

Training Your Taxpayer Through Social Media

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Social Media Education

- * The Challenge and Subsequent Solution
 - * Taxpayer outreach
 - * Reduce taxpayer contacts
 - * Tutorials and education through visuals

The Challenge

Our mission, at the Oklahoma Tax Commission, is to
serve the people of Oklahoma
by promoting tax compliance
through quality service and fair administration.

Taxpayer Outreach

- * Agency Outreach
 - * web
 - * facebook
 - * twitter
 - * instagram



The screenshot shows the Oklahoma Tax Commission website. At the top right, there is a search bar with the text "Search Site" and a "GO" button. The main header features the Oklahoma Tax Commission logo, which includes a circular seal with a star and the text "OKLAHOMA TAX COMMISSION". Below the seal is a graphic of a drum with a feather and a cross. To the right of the graphic, the text "OKLAHOMA TAX COMMISSION" is displayed in large, white, serif font. Below the header is a navigation menu with the following items: "Individuals", "Businesses", "All Taxes", "Forms & Publications", "Online Services", and "Tax Professionals". Below the navigation menu are three columns of content:

- Top Resources**
 - E-file your Income Tax Return
 - Income Tax Verification
 - Check on a Refund
 - Online Business Registration
 - Developer/Preparer Info
 - Keep Tag OK 2019
- Top Downloads**
 - Electronic Payments Infographic
 - Sales/Use/Lodging Tax Charts
 - Income Tax Forms
 - 2019 Income Withholding Tables
 - New Business Workshop
 - Identity verification video
- News & Notices**
 - August 2019 Sales & Use Tax News Release
 - Oklahoma's Sales Tax Holiday, August 2-4
 - July 2019 Sales & Use Tax News Release

[View More](#)

Infographic #1: W2/W3 Annual Upload

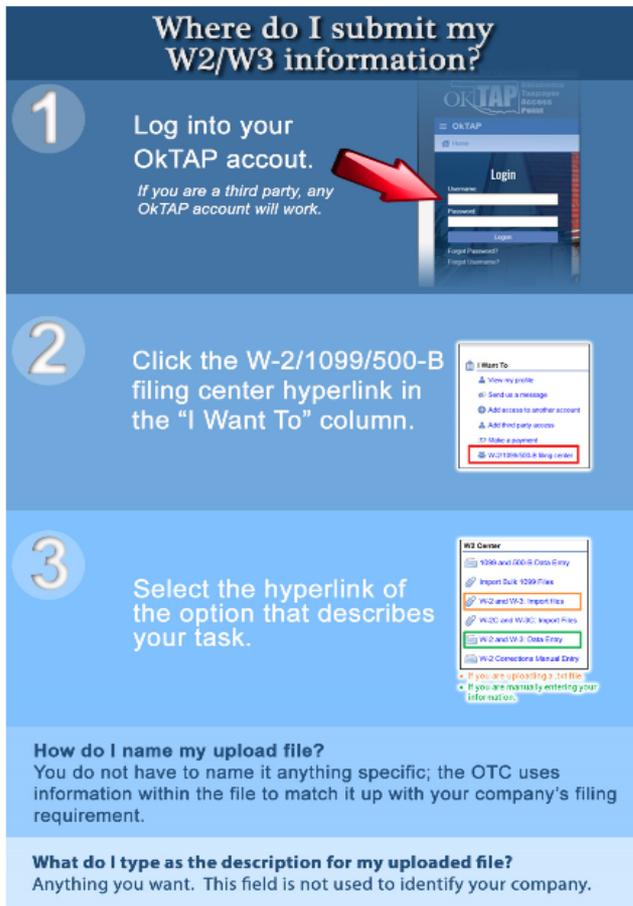
Home / Tax Professionals / Education and Training / Helpful Infographic on submitting W2/W3 information

Where do I submit my W2/W3 information?

- 1** Log into your OkTAP account.
If you are a third party, any OkTAP account will work.
- 2** Click the W-2/1099/500-B filing center hyperlink in the "I Want To" column.
- 3** Select the hyperlink of the option that describes your task.

How do I name my upload file?
You do not have to name it anything specific; the OTC uses information within the file to match it up with your company's filing requirement.

What do I type as the description for my uploaded file?
Anything you want. This field is not used to identify your company.



* It's in the numbers:

- * 2018
 - * 3,000 emails
 - * 8,389 calls
- * 2019
 - * 335 emails
 - * 3,215 calls
- * 2,337 views

Video #1: Identity Verification Quiz Tutorial

- * More numbers:

- * 2018

- * 29,138 calls

- * 2019

- * 19,276 calls

- * 6,228 views

The screenshot shows the Oklahoma Tax Commission website. At the top, there is a search bar with the text "OK.GOV" and "Search Site". Below the search bar, the text "OKLAHOMA TAX COMMISSION" is displayed. A navigation menu includes "Individuals", "Businesses", "All Taxes", "Forms & Publications", and "Online Servi". Below the navigation menu, the breadcrumb trail reads "Home / Tax Professionals / Education and Training / Videos". The main content area features a video player with the title "OTC - Identity Verification Video(Update..." and a play button. The video thumbnail shows a group of people with a magnifying glass over one person and a fingerprint, with the text "Identity Verification" overlaid.

Video #2: Motor Vehicle Registration



- * And even more numbers:
 - * 7,000 likes
 - * 14,000 shares
 - * 1,900 comments

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Thank you!