



Australian Government
Australian Taxation Office

ATO social media experience

Managing process, workflow and community expectations when responding to enquiries received on official social media profiles.

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Australian Taxation Office | June 2012

Strategic vision

*Australians **value** their tax and **superannuation** systems as community assets, where willing participation is recognised as good **citizenship**.*

1 ENCOURAGE

People support and understand the benefits of participation – they are engaged and willingly participate.

2 SUPPORT

People are helped and assisted to understand their rights and responsibilities and are able to fulfil their obligations easily at minimal cost.

3 PROTECT

Protecting people and the community by deterring, detecting and dealing with those who have not complied.

4 ENHANCE

We are passionate about improving our capabilities to be more innovative, agile and responsive to challenges and opportunities.

5 CHAMPION

We champion the interests of both individual taxpayers and the community, advising government on ways to improve the operation of Australia's tax and superannuation systems.



Why we use social media

- § Community expectation
- § Provides the community with information from a trusted source by being involved in the conversation
- § Increased online presence
- § Promote new products and services
- § Direct taxpayers to www.ato.gov.au for more information
- § Cost effective
- § It is an iterative process
- § Remember: treat it as just another communication channel

How we use social media

§ Influence

§ Educate

§ Engage



ato.gov.au @ato_gov_au

In business with no activity to report? Lodge nil activity statements for any period. Phone 13 72 26 anytime.



ato.gov.au @ato_gov_au

Duty rates for alcohol and tobacco increase from 1 February 2012 following CPI adjustment. Visit ato.gov.au/excise for new rates.



do you send emails to say of tax returns owing to individuals

10 December 2011 at 18:52 · Like



Australian Taxation Office Hi Steve, we'll never ask you for money or confidential details via email, social media sites or SMS.

It is important to treat any unsolicited emails requesting your personal information with caution. Find tips on how to ensure your online security, examples of tax related scams and a list of our current SMS and email activities at <http://ato.gov.au/onlinesecurity>.

12 December 2011 at 10:21 · Like · 1



thanks, it looked genuine ato web site even checked with smart screen filter, said it was safe, thankyou

12 December 2011 at 16:26 · Like

How we use social media

To give the agency a human face...



ato Australian Taxation Office
5 April

Hippity Hop we're closing up shop!

Our office will be closed tomorrow and will re-open on Tuesday 10th April.

Have a happy and safe Easter break. Mmmmmm chocolate....

Like · Comment · Share

Sirinya Rattanakorn and 24 others like this.



Andrew Rollason @rollo75 12 Apr
Has the @ato_gov_au ever considered looking into how the Galactic Empire collected tax? It seems efficient if they could build a Battle Star
Expand

ato.gov.au @ato_gov_au 12 Apr
@rollo75 Death Star, we think you mean. Match our corporate values, the Galactic Empire does not - ato.gov.au/corporate/cont...
Hide conversation Reply Delete Favorite



Matthew Leigh @mattei 9 May
@ato_gov_au sometimes I just want to give you a hug! Sometimes. Today IS one of those days :-)
Expand

ato.gov.au @ato_gov_au 9 May
@mattei Consider the hug accepted!
Hide conversation Reply Delete Favorite

1 FAVORITE

International revenue bodies using social media for external communications



facebook

- § ATO corporate page *Australian Taxation Office* launched 1 July 2011
- § Aims to encourage taxpayer engagement and ownership of the tax system and encourage increased responsiveness within the organisation in line with channel expectations
- § 1,600+ fans including business, intermediaries and individuals





Australian Taxation Office

Working for all Australians showcases the role of the Australian Taxation Office, how we work to make tax and superannuation obligations easier and how we educate and interact with the community.



Australian Taxation Office

This tax time we partnered with Queensland University of Technology (QUT) to create videos for the ATO's YouTube channel.

Students were asked to create a short video to develop an awareness campaign for tax time which could be used annually. We were impressed by the creativity and quality of the videos and hope they will encourage and support taxpayers to not only willingly participate in the tax system, but to value the system as a community asset.

View the winning videos at <http://www.youtube.com/AusTaxOffice>



Australian Taxation Office added 4 new photos to the album Award ceremony for ATO/QUT YouTube competition.



Likes



SBS Australia



AusIndustry



business.gov.au



Queensland University of Technology (QUT)



acmadotgov



Twitter

- § Launched 1 March 2010 to provide key messages on activities while directing the audience to ato.gov.au for more information
- § Tweets use active hyperlinks (June 2011)
- § Actively respond to questions where meets criteria
- § 9000+ followers
- § Tweeted 1,800+ messages





- Launched on 1 July 2011
- Regularly upload videos to promote, inform and educate the community about products and services:
 - ‘How to’ instructional videos and common FAQs
 - News and updates
 - Promotional videos
- 360+ subscribers
- 116,000+ video views



Responding

How we respond to taxpayer initiated interactions - direct questions, comments, feedback and brand mentions.



Process

§ Assess the question

- Question does not relate to a personal tax matter
- Response can be provided within channel limitations
- Response is helpful to the individual asking the question
- Response aims to prevent the individual contacting the call centre.

§ Draft response

- Make use of existing material (call centre and web content) to provide consistency across channels.
- Editorial - apply brand and corporate style guide standards, provide a call to action and include an active hyperlink to more information on ato.gov.au where appropriate.

Comments and brand mentions

§ Comments (@ato_gov_au) and responses

- Reply directly to the individual
- Answer should be standalone to educate others who may have similar question or issue
- Post general message where trends are identified e.g. system maintenance and issues, education tax refund

§ Mentions

- Monitor trends and develop general messages to address
- We do not respond directly to taxpayers
- Occasionally re-tweet positive messages and feedback



ato.gov.au @ato_gov_au

@IngridJonach Thanks for your feedback. RT Just used the automatic annual election option for PAYG through @ato_gov_au Easy! Thanks!



Proactive moderation

- § Daily monitoring and reporting on all social media profiles
- § Use of inbuilt moderation tools (e.g. Facebook - profanity block lists, removing community ability to write on wall)
- § Prepared responses for comments that breach page terms and conditions



Australian Taxation Office Hi Anne, Kim, Alan and Judith – We've removed your comments because they are not directly related to the post, therefore outside the page's terms of use. The full terms are available in the 'Terms' tab. In this instance we have referred your comments to the relevant area however this page is not appropriate to raise these matters.

- § Knowing when to not add 'fuel to the fire'.

When we're able to help



Rebecca Gudd Question: I have already claimed in 2011, so when am I able to claim for all the expenses I have for school in 2012
16 February at 19:11 · Like



Australian Taxation Office Hi Rebecca, claims you made in the 2010/11 financial year were for expenses incurred between 1 July 2010 and 30 June 2011.

Like last year, you may be eligible to claim the education tax refund. Make sure you keep your receipts for purchases incurred between 1 July 2011 and 30 June 2012 for your 2011/12 income tax return.

If you are not required to lodge a tax return, you may be able to complete a separate form to claim your refund. More information is available at <http://www.educationtaxrefund.gov.au/>

17 February at 14:40 · Like



Christina Yeap how to save completed e-tax files in another format in pc for future reference?
13 October 2011 at 18:25 · Like · 1



Australian Taxation Office Hi Christina, e-tax saves your file using the .tax format which can only be opened using the corresponding year's e-tax software. This is to ensure your data is protected from unauthorised access using other programs. If you wish to retain your .tax file for future reference, you will also need to retain a copy of that year's e-tax software. The e-tax software is only available online for a certain period of time after the end of the income year for which it was designed. When e-tax closes, we no longer provide the facility to download that year's software. We recommend you print your tax return and keep it with other records, for example your payment summaries.

14 October 2011 at 12:00 · Like

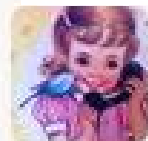


Christina Yeap Thanks for your advce.
15 October 2011 at 19:59 · Like



Deepti Paton @ato_gov_au

Thanks for your responsiveness via twitter. Look forward to the update.



Katie Walsh @Deepti_Paton

@ato_gov_au nice open tweet-versation between tax advocate and tax man - would love to see more of that! good work ms paton.

We can't always solve the problem



Anthea Wakefield Have a great Christmas ATO staff,we won't be, still waiting for Hubby's tax return,pity none of you seem to care.



Australian Taxation Office Hi Anthea, ensuring refunds are issued in a timely manner is of utmost importance to us. Information on when to expect a tax refund and how you may be able to get your refund faster is available at <http://ato.gov.au/1440.htm>



Anthea Wakefield Tried all that,been waiting since August,last time my husband rang he was given a number to call back in 10 minutes it was a false number.He has also been polite at all times during this stressful time of waiting.



Australian Taxation Office Hi Anthea, we're sorry that you haven't had a good experience. As part of routine processing, some returns will take longer to process.

For example returns where:

- we require more information from you or need to cross-check information with Centrelink (for example if you have received family tax benefits) or the Child Support Program
- items on the return need to be manually checked (for example if the name and address on your return does not match our records)
- the return is identified as being potentially fraudulent or includes overstated claims.



Anthea Wakefield Then why don't they tell my husband what they are looking for,this is a straight forward low income return,there has been no communication from the department,he has sent everything they asked for weeks ago.

Questions?



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- § This presentation was current in June 2012

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www.facebook.com/ato.gov.au



www.twitter.com/ato_gov_au



www.youtube.com/AusTaxOffice



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- § This information in this presentation was current at June 2012.



Questions?

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