

COMMUNICATIONS REPORT

May 2019 Committee Report to Council

Report:

Newsletters

During the first quarter the Communications department has sent out the following newsletters to the membership and or stakeholders.

- 1) January Council Meeting – reminder about upcoming meeting
- 2) Winter Newsletter - Council Highlights
- 3) Have your Say! – a reminder about stakeholder feedback
- 4) Decision - information about the legal decision shared with the membership
- 5) Quality Assurance Program Feedback
- 6) Upcoming Council Meeting – reminder about the upcoming meeting
- 7) NACOR survey

Website

At last our long-awaited website is ready for unveiling! This is at the end of a lot of hard work, so I am very excited to hear feedback from all of you! In the redesign we kept the following objectives in mind:

- 1) Ease of navigation and ease of use
- 2) Updating existing content and information

The COO worked with two consultants, LS Graphics was responsible for our website design and a professional writer who edited much of our content.

Social Media

In an effort to engage the public and keep our members informed, while fulfilling one of our strategic goals, the COO has engaged a social media consultant. Currently, the consultant is managing our presence on Facebook, Twitter, and Instagram with direction from the Communications Manager, Registrar, and Deputy Registrar.

In the initial phases of this endeavor we have chosen a cautious approach. We are not following anyone on any of our platforms although we have several followers. Commenting is turned off on platforms where turning it off is possible and closely monitored where turning it off is not possible. In addition, we asked our consultant to keep a very close eye on our social media immediately following the release of the Clearly/Essilor decision.

Submitted by:

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