

COMMUNICATIONS REPORT

March 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 December Board meeting, the following eblasts were sent to registrants and stakeholders:

- Professional Practice Requirements, February 6, 2023
- Stakeholder Feedback on Proposed Emergency Class of Registration, January 31, 2023
- Professional Portfolio, January 23, 2023
- News from the College, December 21, 2023
- Welcome to the Profession Webinar, December 9, 2022

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 | Q4 2022 Followers | Q1 2023 Followers |
|-----------|----------------------|----------------------|
| Facebook | 620 | 631 |
| Twitter | 98 | 103 |
| Instagram | 732 | 733 |

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 and shows who is accessing our website and how. Most of the clicks come from women ages 34-54 in the 20th to 10th% of earners on average. 60% of the total clicks are from mobile devices.

In December, 58 people searched for the COO on their phones and then called the office. Giving the timing this was likely registrants calling regarding renewal. Prior to the launch of the new website and the COO having an established social media presence, "College of Opticians of Ontario" was

coming up on the second or third page of a google search. If you do the same search now the College is the first item on the list.

Submitted by:

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