Link</a>	-	2/2
3/22/16		Military personnel, did you know special tax rules may apply to you? More: <a href="http://on.ny.gov/1WqYrPZ">http://on.ny.gov/1WqYrPZ</a> , <a href="#">#TaxTipTuesday</a>  <a href="#">Link</a>	-	1/1



# Strategy – Feedback

## Social Media Survey

### How did you find our social media pages?

- Followed a link (From where?)
- Shared by a friend
- Searched for it myself
- Other (write-in response)

### What pages on [www.tax.ny.gov](http://www.tax.ny.gov) do you frequently access?

- Tax Professionals
- E-file software providers
- Corp Tax Reform
- E-file mandates
- Press releases
- Write in



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# Introduction to Social Media



**Annual Seminar | Monthly Training Programs | Online Resources**



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# Strategy – Content Creation

Tax and Finance

NYS Tax Dept @NYSTaxDept · Feb 14

Happy #ValentinesDay! Get out of your bad relationship with paper & start e-filing: [on.ny.gov/1PpGmDP](http://on.ny.gov/1PpGmDP)

Tax and Finance

NYS Tax Dept @NYSTaxDept

Follow

One week left! Make it a stress-free tax season by e-filing. Fewer errors & get your refund up to 2x as fast!

RETWEETS 5

LIKES 7

10:21 AM - 11 Apr 2016

# Strategy – Content Creation

**Tax and Finance** **New York State Department of Taxation and Finance** ✓  
February 9 · 🌐

In need of college tuition relief?

Be sure to check out the College Tuition Credit or Itemized Deduction, form IT-272. The credit can be as much as \$400 per student or the maximum deduction of \$10,000 for each eligible student. [#TaxTipTuesday](#)

Learn more → [on.ny.gov/1WbT3Hf](https://on.ny.gov/1WbT3Hf)



**Get your College Tuition Credit**

Like Comment Share

**Tax and Finance** **NYS Tax Dept** ✓  
@NYSTaxDept

[Follow](#)

Q: Can I make monthly payments on my NY tax bill? A: Yes, by requesting an installment payment agreement: [on.ny.gov/PaymentPlan](https://on.ny.gov/PaymentPlan) [#FAQFriday](#)

**Tax and Finance** **NYS Tax Dept** ✓  
@NYSTaxDept

[Follow](#)

Start a new job or get married? Congrats! Remember to adjust your NYS withholding using Form IT-2104: [on.ny.gov/1SxtjpB](https://on.ny.gov/1SxtjpB) [#TaxTipTuesday](#)

9:41 AM - 5 Jan 2016

# Strategy – Approval Process

Gather and Solicit  
Content

Subject Matter Expert  
Review

Post Content

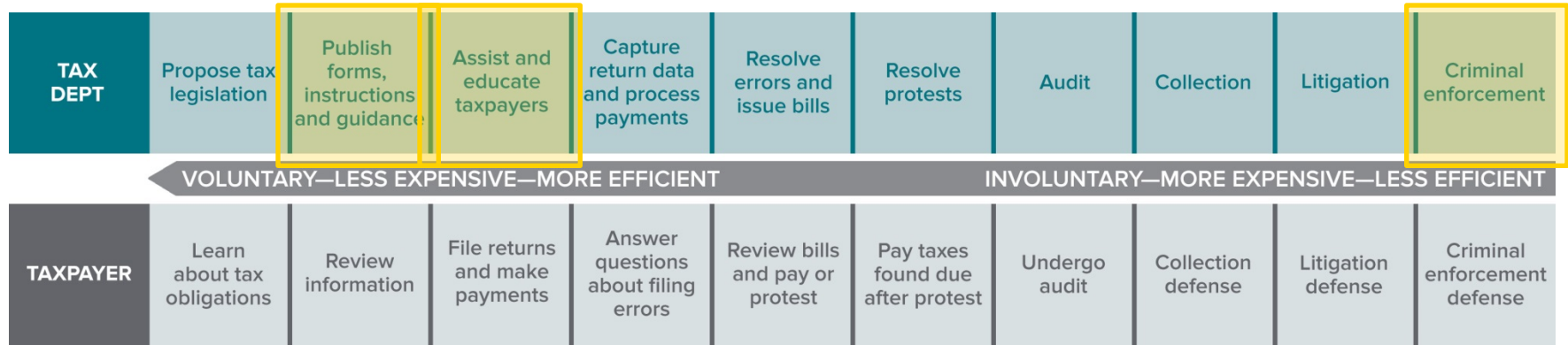
Draft Content

Communications Staff  
Review





# Compliance Continuum



**Tax and Finance** NYS Tax Dept @NYSTaxDept · May 10

Don't think your property assessment is fair, here's how to challenge it → [on.ny.gov/21SwYB9](https://on.ny.gov/21SwYB9) #TaxTipTuesday



**NEW YORK STATE** Department of Taxation and Finance

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**Tax and Finance** NYS Tax Dept @NYSTaxDept · Apr 15

Sales tax filers – Need to know the tax rate and jurisdiction on a sale? There's an app for that! <http://on.ny.gov/1VefpdT> #FAQFriday

1

**Tax and Finance** NYS Tax Dept @NYSTaxDept · May 23

NJ businessman accused of stealing \$153k in NYS sales tax faces up to 15 yrs in prison: [on.ny.gov/1WcUUQ0](https://on.ny.gov/1WcUUQ0)



1



# Social Media Audit

- Are you meeting your social media goals?
- How are you measuring success?
- How are you reaching your primary audience?
- How is social media being integrated into your overall communications & press strategy?
- Do you have a social media use policy?

# Social Media Tips

- Build a database of evergreen content
- Posts with creative graphics typically receive better engagement
- Provide a next step or call to action in your posts
- Collect positive feedback for testimonial use on website
- Stay on top of the constant changes to technology

# Contact Us

**James Gazzale**, *Social Media Supervisor* - [James.Gazzale@tax.ny.gov](mailto:James.Gazzale@tax.ny.gov)

**Ryan Cleveland**, *Social Media Content Manager* - [Ryan.Cleveland@tax.ny.gov](mailto:Ryan.Cleveland@tax.ny.gov)



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**NYSTaxDepartment**

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