

COMMUNICATIONS REPORT

December 2022 Report to The Board of
Directors

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

- iMis Outage, November 4, 2022
- Call for Appointed Members, November 4, 2022
- Call for Examiners, November 3, 2022
- Reminder to Vote, October 25, 2022
- Board Elections, October 14, 2022
- News from the College, October 13, 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, and LinkedIn with direction from senior staff.

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

Platform	Q3 2022 Followers	Q4 2022 Followers
Facebook	612	620
Twitter	99	98
Instagram	721	732

Google ads

The College continues to work with a consultant to run a Google ads campaign, 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 was very successful.

Submitted by:

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