

# COMMUNICATIONS REPORT

February 2022 Report to The Board of  
Directors

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## Report:

### *Emails to Registrants*

The college continues to provide registrants with relevant and timely updates regarding COVID-19, policy and professional practice changes and other important information affecting their practice. Since the December Board meeting, the following eblasts were sent to registrants and stakeholders:

- Covid-19 Update 44, February 15, 2022
- Covid-19 Update 43, January 4, 2022
- Covid-19 Update 42, December 22, 2022

### *Social Media*

In keeping with our strategic priority of public engagement, the college continues to work with a social media consultant. Currently, the consultant is managing our presence on Facebook, Twitter, Instagram, with direction from senior staff. We have recently updated our presence on LinkedIn and started posting regularly on this platform.

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

<b>Platform</b>	<b>Q4 2021 Followers</b>	<b>Q1 2022 Followers</b>
Facebook	517	554
Twitter	93	97
Instagram	684	695

## Submitted by:

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