

Department of Motor Vehicles

Social Networking “Rules of Engagement” Guidelines

The Department of Motor Vehicles (DMV) has established websites on various social networks as another avenue of communication with the department’s customers. When engaging in discussion with customers on the DMV social network websites, authorized users must follow the established guidelines for conduct and communication. These guidelines do not supersede any existing Federal, State, Local or Department policies (i.e. DMV Social Network Website Usage Policy). Failure to comply with these guidelines or any existing policy may result in loss of Department authorized access to social network websites and possible disciplinary action.

Authorized users must practice these procedures when customers make the following specific types of comments: Compliments, Inquiries, Complaints and Off-Topic comments. Authorized users must use their own discretion when identifying the type of comment and addressing each comment accordingly in a timely manner.

Compliments/Suggestions:

Compliments are defined as an expression of praise, commendation, or admiration. Compliments should be handled using the following guidelines:

- When appropriate, thank the author for their compliment and/or suggestions related to our service.
- If a comment is directed towards someone specific, please direct the comment through the appropriate channel.
- Encourage customers to continue to comment on the Department’s social media webpages.

Inquiries:

Inquiries are defined as a request for information, such as questions. Inquiries should be addressed using the following guidelines:

- Answer inquiries with clear and concise information in a timely manner.
- Provide a reference web link to the Department’s website where the information is located.
- All inquiries by reporters must be directed to the Office of Public Affairs.
- All inquiries in regards to internal operations, financials, legal matters, or litigation should be addressed by informing the customer that the Department does not provide this information on public forums.

Complaints:

Complaints are defined as an expression of displeasure. Complaints should be addressed using the following guidelines:

- Address each complaint, within one business day, when possible. If additional time is needed to research the customer’s issue, an initial response should be sent to the customer informing them that we are researching the issue and will respond as quickly as possible.
- Identify the reason for the complaint, if applicable.

- Resolve the complaint by providing a solution or direct the individual to the appropriate channel.

Off-Topic:

Off-Topic comments are defined as content that does not relate to DMV issues. This will primarily apply to any comments that contain inappropriate information that will generate a need to remove the content and/or block the originator. Off-Topic comments should be addressed using the following guidelines:

- Erase any type of comment that is derogatory, ugly or offensive.
- If the a fan/friend continues to post unrelated DMV negative content, address the issue to the management to determine whether the contributor should be “blocked.”
- DMV will not engage in any off-topic conversations with the public and any content associated with non-DMV related matters will be evaluated on a case by case basis.
- Erase any comments containing profanity.

False or Misleading Statements:

False or Misleading statements are defined as content posted by customers that contain incorrect or deceptive information. False and Misleading Statements should be addressed using the following guidelines:

- Do not erase content.
- Thank the author for participating in conversation and politely address the comment with the correct information.
- When responding to the comment, avoid insulting or belittling the author.
- Incorrect information posted by an authorized user should be corrected immediately after discovery.

General Guidelines:

These guidelines must be followed at all times when logged on as a Department Authorized User:

- Think before you publish
- Do not open attachments or links
- Do not visit friend's pages
- Do not download applications or data files
- Do not socialize with customers, keep conversations DMV related
- Do not misinform
- Do not denigrate others
- Do not state opinion, only facts
- Identify yourself when applicable
- Do not upload any data beside written text or website links. Outreach and Office of Public Affairs Staff have the authority to approve the upload of photos and videos.
- Any links or attachments contained in customer posts must be addressed to the IT administrator for moderation
- Steer conversations to be positive and informative
- Respond only to your area of expertise
- Be respectful