

COMMUNICATIONS REPORT

December 2023 Report to The Board of
Directors

Report:

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice. Since the last communications report at the June board meeting, the following eblasts were sent to registrants and stakeholders:

- Last Call For Appointed Member Applications, November 9, 2023
- Appointed Members, November 1, 2023
- Reminder: Welcome to the Profession Webinar, October 25, 2023
- Welcome to the Profession, October 18, 2023
- News from the College, October 10, 2023
- Important update about the Practice of Refraction, October 5, 2023
- Welcome to the profession webinar, September 25, 2023
- Stakeholder feedback regarding fees, September 22, 2023

Social Media

In keeping with our strategic priority of public engagement, the college continues to work with a social media consultant to manage our presence on Facebook, Twitter, Instagram, and LinkedIn with direction from senior staff.

Over the year, we've continued to grow our social media reach:

Platform	Q3 2023 Followers	Q4 2023 Followers
Facebook	656	661
X	108	110
Instagram	758	759

LinkedIn

LinkedIn has emerged as the platform on which the COO has the largest number of followers – 1,098 more than on any of our other platforms. In the last 30 days the COO appeared in 219 search appearances, had 69 unique site visitors and gained 22 followers. In addition, there were a total of 1.7K impressions on COO posts.

Google ads

The College continues to run a Google ads campaign, directing web traffic to the public register and to the complaints page. The campaign tracks statistics collects demographic information on website traffic.

Submitted by:

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