

STATE OF CALIFORNIA



MEMO

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

Date: March 11, 2015

**From: WILLIAM BRENNAN
DAWN KINDEL
JACKIE GRASSINGER**

Subject: Discussion concerning the Board’s use of social media to promote the Consumer Mediation Program

At the February 2015 meeting of the Board, the members were provided with information on using social media to promote the mediation program. It was reported to the Board that DMV staff would start posting on social media following the meeting. The members asked to be provided with an update at the March meeting.

On February 17, 2015, the Board’s first ever Tweet was made on Twitter and a message was also posted on Facebook. Here are the analytics from the first posts:

TWITTER:

Exposure (Total Twitter Reach) - 15,591 users
Website Clicks – 52



FACEBOOK:

Likes: 14 users
Reach: 2,928 users



The following are the total stats for February:

FACEBOOK:

Number of Posts – 8
Number of Website Clicks Generated – 343
Number of Posts LIKES – 127
Number of Posts Shares – 26
Impressions (Total reach) – 23,786

TWITTER:

Number of Tweets – 15
Number of Website Clicks Generated – 393
Number of Post Retweets – 127
Impressions (Total reach) – 245,702

Board staff are prepared to track any additional requests for mediation that are received as a result of the daily social media posts. To date no consumers have told us they heard about our program via social media.

Statistics on the reach of Twitter and Facebook will be incorporated into the staff's annual mediation report to the Board and if necessary will be reported at General meetings in the Executive Director's Report.

This memo is being provided for informational purposes only. No Board action is required.

cc: Glenn E. Stevens, President