

COMMUNICATION STRATEGY

Mississippi Department of Revenue

Jennifer Wentworth



COMMISSIONER HERB FRIERSON

Goals:

- Increase communication with the general public
- Improve the image of Mississippi Department of Revenue with general public
- Create social media pages, texting service and app
- Have survey conducted to learn the needs of the general public



TWITTER

- Twitter
@MSDeptofRevenue

 **MS DOR** @MSDeptofRevenue · May 10

Based on a survey given by @JCStennisInst when reaching out to our call center, 94% agreed that they were treated with courtesy and respect.

When speaking with the call center...

I was treated with courtesy and respect.



	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree
Total	5	6	50	121



 **MS DOR** @MSDeptofRevenue · Jul 20


We would like to congratulate our Employee of the Month, Kimberly Robinson! Thank you for all of your hard work.





FACEBOOK

- Facebook
@MSDeptofRevenue;


 **Mississippi Department of Revenue**
Published by Hootsuite [?] · June 9 · 🌐

The Department of Revenue offices will be closed on Monday and Tuesday, July 3-4, 2017 in observance of Independence Day.

237 people reached Boost Post

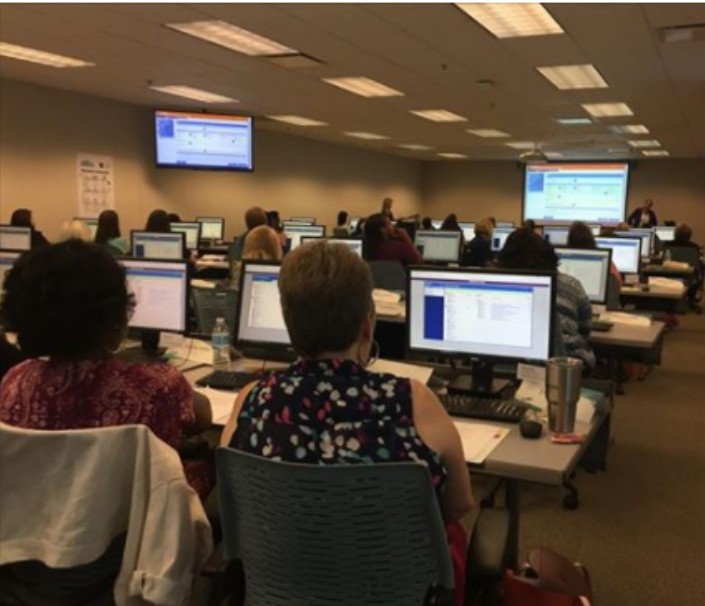
👍 Like 💬 Comment ➦ Share

👤 Renee Mayberry, Pamela Kent Matthews and 2 others

 **Mississippi Department of Revenue**
Published by Hootsuite [?] · July 10 at 12:26pm · 🌐

Our last expert user training course started today. So, what exactly does that mean?

In preparation for the launch of our new motor vehicle system known as MARVIN, one person from every county office is training to be the liaison between their office and the Department of Revenue (DOR). Should a problem arise, this person will help solve it or will contact the DOR for assistance.



3,201 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👤 Schardell Dent, Barbara Lovette and 37 others Chronological*

3 shares

 **Mississippi Department of Revenue**
Published by Hootsuite [?] · June 19 · 🌐

Sales Tax Holiday has been announced for the end of July. It will begin at 12:01am on Friday, July 28, 2017 through 12:00 midnight on Saturday, July 29, 2017. Learn what items are included by clicking here: <http://ow.ly/zmp930cEmMP>



3,532 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👤 Michele Lewis, Linda Seal and 12 others Chronological

34 shares

FACEBOOK

- Facebook
@MSAlcoholicBeverageControl



Mississippi Alcoholic Beverage Control
Published by Hootsuite [?] · June 30 at 10:15am · *

Please have a safe and enjoyable Independence Day weekend.
<http://ow.ly/Yexl30d8KA7>

**DRUNK DRINKING
DOESN'T START WITH A DRINK.
IT STARTS WITH AN EXCUSE**

Find out the truth about underage drinking at
www.responsibility.org

It Starts with an **Excuse**

VIMEO.COM | BY PRUSA

64 people reached

Like Comment Share



Mississippi Alcoholic Beverage Control updated their status.
Published by Dor Comm [?] · May 25 · *

Madison County - On Saturday evening, May 20, 2017, law enforcement agents with the MS Alcoholic Beverage Control (ABC) Bureau of Enforcement worked a special detail at the C-Spire Day of Country concert. As a result of this detail, agents issued 58 citations for alcohol related offenses.

The citations issued include:

- 16 minors in possession of beer;
- 8 minors in possession of alcoholic beverages;
- 29 for possession of fake identification or fraudulent use of ID;
- 4 for furnishing alcohol to persons under 21 years of age; and
- 1 charge of failure to comply.

Of those cited, agents contacted and released the 10 juveniles to their parent or guardian. Other individuals were cited and released at the event. Only one individual, charged with disorderly conduct and failure to comply, was booked in the Madison County Jail. ABC does not release the names of minor persons charged with violation of alcohol and beer laws.

The ABC's mission during this event was to assist local law enforcement, to help prevent underage drinking and other alcohol related offenses, and to promote public safety.

228 people reached

Boost Post

Like Comment Share

Brett Vandiver, Kim Craft Eubanks and 5 others

SOCIAL MEDIA STATISTICS

Twitter - Since it's creation in Dec. 2016:

- Tweets – 190
- Following – 407
- Followers - 176

DOR Facebook - Since it's creation in Sept. 2016 including a 2 week ad campaign in Feb. 2017.

- Likes – 2470
- Check-in's - 151

ABC Facebook - Since it's creation in Sept. 2016:

- Likes – 165

MARKETING!

**HAVE
YOU
HEARD?**

**Alcoholic
Beverage
Control is on
Facebook!**



Follow us at
www.facebook.com/MSAlcoholicBeverageControl/

DON'T FORGET...

ABC sends texts alerts. Stay up-to-date the moment something happens. Sign up today by texting:

ABCEmployee1 to 95577

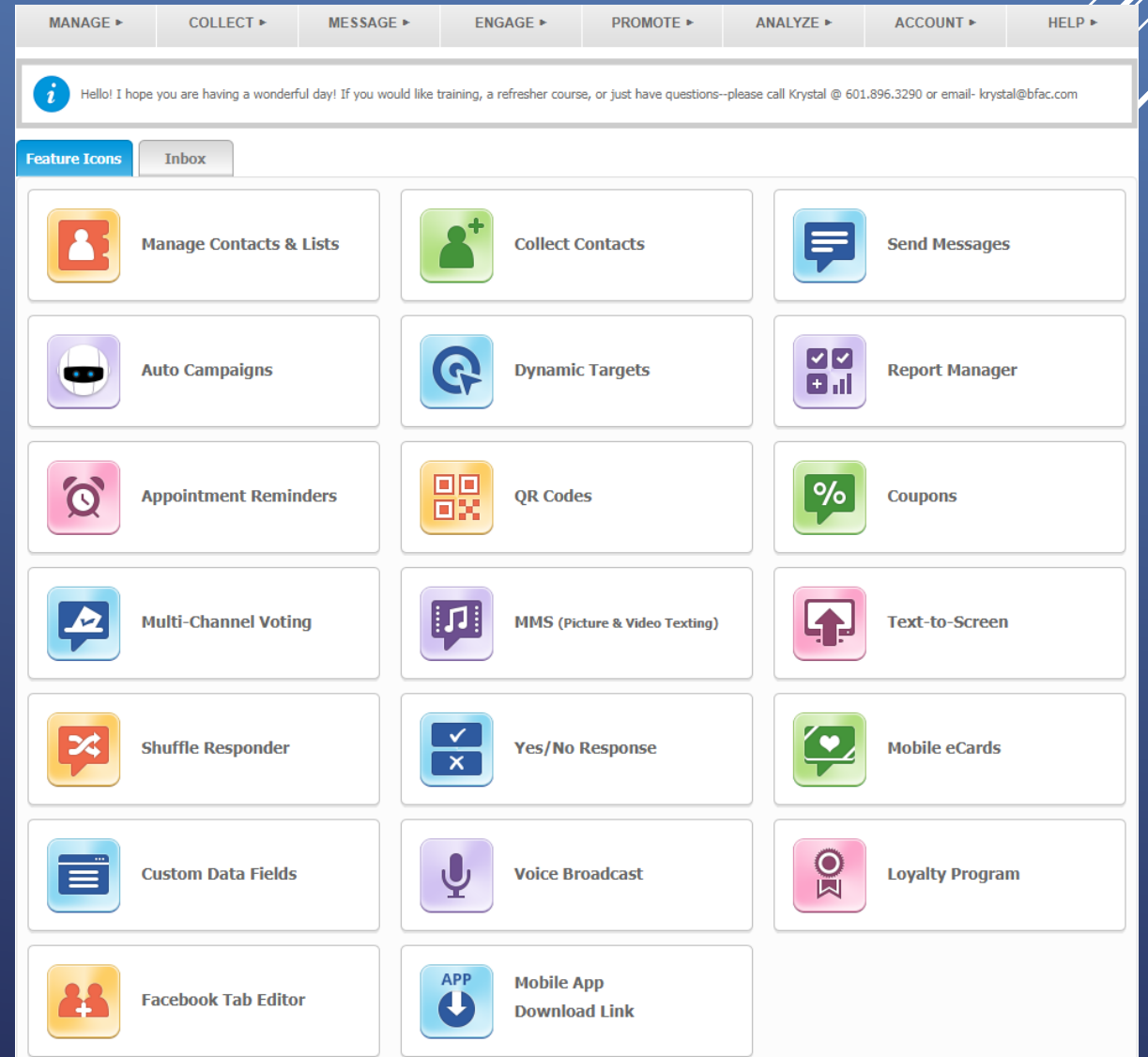
Also, please remind permittees to sign up by texting:

ABCPermit1 to 95577

MISSISSIPPI ALCOHOLIC BEVERAGE CONTROL

TEXTING SERVICE

- Our texting service is through Bfac.com
- Requires opt-in
- Can send customized text messages
- Very user friendly



Backend of the texting service

TEXTING SERVICE

Recent Messages									Automated Messages	Recallable Messages
Report	Copy	Open Saved Draft	Delete	Send	Cancel	All	Search	Search		
Description	Report Manager	Mobile	Email	Social	Failed	Status	Create Date			
Tap Maintenance		186	0	0	<u>2</u>	100% Sent	07/20/2017 05:10 PM			
Tap Maintenance		186	0	0	<u>1</u>	100% Sent	07/17/2017 11:25 AM			
TAP		185	0	0	<u>4</u>	100% Sent	07/12/2017 12:37 PM			
ABC Independence Day Schedule		181	0	0	<u>1</u>	100% Sent	06/07/2017 05:02 PM			
ABC Independence Day Schedule		181	0	0	<u>1</u>	100% Sent	06/07/2017 04:57 PM			

Display 1 2 3 4 5 ... Next >

Can see how many people have opted into the texting service and how many received the text message

TEXTING SERVICE

Description *	<input type="text"/>
Send Message via *	<input type="checkbox"/> Text Message(SMS & MMS) <input type="checkbox"/> Email <input type="checkbox"/> Facebook <input type="checkbox"/> Facebook Page <input type="checkbox"/> Twitter
Message Type*	<input type="radio"/> One-Time Message to Distribution Lists or Dynamic Targets <input type="radio"/> One-Time Message to Individuals <input type="radio"/> Automated Message for New Subscribers <input type="radio"/> Automated Recurring Message to Distribution Lists or Dynamic Targets
Report Manager	Select the Report to group this feature under within Report Management. <input type="text"/>











[Compose Message](#)

Able to customize a message

TEXTING SERVICE

Mobile Keywords List

Please Select a Keyword Type ▾ All ▾

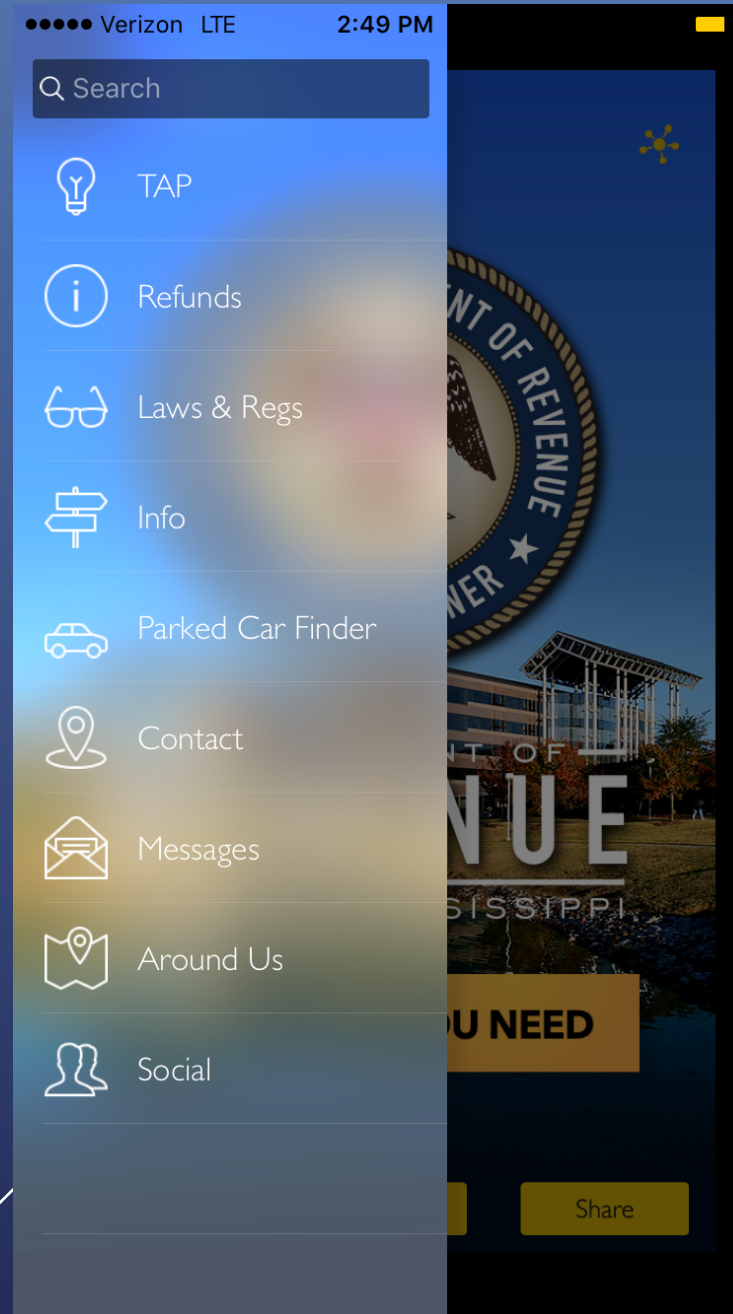
Type ▾	Keyword ▾	Campaign ▾	Sign-ups ▾	Distribution Lists	Date Created ▾	Info	Status
	Hernando1		3	Hernando1	09/17/2016 07:22 PM	DOR: You are now s...	Active
	Tupelo1		3	Tupelo1	09/17/2016 07:21 PM	DOR: You are now s...	Active
	Greenwood1		3	Greenwood1	09/17/2016 07:20 PM	DOR: You are now s...	Active
	ABCEmployee1		23	ABCEmployee1	09/17/2016 07:18 PM	DOR:You are now si...	Active
	Clinton1		318	Clinton1	09/15/2016 11:11 AM	DOR:You are now si...	Active
	Meridian1		3	Meridian1	09/15/2016 10:33 AM	Department of Reve...	Active
	ABCPermit1		186	ABCPermit1	09/15/2016 10:32 AM	Department of Reve...	Active
	Hattiesburg1		3	Hattiesburg1	09/15/2016 10:31 AM	Department of Reve...	Active
	Brookhaven1		3	Brookhaven1	09/15/2016 10:31 AM	Department of Reve...	Active
	GulfCoast1		3	GulfCoast1	09/15/2016 10:31 AM	Department of Reve...	Active

MS DEPT. OF REVENUE APP

- It's FREE for iPhone and Android users
- Push notifications
- Connects users to TAP quickly
- FAQ's section with answers
- Very user friendly



MS DEPT. OF REVENUE APP



MS DEPT. OF REVENUE APP

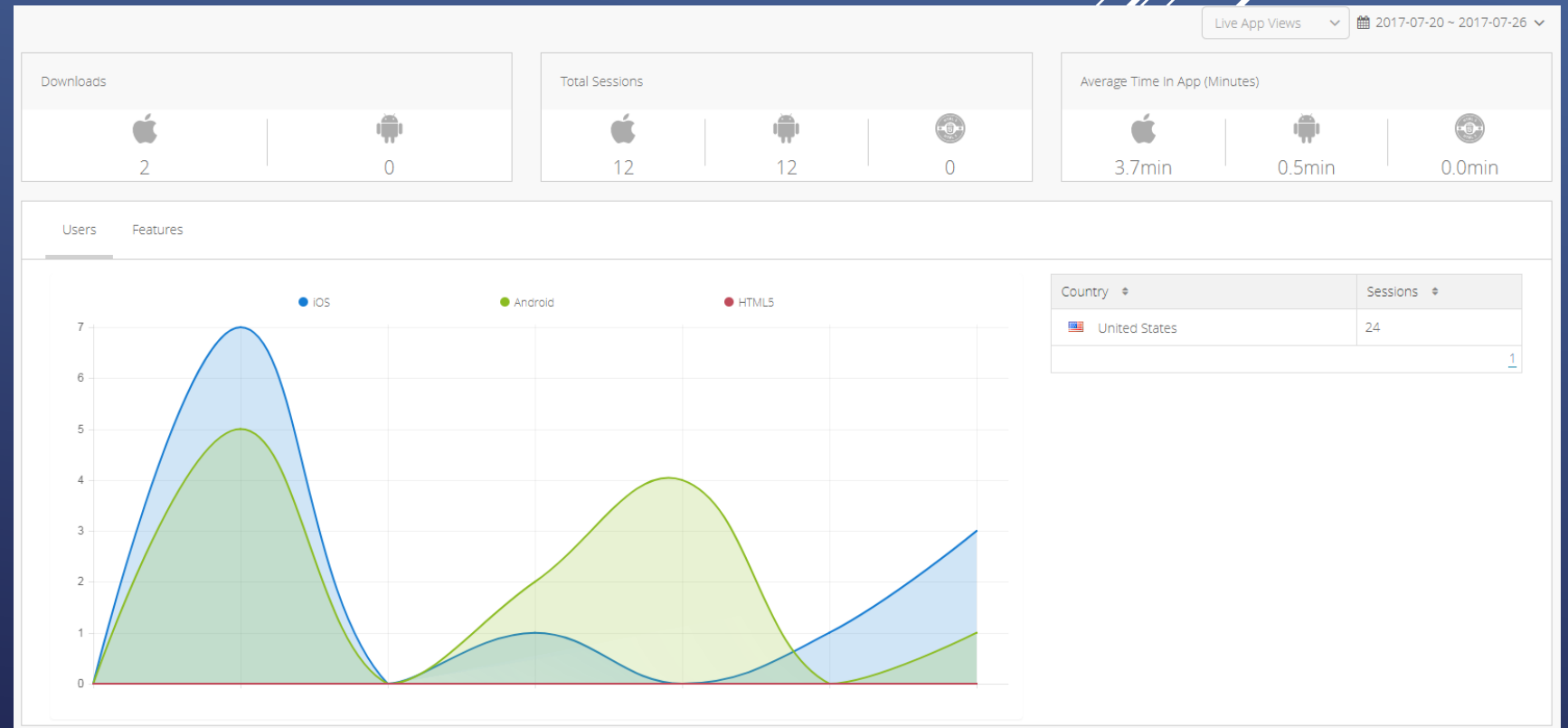
App Downloads: 522

New App Users
this Week: 2

Total Sessions (July):

iPhone – 60

Android – 204



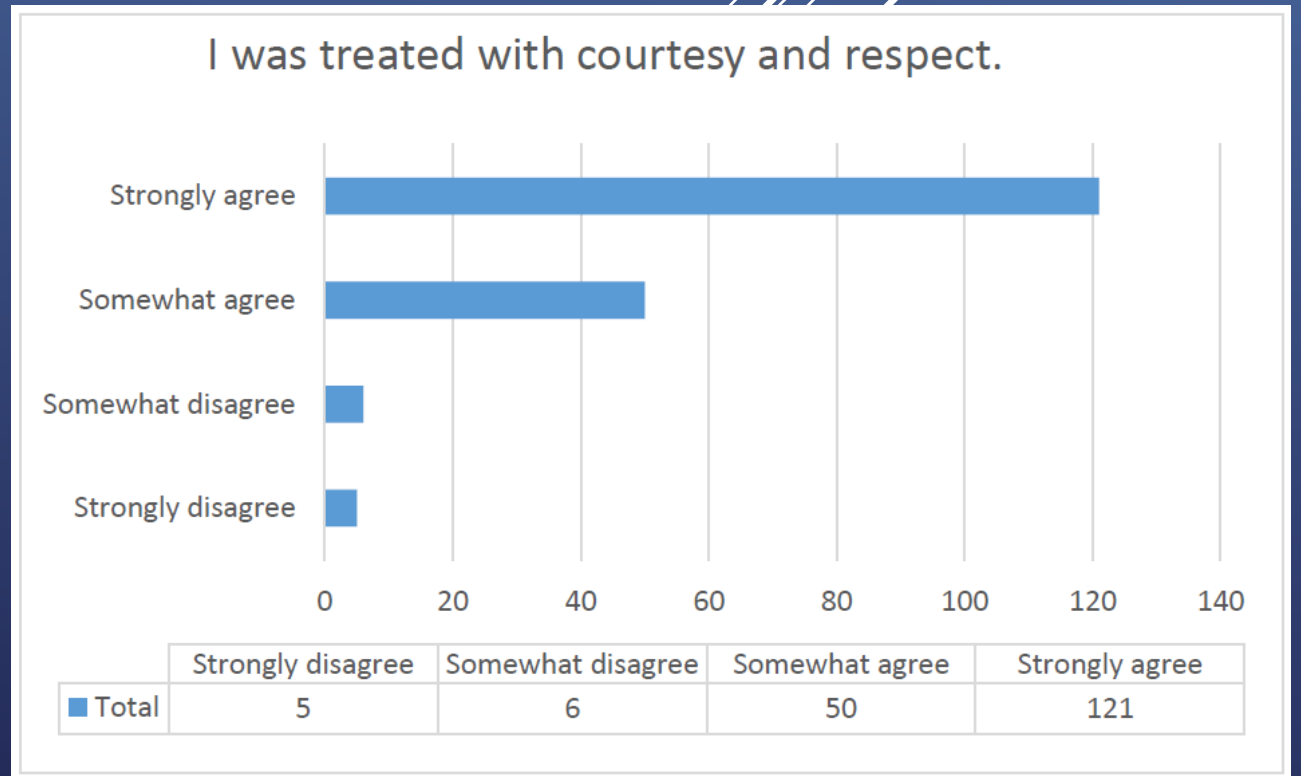
SURVEY

- At the DOR's request, John C. Stennis Institute of Government and Community Development conducted a survey
- Those surveyed include ABC permit holders, business filers, tax professionals, county officials and the Mississippi Legislature
- Each group that was surveyed has offered ideas for how we can continue to provide great support and resources



SURVEY RESULTS

- When reaching out to our call center, 94% of business filers and 89% tax preparers agreed that they were treated with courtesy and respect.
- Over 96% of county offices agreed that the call center was able to resolve their issues or questions.




SURVEY RESULTS

- When reaching out to business filers, over 93% are satisfied with the overall quality of service. Almost 79% of ABC permit holders and 76% of tax preparers are satisfied with the quality of service offered.
- Over 95% of county officials and 83% of Legislators are satisfied with the quality of service given from the DOR.

Count of How satisfied are you with the overall quality of service you receive from the Department of Revenue?					
Business Position	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Grand Total
Business Owner	58.35%	34.26%	5.03%	2.36%	100.00%
CPA or other tax professional	46.01%	41.60%	8.26%	4.13%	100.00%
Employee	66.00%	29.84%	2.68%	1.49%	100.00%
In-house tax department employee	54.22%	39.39%	4.09%	2.30%	100.00%
Other position (Please Describe):	61.39%	33.29%	4.30%	1.01%	100.00%
Grand Total	59.71%	33.84%	4.43%	2.03%	100.00%

NEXT STEPS

- Get ABC permit holders to sign up for the texting service
 - Utilize feedback from survey to improve customer service, website and more
 - Grow the following on social media pages
 - More app downloads
- 
- A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, set against a solid blue background.

QUESTIONS?

Jennifer Wentworth

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