



# CA Department of Motor Vehicles Social Media Program



State of California  
Webmaster User Group  
May 24, 2012

# Agenda

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- How Does DMV Use Social Media
- Twitter
- Facebook
- DMV Social Media Process
- Benefits of Social Media
- Lessons Learned
- What's Next

# How does DMV use Social Media?

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- Distribute Information
- Promote News
- Provide Customer Service and Support
- Control Corporate Branding
- Direct Traffic

# DMV Before Social Media

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# DMV on Twitter

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**Need a Little Help?**

**Tweet Us!**



**DMV Twitter**

# What Does DMV Tweet About?



CA DMV  
@CA\_DMV

May is National Bike Month. Bicycle must ride in the same direction as other traffic, not against it. [ow.ly/aQfdu](https://ow.ly/aQfdu)



CA DMV  
@CA\_DMV

May is National Bike Month - Use proper hand signals when turning, stopping or changing lanes. [ow.ly/aQfq8](https://ow.ly/aQfq8) #cadmv



CA DMV  
@CA\_DMV

May is Motorcycle Safety Awareness Month - Motorcycle group riding can be fun! Learn how to keep it fun and safe. [ow.ly/aQ8jQ](https://ow.ly/aQ8jQ)



CA DMV  
@CA\_DMV

May is Motorcycle Safety Awareness Month. Always wear gloves. Bare hands cannot withstand abrasion in the event of a fall. #ca\_dmv



CA DMV  
@CA\_DMV

This Cinco de Mayo call Topsy Tow for a free tow. Just tell the operator, "I need a Topsy Tow." 1-800-222-4357 [ow.ly/aGbay](https://ow.ly/aGbay) #cadmv



CA DMV  
@CA\_DMV

Happy Mother's Day! When calling your mom to wish her a happy Mother's Day, make sure you don't call while driving. [ow.ly/aPRJq](https://ow.ly/aPRJq)



CA DMV  
@CA\_DMV

No person shall follow within 300 feet of any authorized emergency vehicle responding to an emergency. [ow.ly/aY3oS](https://ow.ly/aY3oS)



CA DMV  
@CA\_DMV

Need a DMV appointment for tomorrow? We got you covered. Go online today for an appointment tomorrow. [ow.ly/aI9c4](https://ow.ly/aI9c4)



CA DMV  
@CA\_DMV

Is your vehicle registration renewal due soon? Save time. Go online to renew your vehicle's registration. [ow.ly/aHV64](https://ow.ly/aHV64) #ca\_dmv

# What Does DMV Tweet About?



CA DMV  
@CA\_DMV

Luck may be #1 in NFL draft. Take our DMV sample test so you don't have to rely on luck when taking the written test. [ow.ly/awxek](https://ow.ly/awxek)



CA DMV  
@CA\_DMV

NASCAR's Sprint Cup is in Fontana, CA for the Auto Club 400. Make sure you know California's "Basic Speed Law." [ow.ly/9QEmG](https://ow.ly/9QEmG) #cadmv



CA DMV  
@CA\_DMV

The Masters Golf Tournament is today. Driving is like your golf pre-shot routine, you have to scan your surroundings. [ow.ly/a5vBu](https://ow.ly/a5vBu)



CA DMV  
@CA\_DMV

LA Dodgers' Cy Young Pitcher Clayton Kershaw can throw a 95 mph fastball. DMV's Self-Service Terminals are faster. [ow.ly/a3zHZ](https://ow.ly/a3zHZ)



CA DMV  
@CA\_DMV

The Voice is on tonight. DMV customers can "voice" their comments with DMV's Tell Us...How Are We Doing? survey. [ow.ly/aAaDI](https://ow.ly/aAaDI)



CA DMV  
@CA\_DMV

American Idol Phillip Phillips sang "Movin' Out." Remember to notify DMV of a change of address if you're "movin' out." [ow.ly/9NYsV](https://ow.ly/9NYsV)



CA DMV  
@CA\_DMV

The Foxtrot & Cha-Cha-Cha will be danced on tonight's Dancing with the Stars. A DMV SST always dances the Quickstep. [t.co/T6rDovmH](https://t.co/T6rDovmH)



CA DMV  
@CA\_DMV

The Amazing Race is on tonight. DMV customers can win the race by making an appointment before visiting a field office. [ow.ly/aA5Li](https://ow.ly/aA5Li)

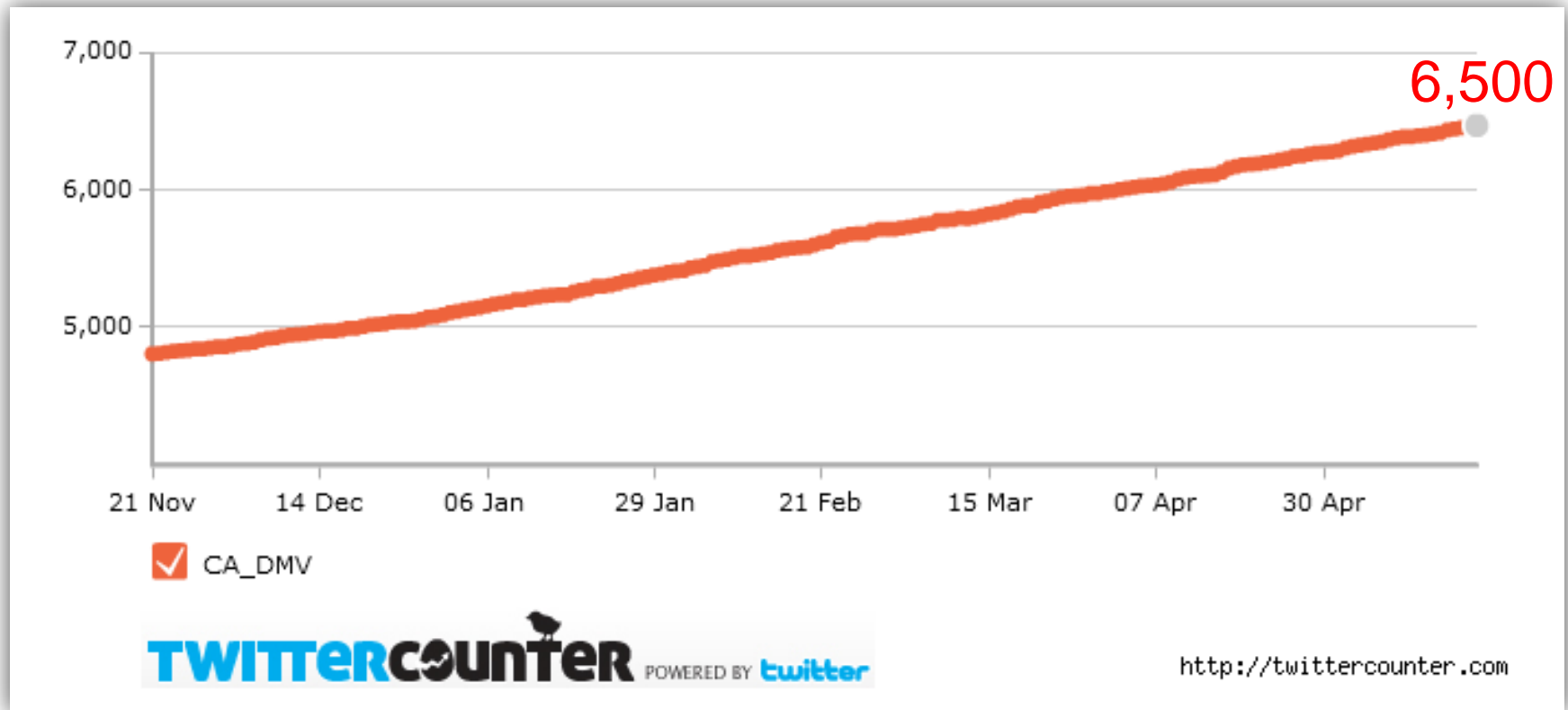


CA DMV  
@CA\_DMV

The finale of The Bachelor is on tonight. Who will get the ring? Let DMV give you a ring with our appointment reminder. [ow.ly/9BLj3](https://ow.ly/9BLj3)



# DMV Twitter Followers



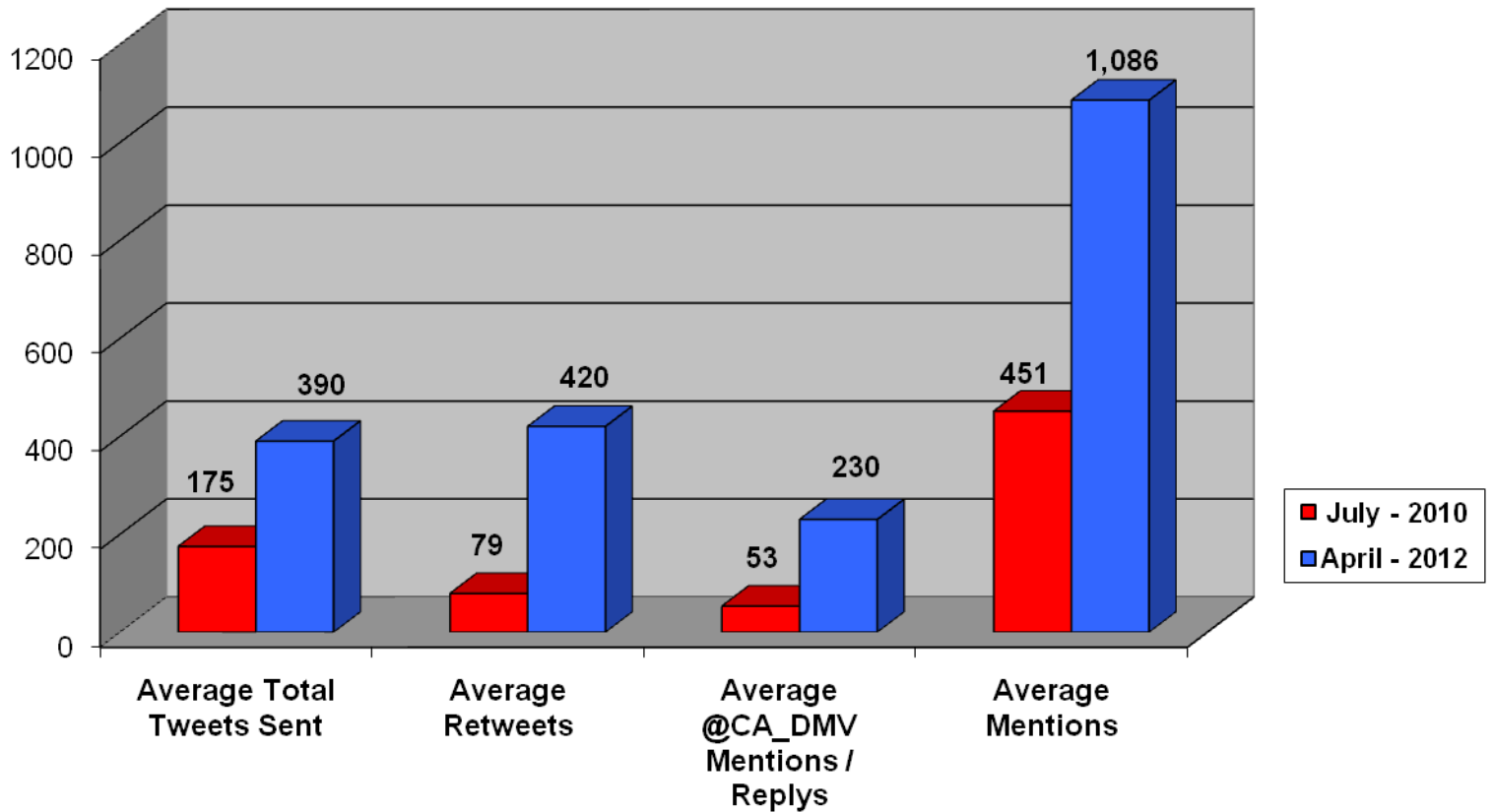
July 1, 2010 – 1,634 Followers

May 23, 2012 – 6,500 Followers

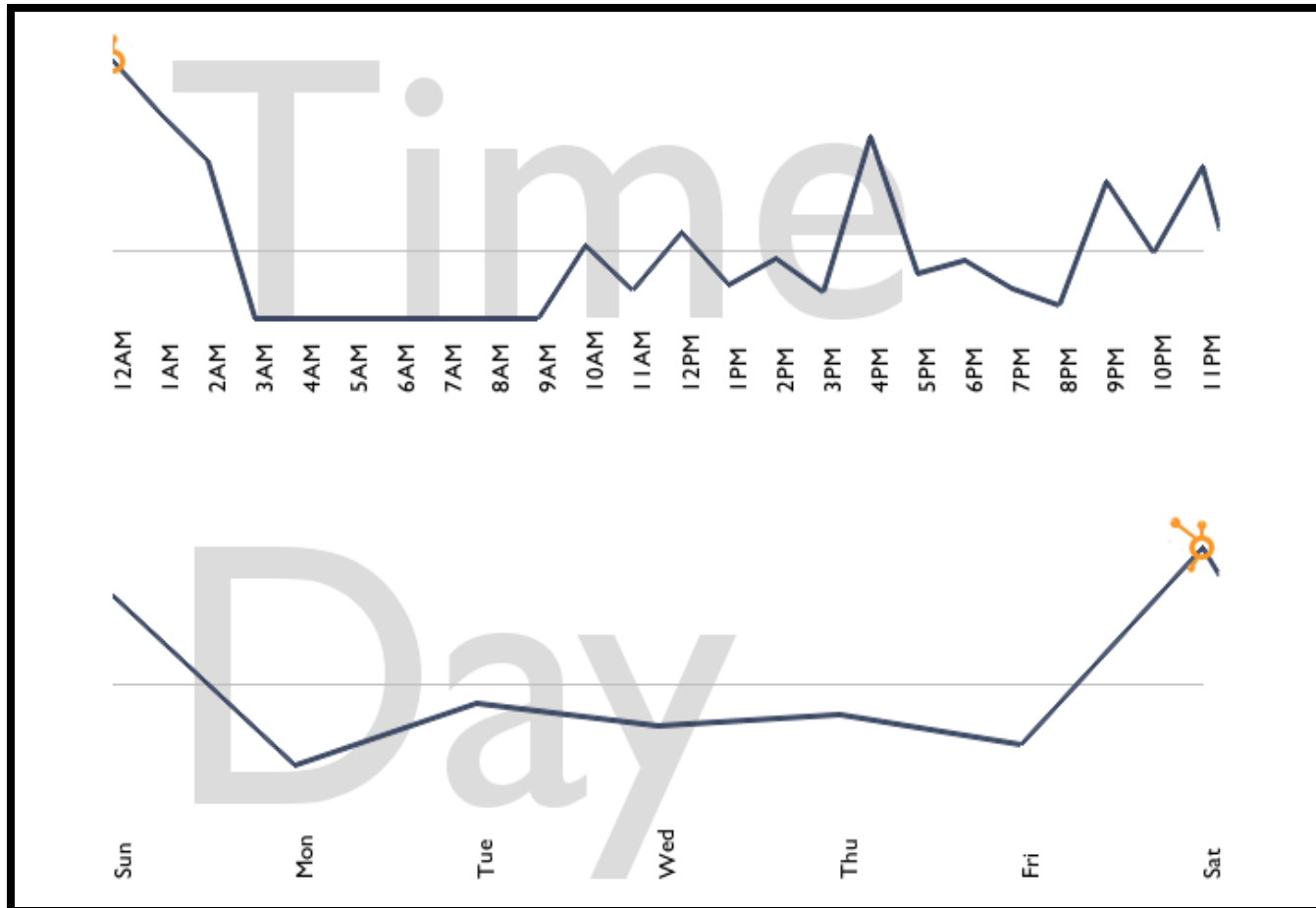


# Twitter Growth

Twitter Monthly Activity Comparison



# Best Time for Retweets



# DMV Twitter Feed

May is bike month. It's fun to ride a bike. However, there are important rules for keeping children safe. [t.co/WnB3dOjO](https://t.co/WnB3dOjO) #cadmv

CA\_DMV, 5 hours ago

Good info! RT @ca\_dmv: May is bike month. Here are some easy steps to properly fit a bicycle helmet. [t.co/gERBIYmI](https://t.co/gERBIYmI) #cadmv #ca\_dmv

 KPNapaSolar

@CA\_DMV i love it when i get a hand wave/thank you from the rider for seeing him/her. #mindfultomotorcyclists



@CA\_DMV what about the cam am spyder? It requires a class c license but is more motorcycle than car? Can they use carpool lane?

quiet, 23 hours ago

RT @CA\_DMV: May is Motorcycle Safety Awareness Month. Motorcycles have the same rights & privileges as other vehicles on the road.



@maxvolar Here are the requirements to apply for a drivers license if you are over 18 and establish residency [t.co/Jv1FKNWT](https://t.co/Jv1FKNWT)



CA\_DMV, 3 hours ago

Bicycle riders on public roads have the same rights & responsibilities as motorists, & are subject to the same rules & regulations. #cadmv



CA\_DMV, 58 minutes ago

Thanks for favoriting my tweet! Surprisingly, you've been helpful with my transition from driving in FL to CA. #pleasantsurprise



rmhines, 1 day ago

@CA\_DMV I submitted my registration renewal online 25APR... still haven't gotten my new sticker in the mail. any ETA?



rossfeller, 1 day ago

# DMV on Facebook

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# Facebook for Customer Service



**Rebecca Pizana**

I'm looking to buy a used car (for sale by owner type), and I found one that says the person has no title for it, only has bill of sale & paper to request title... What's the process in this case? Is it long and expensive? Is it even safe/legal to buy a car for which there is no title? I think it may have been purchased at an auction, but I'm not sure. What should I do?

Like · Comment · Friday at 12:04am



**California Department of Motor Vehicles** Rebecca Pizana- Here are the requirements for transferring a vehicle into your name [http://www.dmv.ca.gov/vr/vr\\_info.htm#BM2522](http://www.dmv.ca.gov/vr/vr_info.htm#BM2522) You may contact our call center at 1-800-777-0133 to check the registration status of the vehicle, obtain estimates on registration/transfer fees, and to get answer to other general questions regarding transferring a vehicle into your name.

Friday at 9:38am · Like · 1



**Rebecca Pizana** Thank you!

Friday at 4:01pm · Like



**Natasha Hart**

I have been waiting for my id for almost 3 months now! After calling to find out why, the other day, I was rudely told that the DMV rejected my picture!!!! Hello!? Is this a joke? I'm a single mother, with a full-time job, and I'm in school full time. There has to be an easier way to "retake" my photo! I can't afford to take off another full day of work.

Like · Comment · May 9 at 9:43am



**California Department of Motor Vehicles** Natasha Hart- The California Department of Motor Vehicles would like to assist with your concern, please respond to our department by email at [CPDCCSSM@dmv.ca.gov](mailto:CPDCCSSM@dmv.ca.gov). Please provide your phone number and driver license number so we can contact you directly.

May 9 at 9:50am · Like



**Natasha Hart** I want to thank you guys for responding so quickly!

May 9 at 10:16am via mobile · Like





# Making Your Life EASIER!

## DMV NOW for Smart Phones



**California Department of Motor Vehicles**

▼ Liked Message ▼

7,175 likes · 140 talking about this

Government Organization  
Official Facebook page of the California Department of Motor Vehicles



About

Photos

# Making an Appointment is as Easy as 1-2-3

## Go Online or Call Us at 800-777-0133

**DMV.CA.GOV**



**California Department of Motor Vehicles**

▼ Liked Message ▼

7,175 likes · 140 talking about this

Government Organization  
Official Facebook page of the California Department of Motor Vehicles



7,175

About

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# DMV Social Media Process

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Social Media Customer Service Manager Monitoring



Social Media Customer Service Response Peer Approval



Post Social Media Response



# Benefits from Social Media



Lessons  
Learned

# What's Next?

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Any questions?

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