



# SOCIAL MEDIA for Tax Administrators

Presented By Kristy Dalton



@kristydalton22  
#govgirl



WSATA had THE best goody bags for attendees ever!



I used to work in government & managed social media for Reno



I managed social media for e.Republic



My YouTube Channel: <http://youtube.com/govgirlblog>





CIA   
@CIA



Following

We can neither confirm nor deny that this is our first tweet.

 Reply  Retweet  Favorite  More

RETWEETS

299,709

FAVORITES

184,960



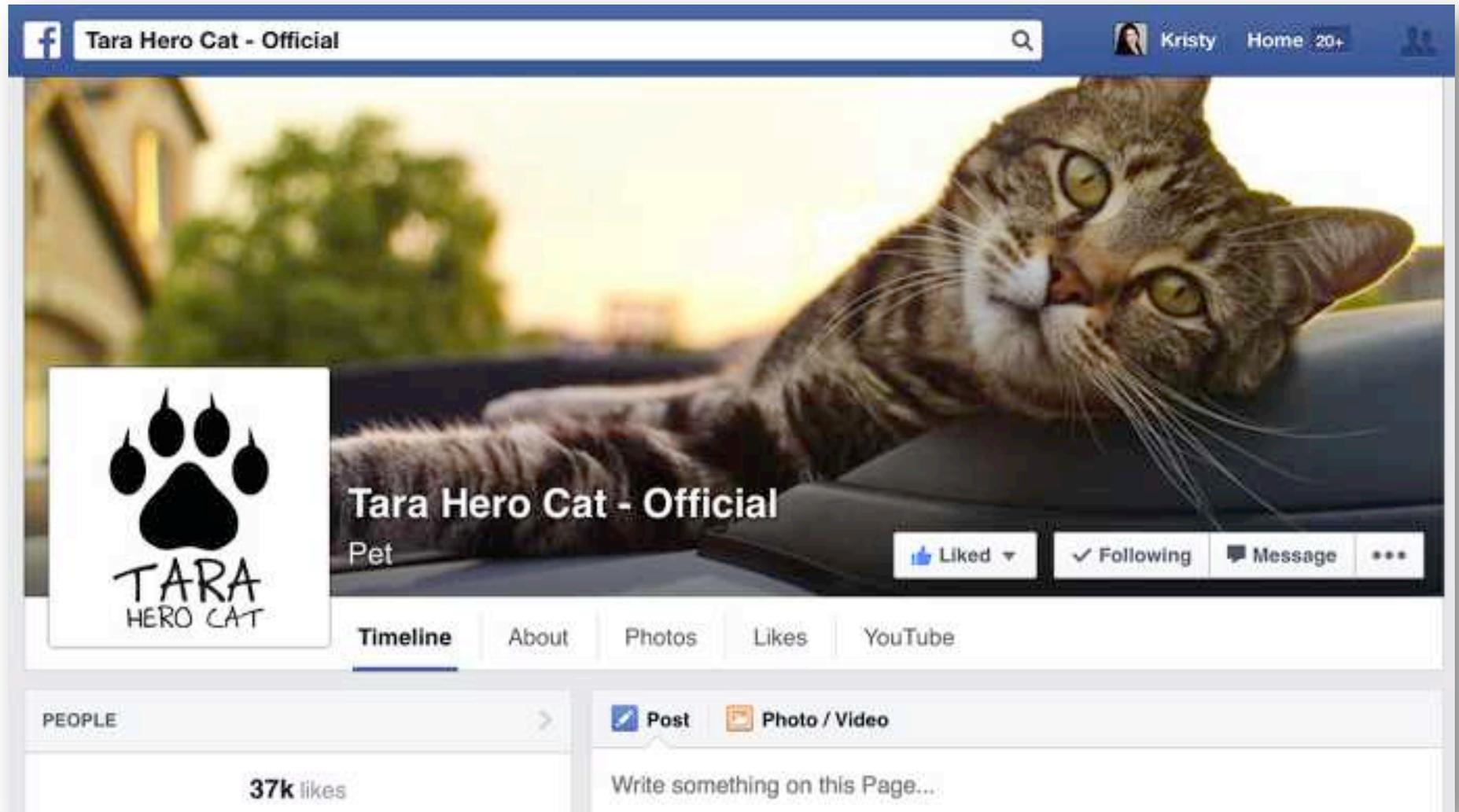
10:49 AM - 6 Jun 2014



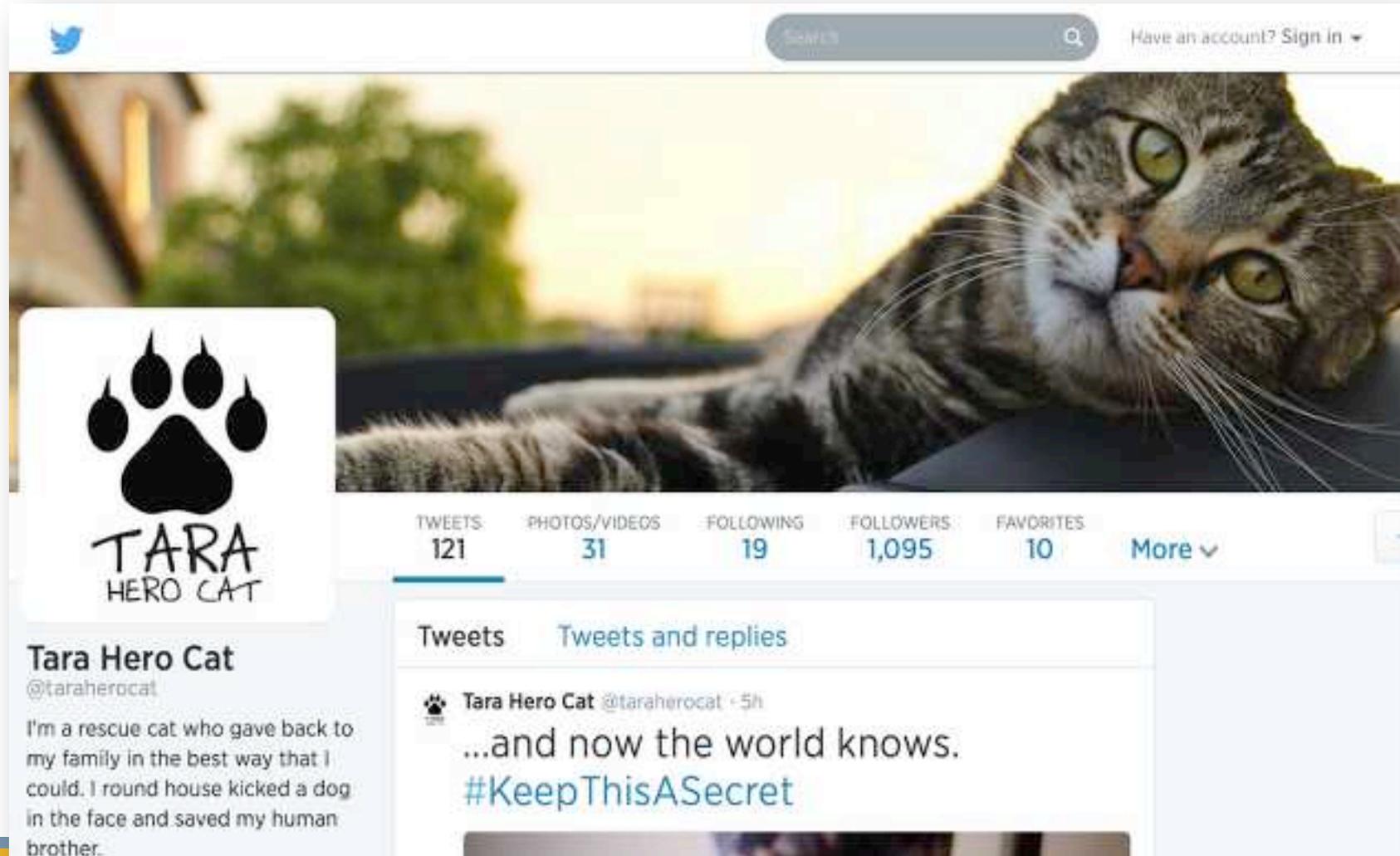
Have you heard of Tara the Hero cat's viral video?



Now, she has a Facebook page



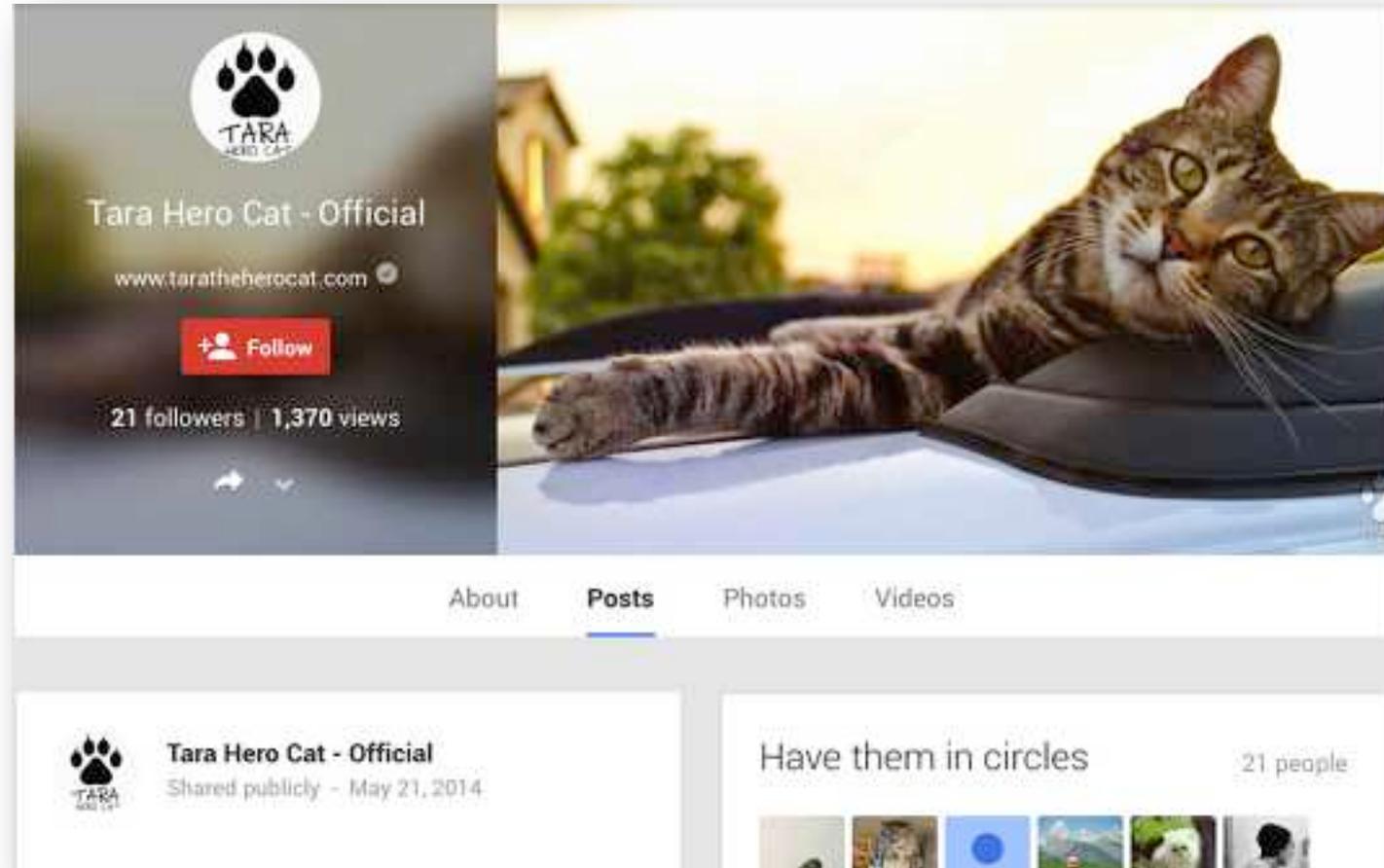
...and a Twitter page



The image shows a screenshot of a Twitter profile for 'Tara Hero Cat'. The profile picture is a black paw print with the text 'TARA HERO CAT' below it. The bio reads: 'I'm a rescue cat who gave back to my family in the best way that I could. I round house kicked a dog in the face and saved my human brother.' The profile statistics are: 121 tweets, 31 photos/videos, 19 following, 1,095 followers, and 10 favorites. A recent tweet from 5 hours ago says: '...and now the world knows. #KeepThisASecret'. The background of the profile header is a close-up photo of a tabby cat's face.

| TWEETS | PHOTOS/VIDEOS | FOLLOWING | FOLLOWERS | FAVORITES | More   |
|--------|---------------|-----------|-----------|-----------|--------|
| 121    | 31            | 19        | 1,095     | 10        | More v |

...and she's on Google Plus



...and she has an online store

|  |  |  |  |
|--|--|--|--|
|   |   |   |   |
| Large Mug Mugs<br>\$12.99  | MORE COLORS AVAILABLE<br>Dark T-Shirt<br>\$25.99                                     | MORE COLORS AVAILABLE<br>Women's Dark T-Shirt<br>\$26.99                             | Women's T-Shirt<br>\$21.99   |
|  |  |  |  |
| men's Scoop Neck Plus Size T-Shirt<br>\$29.99                                      | MORE COLORS AVAILABLE<br>Kids Dark T-Shirt<br>\$23.99                                | MORE COLORS AVAILABLE<br>Girl's Tee<br>\$29.99                                       | MORE COLORS AVAILABLE<br>Beach Tote<br>\$28.99                                       |



... where you can buy an adult onesie!

Oh, and she also threw out the first pitch at a local baseball game.  
...that was a little weird.



**MiLB.com** @MiLB · May 20

Tara the Hero Cat, famous for saving a local boy from a dog attack, threw out the first pitch for @BakoBlaze today:

[pic.twitter.com/rKYc4mX3H4](https://pic.twitter.com/rKYc4mX3H4)



Evanston, IL Police

@EvanstonPD



The Chief is currently conducting foot patrol near ETHS while students are being dismissed.

Instead of simply one-time posts, social media managers are turning posts into a bigger, longer experience.

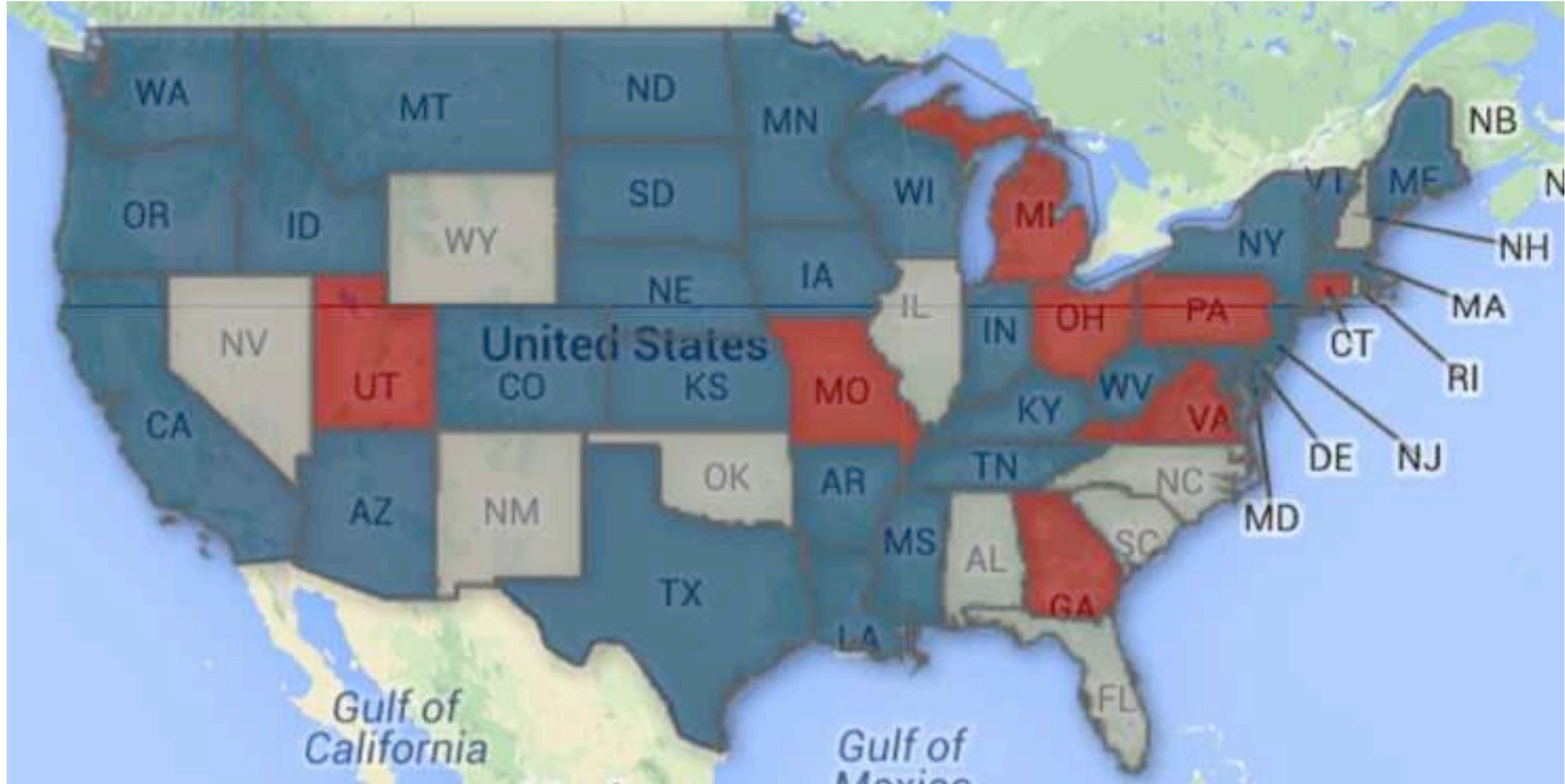
Ex. Tweet-alongs with police departments

Social media posts should link back to your official website





# Mobile Strategy

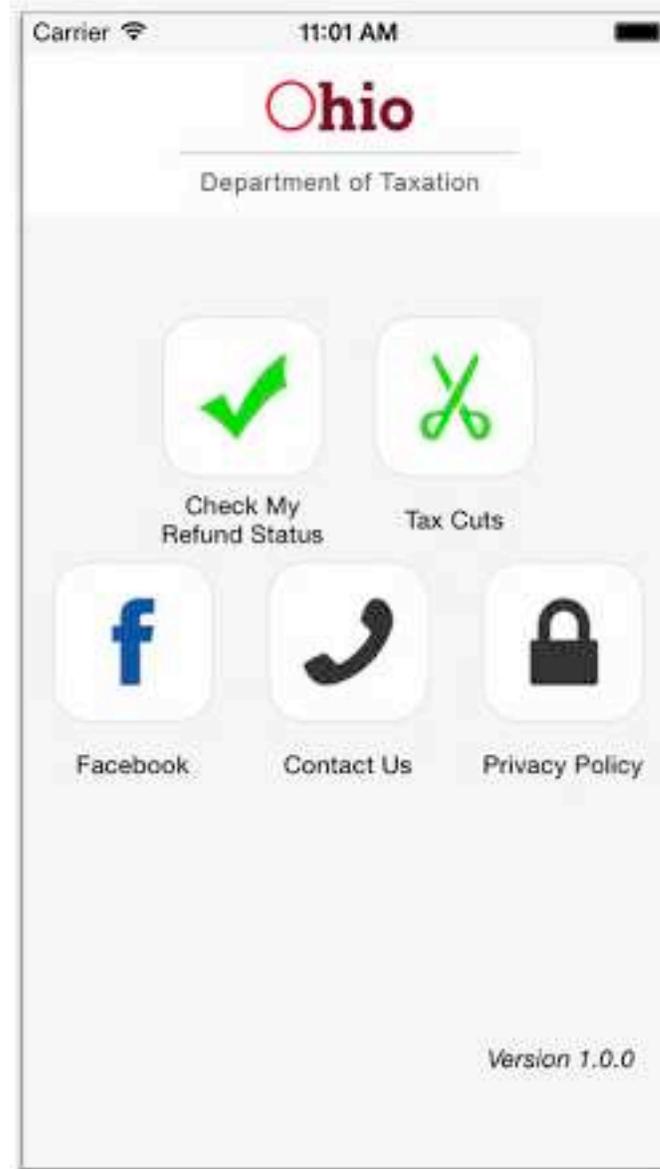


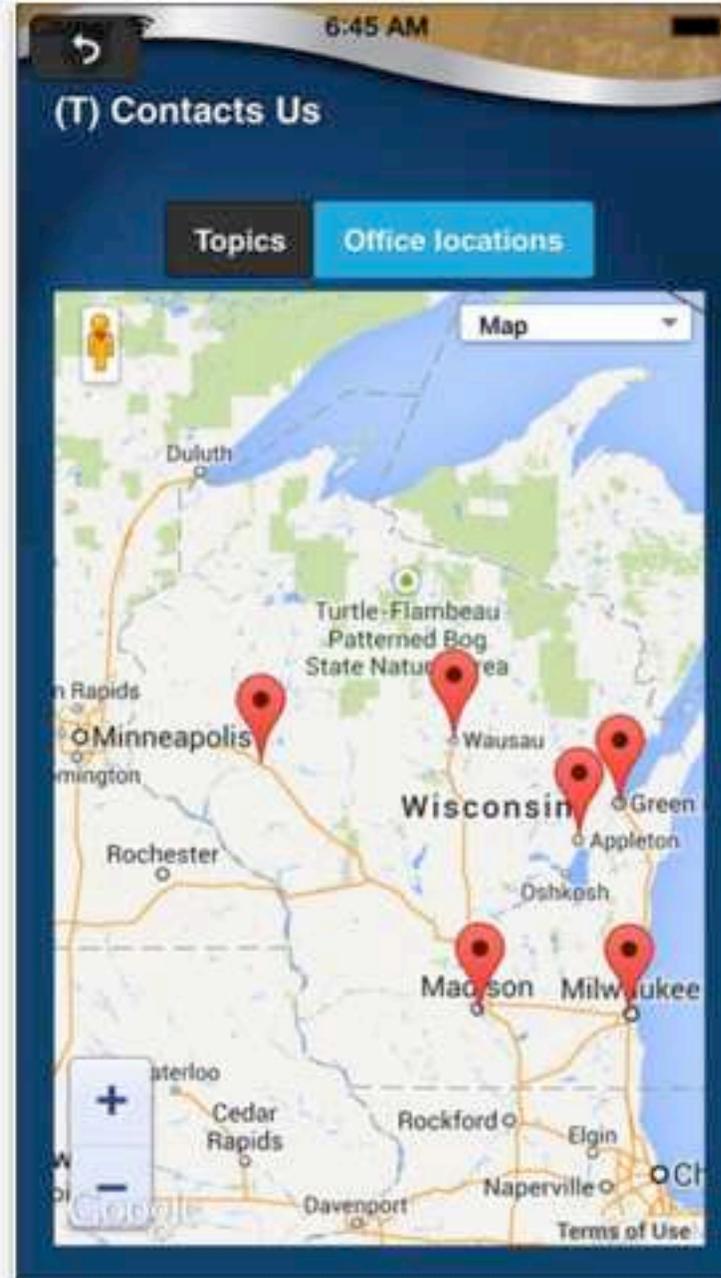
# Digital States



# Mobile Apps & Mobile Sites

# Mobile Apps





# Mobile Sites

Maryland.gov Phone Directory State Agencies Online Services

**MARYLAND** .gov DEPARTMENT OF ASSESSMENTS & TAXATION

Search

HOME ABOUT SDAT BUSINESSES FORMS & APPLICATIONS TAX & ASSESSMENTS STATS & REPORTS

### Property Owner Links

- > [Local Assessment Offices](#)
- > [Property Owner's Bill of Rights](#)
- > [Assessment Appeal Process](#)
- > [Guide to Taxes & Assessments](#)
- > [Forms](#)
- > [Ground Rent Information](#)
- > [Tax Billing & Collection Offices](#)
- > [Other Information](#)

### Links for Property Search Users

- > [Real Property Search](#)

### Real Property

In Maryland, there are over two million property accounts. The Department of Assessments and Taxation must appraise each of these properties once every three years. There are 24 local State assessment offices, one in each county and Baltimore City.

For each county and Baltimore City, the Director of Assessments and Taxation appoints a Supervisor of Assessments from a list of five qualified applicants submitted by the Mayor of Baltimore city, the County Commissioners, or under charter government, the County Council or the County Executive with the approval of the Council.

Assessments are certified by the Department to local governments where they are converted into property tax bills by applying the appropriate property tax rates. An assessment is based on an appraisal of the fair market value of the property. An appraisal is an estimate of value. There are three accepted approaches to market value: (1) the sales approach; (2) the cost approach; (3) the income approach. While differing in the method of calculation each approach is designed to indicate the property's fair market value. The property tax is primarily a local government revenue. Counties and cities depend on the property tax and a portion of the income tax to make up their budgets.

**MOVERS USA** FREE ESTIMATES

HOME

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STATS & REPORTS

Rights

- > [Assessment Appeal Process](#)
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- > [Ground Rent Information](#)
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- > [Other Information](#)

### Links for Property Search Users

- > [Real Property Search](#)
- > [Guide to searching the database](#)
- > [Town Codes](#)

# TAXATION



## Real Property

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**MOVERS USA**  
MOVING YOU AHEAD

**FREE ESTIMATES**  
**410-875-6683**

[Property Owner Links](#) »

[Links for Property Search Users](#) »

## Real Property

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# Social Media Tactics (for tax administrators)

## E.8 Consent Agenda:

Definition - A tool used to streamline meeting procedures by collecting routine, non-controversial items into a group whereby all are passed with a single motion and vote.

E.8 Acceptance of \$15,000.00 Grant Award from the [United States Olympic Committee](#) for disabled veteran fitness programs at [Evelyn Mount Northeast Community Center](#).

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## F.2 Public Hearings - Start at 12:15 p.m.

Definition: Where comments from the public go into the public record.

### F.2. Downtown Police Special Assessment District ([Staff Report](#))

F.2.1 Opportunity for any resident or owner of property within the expansion area to present (orally or in writing) reasons why he/she believes their area should/should not be included in the expansion; or, if he/she believes the level of service should/should not be changed.

View the proposed [Downtown Police Expansion Map](#).



Asdfghjkl it's Imad @0o\_\_\_o0o · Aug 12

@YRP

Wanna buy some weed? I do good prices

## Sense of Humor



York Regional Police ✓

@YRP



Following

No thanks @0o\_\_\_o0o. Nice to know you "do good prices" though. Our investigators are always looking to speak with people trafficking drugs.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS

24

FAVORITES

21





**Solihull Police**

@SolihullPolice

 Follow

Arrested a 28yr old man today for stealing a Twilight Saga DVD box set, store owner suggested making him watch it as punishment.

 Reply  Retweet  Favourite  More

2,501  
RETWEETS

565  
FAVOURITES



Images perform VERY well on social media

## Did You Know?



of Virginia taxpayers who **e-File** receive their **state refund** in **6 days or less**

Get started with Virginia



# Dual purpose posts



Virginia Department of Taxation

May 1

Actress/Singer Eartha Kitt in 1959. #tbt





**Leicester Police**

@LeicesterPolice



Follow

Not a scam: If you've committed a burglary in the [#Leicester](#) area within the last week - come to our [#police](#) station & claim a FREE iPad.

Reply

Retweet

Favourite

More

6,390  
RETWEETS

1,089  
FAVOURITES





# Optimize your tweets with relevant hashtags

#tip

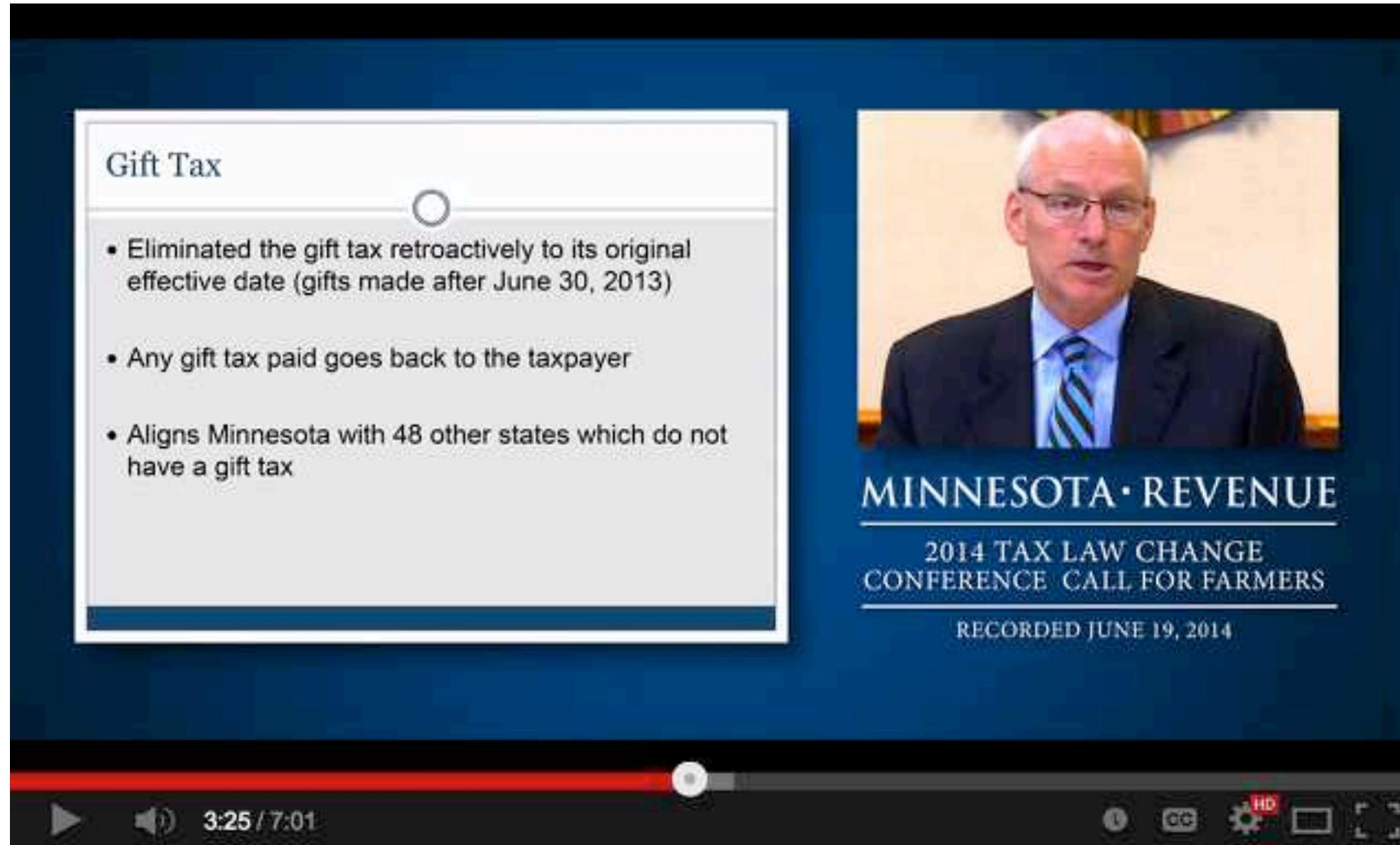
#howto

#yourstate

#taxes



# Easily turn reports & presentations into YouTube videos



The screenshot shows a YouTube video player interface. On the left, a presentation slide titled "Gift Tax" is displayed. The slide contains three bullet points: "Eliminated the gift tax retroactively to its original effective date (gifts made after June 30, 2013)", "Any gift tax paid goes back to the taxpayer", and "Aligns Minnesota with 48 other states which do not have a gift tax". On the right, a video thumbnail features a man in a suit and glasses speaking. Below the thumbnail, the text reads "MINNESOTA • REVENUE", "2014 TAX LAW CHANGE CONFERENCE CALL FOR FARMERS", and "RECORDED JUNE 19, 2014". The video player controls at the bottom show a progress bar at 3:25 / 7:01, along with play, volume, and settings icons.

**Gift Tax**

- Eliminated the gift tax retroactively to its original effective date (gifts made after June 30, 2013)
- Any gift tax paid goes back to the taxpayer
- Aligns Minnesota with 48 other states which do not have a gift tax

**MINNESOTA • REVENUE**

2014 TAX LAW CHANGE  
CONFERENCE CALL FOR FARMERS

RECORDED JUNE 19, 2014

3:25 / 7:01

# New York uses personable staff in their “how-to” YouTube videos





# Social Media & Voluntary Compliance

- Make the private, public
- Focus on fact that most people DO pay taxes
- Target specific 'at risk' audiences

# Situational Awareness (ex. Geofeedia tool)



# THANK YOU!

<http://GovernmentSocialMedia.com>  
[kristy@governmentsocialmedia.com](mailto:kristy@governmentsocialmedia.com)