

COMMUNICATIONS REPORT

March 2024 Report to The Board of
Directors

Report:

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice. Since the last communications report at the December board meeting, the college sent an email regarding the Professional Portfolio to registrants on January 23, 2024, and an email which included a survey to gather information about the exam writing experience was sent to those who sat the NACOR exam, on December 7, 2023.

Social Media

In keeping with our strategic priority of public engagement, the college continues to work with a social media consultant to manage 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	Q4 2023 Followers	Q1 2024 followers
Facebook	661	671
X	110	115
Instagram	759	760
YouTube	67	80 subscribers
Linkedin	1098	1186

Submitted by:

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