Social Media Education

* The Challenge and Subsequent Solution

  * Taxpayer outreach
  * Reduce taxpayer contacts
  * Tutorials and education through visuals
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
Infographic #1: W2/W3 Annual Upload

- **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
Video #2:
Motor Vehicle Registration

* And even more numbers:
  * 7,000 likes
  * 14,000 shares
  * 1,900 comments
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Thank you!