

STATE OF CALIFORNIA

MEMO



To : ADMINISTRATION COMMITTEE
RYAN BROOKS, CHAIR
RAHIM HASSANALLY, MEMBER

Date: January 28, 2015

From : WILLIAM G. BRENNAN

Subject: Discussion Concerning the Use of Social Media to Promote the Consumer Mediation Program

At the December 2014, General Meeting, members of the Board requested information regarding the feasibility of using social media in order to promote the Mediation Program.

I met with the Department of Motor Vehicles' ("DMV") Communication Programs Division ("CPD") staff, which is responsible for DMV's social media channels, to explore options regarding this type of outreach.

DMV uses both Facebook and Twitter on a daily basis to distribute information, provide customer support and to promote news such as new field office openings. DMV posts information on Facebook daily and on Twitter 8 times a day. DMV has over 15,000 Twitter followers and over 18,000 "likes" on Facebook.

DMV is able to add Board posts to Facebook and Twitter at any time. The Board will be responsible for providing the content. Twitter posts are limited to 140 characters. Facebook posts can be up to 5000 characters.

Below are some samples of what a Board post on Twitter may look like:



Having problems with a new vehicle purchase? Contact the New Motor Vehicle Board's Mediation Program for assistance.
www.nm vb.ca.gov/mediation



Did you know that the New Motor Vehicle Board can help you if you are having a problem with your new car?
www.nm vb.ca.gov/mediation

Posts on Facebook would be substantially similar in content, but we can be more creative by adding text and graphics. Both Twitter and Facebook are interactive which will allow consumers to ask questions 24/7. Board staff will respond to questions during regular business hours.

Using Twitter and Facebook would allow the Board to send messages to over 33,000 people, not including their friends and followers, at any time.

Since the Board will be controlling all content and posting schedules, it will be able to gauge any increases in caseload and adjust the posts accordingly. Current Board staff are able to provide mediation services for approximately 800-1000 consumers per year. The case load in FY 13/14 was under 400 so there is room for controlled growth in this program without the need for additional funding for staff.

This matter is for information only. If you have any comments or questions, please contact me at (916) 324-6197.

cc: Glenn Stevens, President

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