



**Anchorage, Alaska
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Texting and Social Media in California

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California Texting Pilots

- Pre-Pilot
 - Contra Costa County and Riverside County
 - TxtPage Plus from Contact Wireless
 - Licenses for one-to-one texts
 - Legal Resolution and Enforcement Teams- Contra Costa
 - Establishment and Enforcement Teams- Riverside



California Texting Pilots

- Pilot
 - Preparation for Statewide Use
 - Contra Costa County and Riverside County
 - Texting Pilot Business Rules
 - Texting Scripts
 - Individual Projects



Contra Costa Pre-Pilot - Legal Resolution

- Hello _____. This is a reminder that you have a Child Support hearing on 06-26-17 at 1:30 PM. Please make arrangements to appear in Court located at 751 Pine St., Martinez, CA 94553. Should you have any questions, feel free to contact Contra Costa County DCSS at 866-901-3212. Thank You, CCC DCSS. To opt-out reply with "REMOVE".



Contra Costa Pre-Pilot - Enforcement

- Hi I'm Steve your child support worker. I'd like to go over your new court order/case. Please text a best time to call. Thanks. To opt-out, reply with "REMOVE".
- Hi _____, I'd like to help you keep your child support payments on track. Please call me at 925-957-7385. Steve at CCC DCSS. To opt-out, reply with "REMOVE".



Results – Contra Costa

- Legal Resolution (March 20 to May 18, 2017)
 - 77 text messages
 - 5 responses
 - 2 blacklisted

- Enforcement (October 1, 2016 through May 18, 2017)
 - 214 text messages
 - 74 responses
 - 12 blocked number responses
 - 3 blacklisted



Riverside Pre-Pilot - Establishment

- RIVERSIDE DCSS ALERT: Appointment reminder for interview on 03/13/2017 at 830 at 2041 IOWA AVE RIVERSIDE, CA 92507-2414 Call 866-901-3212 with questions. Text REMOVE to opt out
- RIVERSIDE DCSS NOTICE OF PENDING LEGAL ACTION: You missed your scheduled appointment. Call 866-901-3212 to reschedule. Text REMOVE to opt out



Riverside Pre-Pilot - Enforcement

- RIVERSIDE COUNTY CHILD SUPPORT NOTICE OF INTENT TO SEEK LEGAL ACTION: Please submit your payment immediately. If you have questions, call 866-901-3212. Text REMOVE to opt out
- DCSS Alert: Great news! We would like to work with you to help reduce the time you are paying on your balance. Please contact your caseworker at 866-901-3212 to learn how. Type remove to opt out



Results – Riverside

Establishment

- #1 – Reminder: 260 texts sent
- #2 – Missed Appointment: 187 messages sent
- Responses received: 18
- Blacklisted: 15

Enforcement

- #1 – 90 days delinquent: 78 texts sent
- #2 – Hike It Up: 42 texts sent
- Responses received: 16
- Blacklisted: 11



Statewide Pilot

- Draft Business Rules Highlights
 - Script approval
 - Response rules
 - Activity logs of all texts
 - No confidential info., attachments or links to case info.
 - 1:1 and 1:100
 - 1:100—Text C to Confirm rule



Social Media

- Case Management
 - State Policy
 - Instant messages/chat not allowed
 - Can't conduct any child support activity while signed into a personal account*
 - LCSA agency page ok for general information and to answer non-case specific questions; closely monitor
 - Communications via agency page—self identify as child support rep



Contra Costa's Page

- Informational
 - About Us and Contact Info
 - Office closure/system outages
 - FAQs
 - Outreach Events
 - Community Events and Resources
 - Low-Cost Family-Friendly Activities
 - Job Search and Training Info
- Communication

- Started page in 2009

- 793 people



- 745 people



Google My Business



- Google search engine - users can leave reviews
- Claim your business and register for administrator rights
- Administrator can respond to reviews
- Administrator receives alerts of reviews posted
- Interesting search statistics
- Challenges
 - user names
 - no ability to take down or edit



For More Information:

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