

COMMUNICATIONS REPORT

December 2020 Report to The Board of
Directors

Report:

Emails to Registrants

Since the last Board meeting in October, the Communications department sent the following eblasts to registrants and stakeholders:

- COVID-19 Update 22, November 23, 2020
- COVID-19 Update 21, November 21, 2020
- News From the College, November 13, 2020
- News From the College, October 16, 2020

Website Survey and Registrant Email Surveys

The COO has implemented a survey on its website to collect user feedback. So far much of the feedback has been positive. Even though the survey itself is specifically targeted to collecting feedback related to the website we also find registrants are using it to comment on registration and quality assurance. We are also surveying registrants when we send out eblasts to gain an understanding of what information registrants feel they are lacking and how we can better support them.

Google Ads Campaign

In an effort to increase public awareness, particularly in the areas of the public register and the public facing information on our website, we have engaged a Search Engine Optimization (SEO) consultant to run a Google ads campaign. Currently, the focus of the ads campaign is to drive traffic to the Public Register and to the Complaints page. The campaign for the Public Register page has been very successful with an above average click through rate so far. The ads have also resulted in 18 phone calls to our office. The ad campaign started on July 22 and was originally planned for three months but has now been extended to the end of the year.

Social Media

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

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

Platform	Q3 2020 Followers	Q4 2020 Followers
Facebook	254	330
Twitter	63	67
Instagram	556	586

Platform	November Engagements	November Impressions
Facebook	137	1,482
Twitter	81	5,030
Instagram	182	3748

Engagement is defined as the total number of times a user interacted with a Tweet. Includes retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

Impressions are the number of times a tweet shows up in somebody's timeline. That means every time it's served up, it counts as an **impression**. Sure, you need **impressions** for someone to see your tweet, but an **impression** does not mean it was seen.

Submitted by:

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