

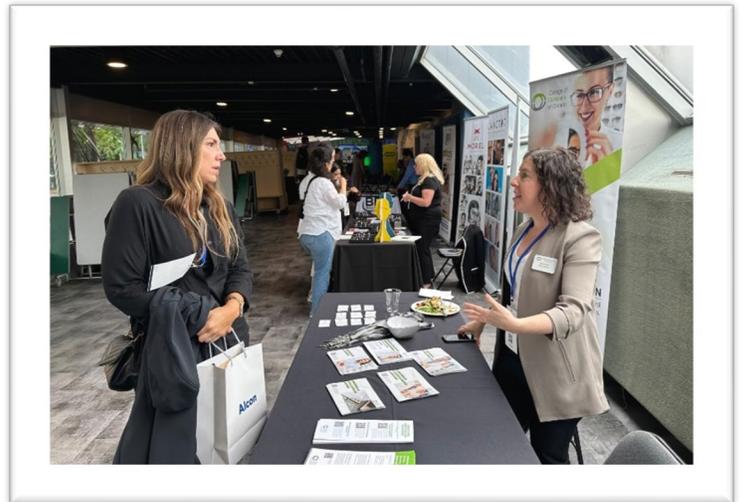
COMMUNICATIONS REPORT

September 2024 Report to The Board of
Directors

Report:

Public and Registrant Engagement

In June, the Registrar and Deputy Registrar attended the OOA CE Event and Tradeshow in Sudbury. The event was held in a public venue, Science North, and allowed registrants and the public to engage with us. In addition to answering questions and greeting attendees at the booth, Fazal and Amy presented the College update presentation. They answered many questions about the changes to the Registration Regulation and Misconduct Regulation.



OOA CE Event and Tradeshow, Sudbury

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice. We continue to have an average email open rate of 77%.

- Reminder: Stakeholder Feedback, August 16, 2024
- News from the College, July 11, 2024
- New Regulations, July 4, 2024
- Election Announcement, June 24, 2024
- News from the College, June 21, 2024
- District 2 and 3 voting reminders, June 20, 2024
- Reminder to Vote, June 14, 2024

- District 2 and 3 Elections, June 7, 2024

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. The COO’s social media content is now in both English and French. We wanted to share with you the increase in engagement since the beginning of the year.

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

| | | |
|-----------|------|-------|
| Facebook | 681 | 685 |
| X | 118 | 121 |
| Instagram | 800 | 825 |
| YouTube | 91 | 110 |
| Linkedin | 1358 | 1,410 |

Growth in visitors to our news page over the last three years

Over the last two years, we have noticed increased traffic to the news page. We attribute this increase in traffic to timely and relevant updates. Posts on our social media channels linking to information on the news page and eblasts linking to the information posted on the news pages are also helping to drive traffic to this page.

| View News Article | Views | Average engagement time | Event count | Ranking |
|---|--------------|--------------------------------|--------------------|----------------|
| September 11, 2023- September 11, 2024 | 11,382 | 50s | 36,473 | 5 |
| September 11, 2022- September 11, 2023 | 8,032 | 53s | 24, 857 | 4 |

Submitted by:

Carolyn Robertson, Manager of Communications and Executive Office