

————— Tips on —————

# Social Media

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for Government Agencies





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**Indiana Department of Revenue**

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INRevenue

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**22 years of  
government agency  
experience**

# Agenda

- 1 Social media overview
- 2 Why is social media important
- 3 Social media platforms
- 4 Getting started with social media
- 5 Social listening
- 6 Social media examples

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# Social Media Overview

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# Social Media Overview

How many global social media users?

- Nearly 3.2 billion

What percentage of adults have logged onto at least one social media platform in the last month?

- 97% (age 16-64)

How many American adults get some of their news from social media?

- 67%



We don't have a choice on whether we DO social media, the question is how WELL we do it. ~Erik Qualman



# Social Media & Government

- **Customers expect the same level of service from government as any other brand**
- **The number of citizens who believe it is a priority for government to use social media has doubled to 40% within the last year**

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Why is Social Media  
Important?

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*Why social  
media is  
important?*

- Increase brand recognition
- Free marketing & communication tools
- Learn the interests & needs of your customers
- Crisis communication
- Reputation management
- Increase website traffic
- Obtaining feedback

**Customers expect you to be there!**



Online is old news. Online in social media is today's news.... social media is not a subset of the internet. Social media is the internet. ~ Sean Case

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Social Media Platforms

Which should you choose

}

# Which social media platform should you choose?

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn



# Facebook



- **Over 2 billion people around the world use Facebook**
- **Nearly 80% of Americans use Facebook**
- **75% of those users log onto Facebook daily**

## **Considerations:**

- **Engaging & Interactive**
- **Privacy Controls**
- **Build Followers**
- **User-Friendly & Accessible**
- **Requires Monitoring**

**If you can only manage one social media outlet, choose Facebook.**



Indiana Department of Revenue

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Liked Following Share

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Send Message

Write a post...

Write a post...

Tag Friends Check in

Posts



Indiana Department of Revenue

3 hrs

In 2017, the Indiana State Fair's overall revenue for concessions was up from previous years. What is your favorite fair concession this year? Let us know below! Don't forget to stop by #INDOR's booth in the Expo Hall until August 19. #TaxThrowback #INDORatTheFair Indiana State Fairgrounds & Event Center

Government Organization in Indianapolis, Indiana

Open Now

DEPARTMENT OF REVENUE  
PYRAMID OF EXCELLENCE



ABOUT INDIANA DEPARTMENT OF REVENUE

About DOR

The Indiana Department of Revenue (DOR) was created in 1947 and has a proud 70-year history of serv...

See More

# Twitter



- **Over 330 million active users**
- **78% of people who complain about a brand via twitter expect a response within an hour**

## **Considerations:**

- **Character Limit**
- **Hashtags**
- **Mobile Access**
- **Use Images & Links**



# INDIANA DEPARTMENT OF REVENUE

WWW.DOR.IN.GOV

#WEAREDOR

Tweets 4,277   Following 454   Followers 1,500   Likes 832   Lists 0   Moments 0

Edit profile

## IN Dept. of Revenue

@INRevenue

#INDOR's mission is to serve Indiana by administering tax laws in a fair, secure and efficient manner. #WeAreDOR (RT/Follow/Mention not an endorsement.)

📍 Indiana

🌐 in.gov/dor

📅 Joined April 2009

Tweets   Tweets & replies   Media



IN Dept. of Revenue @INRevenue · 4h

In 2017, the @IndyStateFair overall revenue for concessions was up from previous years. We want to know your favorite fair concession this year! Don't forget to stop by #INDOR's booth in the Expo Hall until August 19. #TaxThrowback #INDORatTheFair



## Your Tweet activity

Your Tweets earned **1,720 impressions** over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all





# Instagram

- 800 million active users
- 71% of businesses use Instagram

## Considerations:

- Younger Audience
- Less Engagement
- Image & Video Based
- Hashtags
- Tagging
- Instagram Stories



inrevenue

Edit Profile



204 posts

271 followers

86 following

Indiana Department of Revenue

#INDOR's mission is to serve Indiana by administering tax laws in a fair, secure and efficient manner. #WeAreDOR. (Follow/Like not an endorsement.)

[www.in.gov/dor/3329.htm](http://www.in.gov/dor/3329.htm)

POSTS

IGTV

SAVED

TAGGED



{ 4

Getting Started

}

# Do's

1 Engage

2 Educate

3 Listen

4 Promote

5 Analyze

# Engage

- Customer Service Opportunity
- Always Respond
- Be Human

Biggest area of improvement for government



**Brandon Brewster** I called yesterday too... so apparently the Merrillville office is closed from 7/30 to 8/6 and if you call the Merrillville # it redirects to Their central system Indianapolis. It's been crazy... I called the central line and asked them was the Merrill... See More

Like · Reply · Message · 2w



**Indiana Department of Revenue** Hello Allen, we apologize for the delay. Can you please private message DOR with your phone number and the best time to call? I'd be happy to have a customer service representative in the appropriate division contact you directly. Thank you!

# Educate

- Give tips
- Offer solutions to common issues
- Share informational content from website
- Create content based on your customers
- Engage staff for opportunities




 **Indiana Department of Revenue**  
Published by Michelle Cain [?] · July 27 at 1:03 PM · 🌐

#INDOR just announced Indiana's Out-of-State Sales Tax Law will go into effect on Oct. 1, 2018 & will be enforced prospectively from that date. More: <https://www.in.gov/dor/6367.htm> #Wayfair



IN.GOV  
**DOR: South Dakota v. Wayfair, Inc.**  
Learn more about how the South Dakota v. Wayfair, Inc. case affects taxa...

 **Indiana Department of Revenue**  
Yesterday at 11:15 AM · 🌐

#INDOR has busted another myth for Hoosiers! Many believe filing an extension will extend the time you have to pay a bill. Read our latest blog to learn about the truth behind this myth: <http://ow.ly/Wbfh30lpSCN>

August 15, 2018

**No, You Shouldn't File for an Extension Solely because You Cannot Afford the Bill**



SUBSCRIBE TODAY!

**TAX TALK**

#INDOR

WWW.DOR.IN.GOV

# Listen

- Gather public sentiment
- Listen to what customers are saying
- Create content based off listening
- Social listening



The Indiana Department of Revenue plans to begin enforcing the 2017 online sales tax state law on Oct. 1.

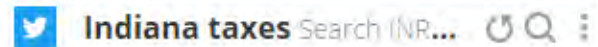
The law requires retailers who annually sell at least \$100,000 in the state or do business with more than 200 Indiana customers to collect and remit state sales tax.



FORTWAYNESNBC.COM

Indiana residents could soon see online sales tax

Indiana residents purchasing products online from out-of-state sellers will...



Show Conversation



Hoosier Lottery officials announced Tuesday that the lottery has transferred \$306 million to state coffers for the recently ended fiscal year.

Lottery proceeds go toward police and firefighters' pensions and reducing auto excise taxes. [wpta21.com/story/38900293...](http://wpta21.com/story/38900293...)

# Promote

- Upcoming events
- Policy change
- Agency culture
- Important Notices
- Spread info quickly





# Analyze

- Know what's working
- Use analytics tools within your platforms
- Hootsuite
- Track hashtags

## Actions on Page

August 8 - August 14

1

Total Actions on Page ▼67%



## Page Likes

August 8 - August 14

6

Page Likes ▼25%



## Page Views

August 8 - August 14

514

Total Page Views ▲60%



## Reach

August 8 - August 14

909

People Reached ▼36%



## Page Previews

August 8 - August 14

5

Page Previews ▼75%



**Adapt!**

# Don'ts

1 Neglect your profile

2 Ignore your customers

3 Leave negative comments

4 Rely on automation

5 Leave social media out of your campaigns

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Social listening


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Monitoring social media channels for mentions of your brand, competitors, product, or other ideas or themes related to your organization. Then analyzing this information for actionable insights.



# Social Listening vs. Monitoring

- Actionable
  - Looking forward to determine future posts or content
  - Uses data from monitoring to inform actions and strategy
  - Goes beyond metrics to mood or sentiment
- Compiling data
  - Gathering past information
  - Data shows ROI or report back
  - Focuses on metrics



# Why you should engage in social listening?

- Customer engagement and research
- Identify wins or missteps in real time
- Discover how individuals perceive your agency
- Uncover pain points and address them
- Create content based off insights gathered
- Make improvements

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Social media examples

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Indiana Department of Revenue

July 25 at 11:45 AM · 🌐

Our latest Tax Talk is live. Learn about what new laws are in effect from the 2018 legislative session: <https://www.in.gov/dor/6393.htm> #TaxTalk #INDOR



Indiana Department of Revenue

Like Page

Published by Grace Bultman [?] · July 17 at 10:30 AM · 🌐

#INDOR would like to thank Greater Indy Habitat for Humanity for the opportunity to serve and give back to the community. Last week Commissioner Krupp and #INDOR team members joined one of our very own team members for their Home Dedication Ceremony. #DORGivesBack #WeAreDOR







### Minnesota Department of Revenue

August 1 at 2:21 PM · 🌐



Did you know rain gardens help prevent rainwater runoff? That means less pollutants flowing directly into nearby streams and ponds. Thanks in part to our state tax dollars, Minnesota Pollution Control Agency's Minnesota GreenCorps program is working to preserve and protect our environment while training a new generation of environmental professionals. Watch our latest video from the #OurMN series to see what Minnesota GreenCorps is doing in Winona County!



👍❤️ 30

1 Comment 31 Shares 2.4K Views

👍 Like

💬 Comment

➦ Share



### Tennessee Department of Revenue

August 7 at 3:58 PM · 🌐



Congrats to all the Governor's Excellence in Service Award recipients! The Department of Revenue's very own TR3 Consultant Sonya Meacham is one of 23 state employees being honored by Bill Haslam for helping TN lead by providing efficient & effective service. Sonya's been with the department for 32 years. Thank you for your dedication to Tennessee taxpayers! Learn more about the award recipients: <https://t.co/l5mKdFSGT1?amp=1>



👍❤️ 41

6 Comments 5 Shares

👍 Like

💬 Comment

➦ Share





IN Dept. of Revenue @INRevenue · Jul 31

**ATTENTION**  
**DOR CUSTOMER SERVICE PHONE LINES WILL BE TEMPORARILY UNAVAILABLE!**

*July 31, 2018. from Noon to 3:00 p.m. EST for an important departmental meeting.*



IN Dept. of Revenue

@INRevenue

Thank you to the inmates at the @IndianaDOC Pendleton Correctional Facility who made this awesome wooden table and seal for #INDOR's conference room. We appreciate your hard work and craftsmanship! #WeAreDOR #NextLevel



3:47 PM - 13 Jul 2018

6 Retweets 14 Likes



6



14







**inrevenue**  
Indiana State Fairgrounds & Event Center

inrevenue #INDOR is all set up in the Expo Hall!! We are ready to serve customers and answer questions #indystatefair #StepRightUp #WeAreDOR 🏠



97 views

AUGUST 3

Add a comment...



**inrevenue**

inrevenue Today at #INDOR we are celebrating International Guide Dog Day! We want to recognize both the hard work of our team member Mark and his partner from @theseeingeye #WeAreDOR #SeeingEyeDogs



17 likes

APRIL 25

Add a comment...



**inrevenue**

inrevenue The 2018 tax season wraps up tomorrow, April 17! Check out the link in our bio for tips on how to get your taxes filed before the deadline. #INtaxes



4 likes

APRIL 16

Good content isn't about good  
storytelling. It's about telling a true  
story well.—Ann Handley

# Social Media FAIL



**Indiana Department of Revenue**  
Published by Sysomos Page Central [?]  
Like This Page · September 23, 2014

Want to register your business? Learn how at <http://bit.ly/19K2No>

Tag Photo Add Location Edit

Boost Post

Like Comment Share

Write a comment...



**Indiana Department of Revenue**  
Published by Cision Social Edition [?]  
Like This Page · January 23, 2017

We often hear people referring to us as the "Internal Revenue Service." Remember, you file FEDERAL taxes to the Internal Revenue Service (IRS) and STATE taxes to the Indiana Department of Revenue (or other states where you live or work). You may also pay county income taxes depending on county.

Tag Photo Add Location Edit

649 people reached

Boost Post

Susan Shaw Dunn and Victoria Lane

Like Comment Share

Write a comment...

# Social Media FAIL

Three days until federal tax day. Remember to submit your return to the IRS.



2

61 Views



**Georgia Department of Revenue**

July 23 at 4:20 PM · 🌐

An Income Tax Division Rule is being proposed by the Department. Interested parties seeking to comment on the proposed Rule should review the notice for further guidance.

The notice and an exact copy and synopsis of the proposed Rule may be found on the Department's website at:

Proposed Rule 560-7-8-.60, entitled "Qualified Education Donation Tax Credit"

<https://dor.georgia.gov/.../proposed-rule-560-7-8-60-qualifie...>



DOR.GEORGIA.GOV

**Proposed Rule 560-7-8-.60 Qualified Education Donation Tax Credit | Department of Revenue**

👍 Like

💬 Comment

➦ Share





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# THANK YOU

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