

_____ Tips on _____

Social Media

for Government Agencies

Emily Landis, Chief Communications
Officer for Indiana DOR



Who uses social media?

- Nearly 3.2 billion global social media users
- 97% (age 16-64) of users have logged on to at least one social media platform in the last month
- 67% adults get their news from social media

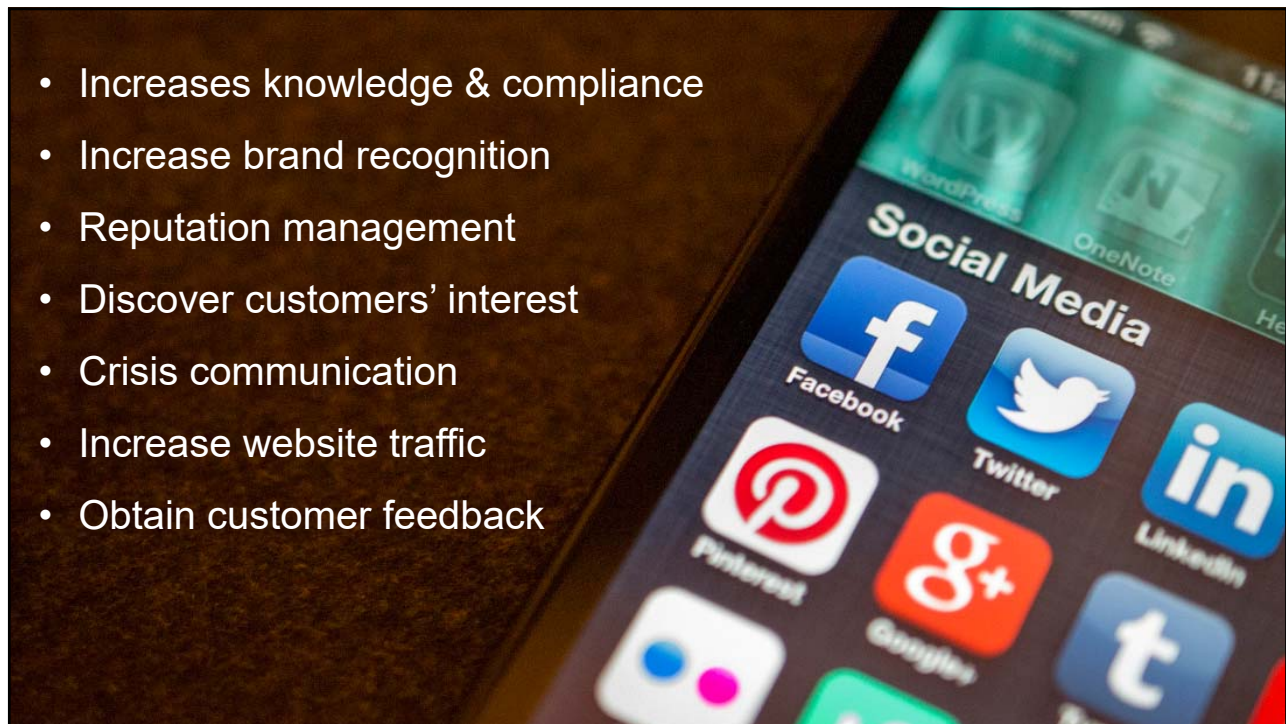


What does this mean for state agencies?

- Your audience expects you to be on social media
- The number of people who think government entities should be on social media has doubled within the last year.

{ 1 Why is Social Media Important? }

- Increases knowledge & compliance
- Increase brand recognition
- Reputation management
- Discover customers' interest
- Crisis communication
- Increase website traffic
- Obtain customer feedback



{ 2

Social Media Platforms

}

Which social media platform should you choose?

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn



Facebook

- Over 2 billion worldwide users
- 75% are daily users

Considerations:

- Engaging & Interactive
- Privacy Controls
- Build Followers
- User-Friendly & Accessible



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




Twitter

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

Considerations:

- Character Limit
- Mobile Access
- Use Images & Links




Instagram

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

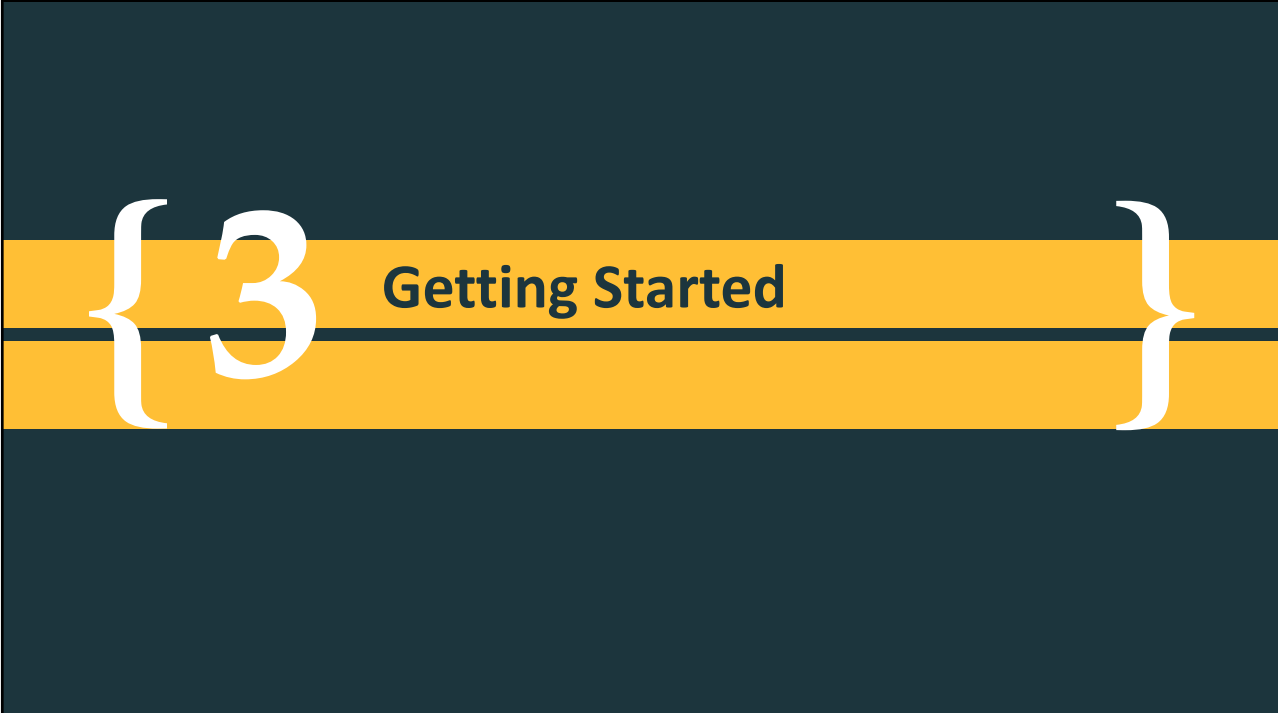
Considerations:

- Younger Audience
- Less Engagement
- Image & Video Based
- Hashtags



Social Media Posting Tips

- Posts with location get 79% more engagement
- Users engage more on weekdays
- Photos generate 36% more engagement than videos on Instagram
- Photos with faces get 38% more likes on Facebook
- Tweets with photos or videos are 150% more likely to get retweeted



{ 3 Getting Started }

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 Merril... See More

Like · Reply · Message · 2w

Write a reply...

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 information from your website
- Engage staff for opportunities

#TaxTipTuesday

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/Wtthf30p8CN>

August 15, 2018

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

DEPARTMENT OF REVENUE
INDIANA

SUBSCRIBE TODAY!
TAX TALK

#INDOR
www.dor.in.gov

Indiana Department of Revenue
Published by Michelle Cass '17 · 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: [#vayfar](https://www.in.gov/dor/5367.htm)

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

Listen

- Gather public sentiment
- Listen to what customers are saying
- Social listening



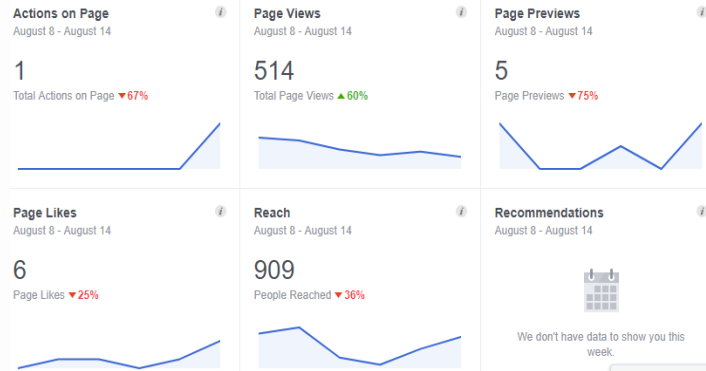
Promote

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



Analyze

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



{ 4 }

Examples of what works
for Indiana DOR

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
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




IN Dept. of Revenue @INRevenue · Jul 31



Indiana Department of Revenue
August 23 at 12:56 PM

#INDOR's Returns Processing and Motor Carrier Services phone lines will be temporarily unavailable on August 24, 2018 from noon until 3:00 P.M. for an important departmental meeting. This includes questions regarding titles and clearances, bankruptcy, corporate taxes, or motor carrier services, please leave a voicemail and an #INDOR team me... See More



Indiana Department of Revenue
July 26 · 🌐

Happy #InternDay to all of our summer interns. Did you know #INDOR has 13 interns who have been working to help us achieve our vision to be recognized as the premier tax administrator in the nation and a great place to work? These smiling faces definitely help with the second half of our vision. Thank you for your hard work this summer! #WeAreDOR... See More



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



Indiana Department of Revenue
August 9 · 🌐

#INDOR team members from our South Bend District Office enjoyed a visit from Commissioner Krupp and leadership members. #WeAreDOR



Indiana Department of Revenue
August 21 at 2:01 PM · 🌐

Don't forget! #INDOR is always here to answer your tax questions you can call our customer service center Monday through Friday 8:00 a.m. to 4:30 p.m., Monday through Friday at 317-232-2240. #TaxTipTuesday

Need answers to your tax questions?

Call our Customer Service Center, and a DOR representative will be glad to assist you.



We're here Monday through Friday from 8:00 a.m. - 4:30 p.m. except state holidays


317-232-2240



Home Posts Videos Photos About


Indiana Department of Revenue
August 3 · 🌐

#TheRevenuer is back to enjoy the Indiana State Fair this year! A big thank you to Governor Eric Holcomb for stopping by our first ever booth in the Expo Hall. Stay tuned to see where else #TheRevenuer will go. #WeAreDOR #INDORTakesOnTheFair #NextLevel Indiana State Fairgrounds & Event Center



Indiana Department of Revenue
Wednesday at 3:00 PM · 🌐

Interested in being a public servant? You're in luck! #INDOR has available positions. You can view all positions available on **Indiana State Personnel Department** website. Below is a preview of the current jobs available. #WorkHereWednesday #NextLevel #WeAreDOR
... See More



Indiana Department of Revenue
Monday at 2:00 PM · 🌐

This week our #DORPraise goes to Wilma M! Wilma works in our Motor Carrier Services office. One customer shared the best-in-class customer service Wilma provided. Thank you for all you do, Wilma. #NextLevel #WeAreDOR





Indiana Department of Revenue
Monday at 10:30 AM · 🌐

#INDOR's Bloomington District Office is relocating! The office will close at noon on Friday, September 28. On Monday, October 1 business will be conducted at our NEW location: 1531 South Curry Pike, Suite 400, Bloomington, IN 47403. You can find a list of all #INDOR district offices here: <https://www.in.gov/dor/3390.htm>



Indiana Department of Revenue
August 29 at 4:18 PM · 🌐

🍦 Here's the *scoop*! Nothing says farewell to summer like an ice cream social. #INDOR's team took a break to enjoy some *cool* treats in appreciation for all their hard work and dedication. #IceCreamSocial #WeAreDOR 🍦





Indiana Department of Revenue
August 29 at 10:35 AM · 🌐

#INDOR encourages students to review their tax withholding each semester. Those who had no or incorrect tax withholding for last spring's semester can complete new withholding paperwork through their employer and have an extra amount withheld for the remainder of the tax year to cover any potential shortfall instead of paying it all at once at t... [See More](#)


August 29, 2018

Students: Be Sure to Review Your Withholding Taxes



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 @theseeyeyes #WeAreDOR #SeeingEyeDogs




17 likes
APRIL 25

[Add a comment...](#)

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

Social Media FAIL

Timeline Photos

Indiana Department of Revenue
Published by Susanna Page Cartha (7)
Like This Page · September 20, 2018

Want to register your business? Learn how at <http://dca.fyi/IR2018>

Tag Photo · Add Location · Edit

Save Post

Like · Comment · Share · More

Write a comment...

Indiana Department of Revenue
Published by Cision Social Edition (7)
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 · More

Write a comment...

Thank you

Emily Landis, Chief Communications
Officer for Indiana DOR

@INDOR #WeAreDOR

