



## Governor's Sterling Award & Sustained Best Practice



### Title of Best Practice: "Effective Use of Social Media"

#### Description of Best Practice:

In support of our four strategic priorities, the Walton County Tax Collector has leveraged its customer service, information sharing, and technology core competencies to implement a state-of-the-art social media strategy, including the use of social media to effectively communicate with customers and employees.

WCTC reaches out to customers via social media to determine customer and market requirements for product offerings/services using social media such as Facebook and Twitter, in addition to traditional methods. The organization's website offers live chat in addition to information and e-billing capabilities. E-blasts give customers the opportunity to receive information based on their interest by transaction or service type.

Senior Leaders empower employees by offering the opportunity to use an internal social media platform, Yammer, that allows all staff to communicate ideas to one another in a format that is accessible in or out of the office at all times of the day or night. For example, the Chief Deputy Tax Collector sends links to web based articles he feels would be helpful. Process improvement teams set up "groups" in Yammer which allows them to communicate with only other team members and share best practices throughout the organization. Finally, Yammer is also used to communicate important life events to one another, such as births, engagements, graduations, etc., which helps create a culture of family within the organization.

#### Results:

As a result of this practice the Walton County Tax Collector has seen positive workforce communication trends with a workforce survey result item "perception of communication" levels increasing from 87% for FY12 to 95% for FY13. Also, communication efforts to the public have increased evidenced by website traffic for unique visitors increasing from 51,000 in FY12 to over 58,000 the following year as well



as with social media messages communicated to the public from 225 total in FY12 to 318 in FY13.

**Application:**

Other organizations can replicate this practice by incorporating a social media strategy to increase communication efforts with customers through social media tools such as Twitter, Facebook, and website as well as communication with their workforce through the use of the internal social media tool Yammer.

