

COMMUNICATIONS REPORT

October 2019 Report to Council

Report:

Newsletters

During the second quarter, the Communications department sent out the following newsletters to the membership and stakeholders:

- 1) May Council meeting highlights
- 2) Invitations to participate stakeholder consultations to the Standards of Practice
- 3) Upcoming Council Meeting – reminder about the upcoming meeting
- 4) Elections – Call for Nominations and Announcement of Candidates

Website

We are continuing to put the finishing touches on our website. The virtual boardroom is now complete and information from all meetings has been migrated to the new site.

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	Q1 Followers	Q2 Followers
Facebook	61	81
Twitter	28	30
Instagram	117	202

Submitted by:

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