



Communications Report

September, 2026

Prepared for the College of Opticians of Ontario Board of Directors



PURPOSE

This report outlines communications initiatives carried out by the College over the last quarter. In order to fulfill the Board's strategic objectives, the College participates in external events and creates social media content that support the registrant base as well as educating the public on the role of the college, the role of opticians as regulated health professionals and the complaints process.

Highlights

FOR YOUR CONSIDERATION:

The report is divided into the following sections, giving examples of the communications efforts by communications platform.

- Statistics by platform
- Public and registrant engagement
- Social Media Campaigns
- Website Traffic
- Eblasts
- Consultations





STATISTICS BY PLATFORM

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 in both English and French.

Statistics by Platform

We are continuing to grow our social media reach:

Facebook

- 726 followers, 1.25% in Q2
- 115 posts in 2026



Instagram

- 954 followers, 1.81% in Q2
- 115 posts in 2026



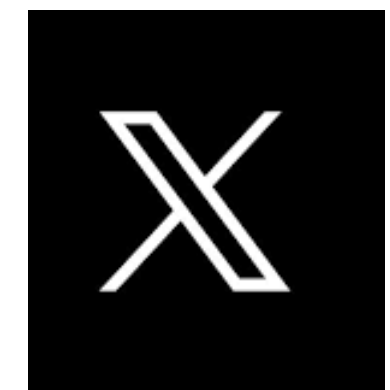
LinkedIn

- 1,837 followers, 4.07% in Q2
- 115 posts in 2026



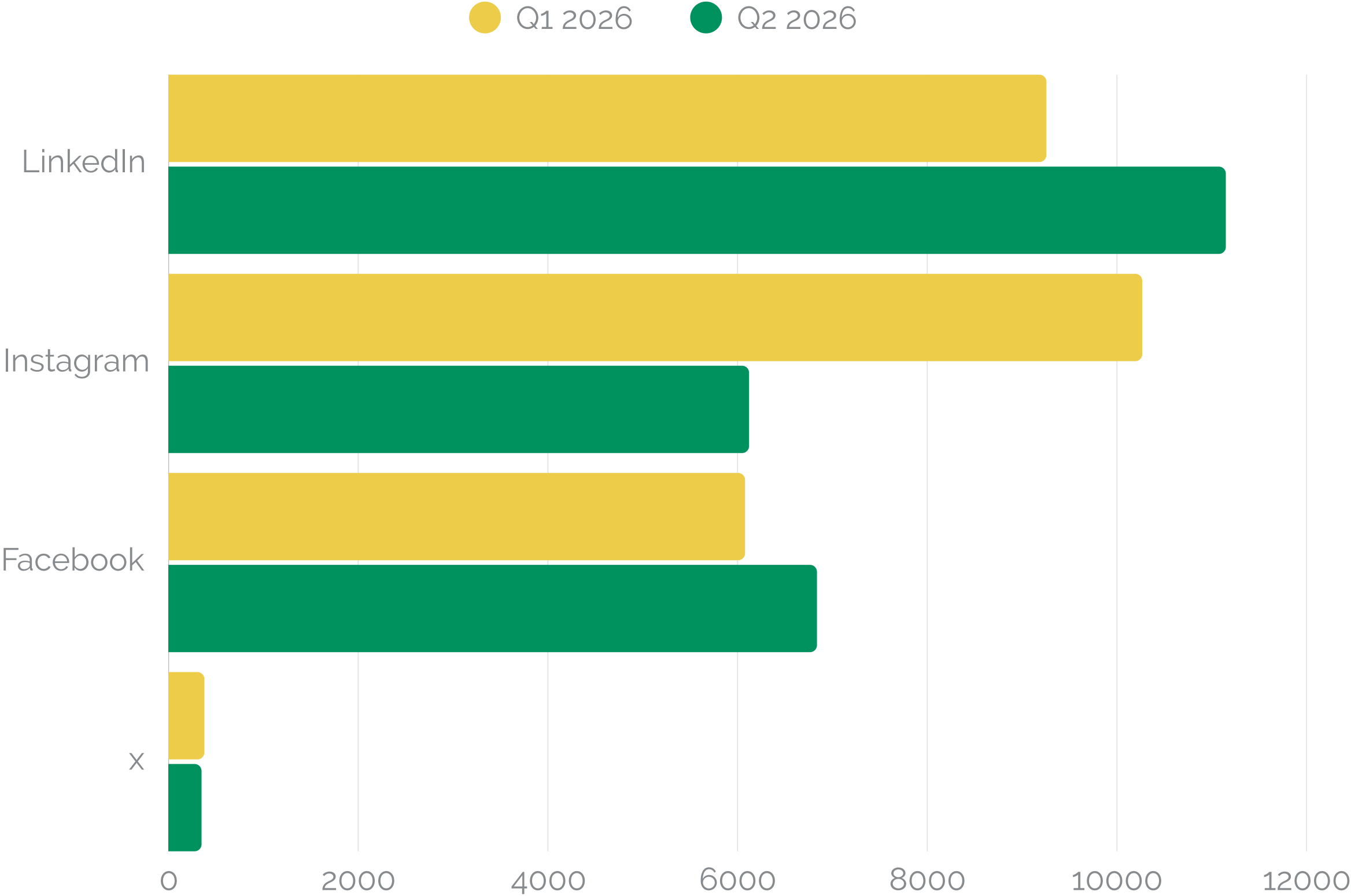
X

- 129 followers, 1.5% in Q2
- 115 posts in 2025



IMPRESSIONS

#OF TIMES
CONTENT
WAS
DISPLAYED



ENGAGEMENT RATE Q2 2026

AUDIENCE INTERACTIONS WITH COO POSTS, INCLUDING LIKES, COMMENTS, CLICK AND SHARES

COO Average Engagement Rates

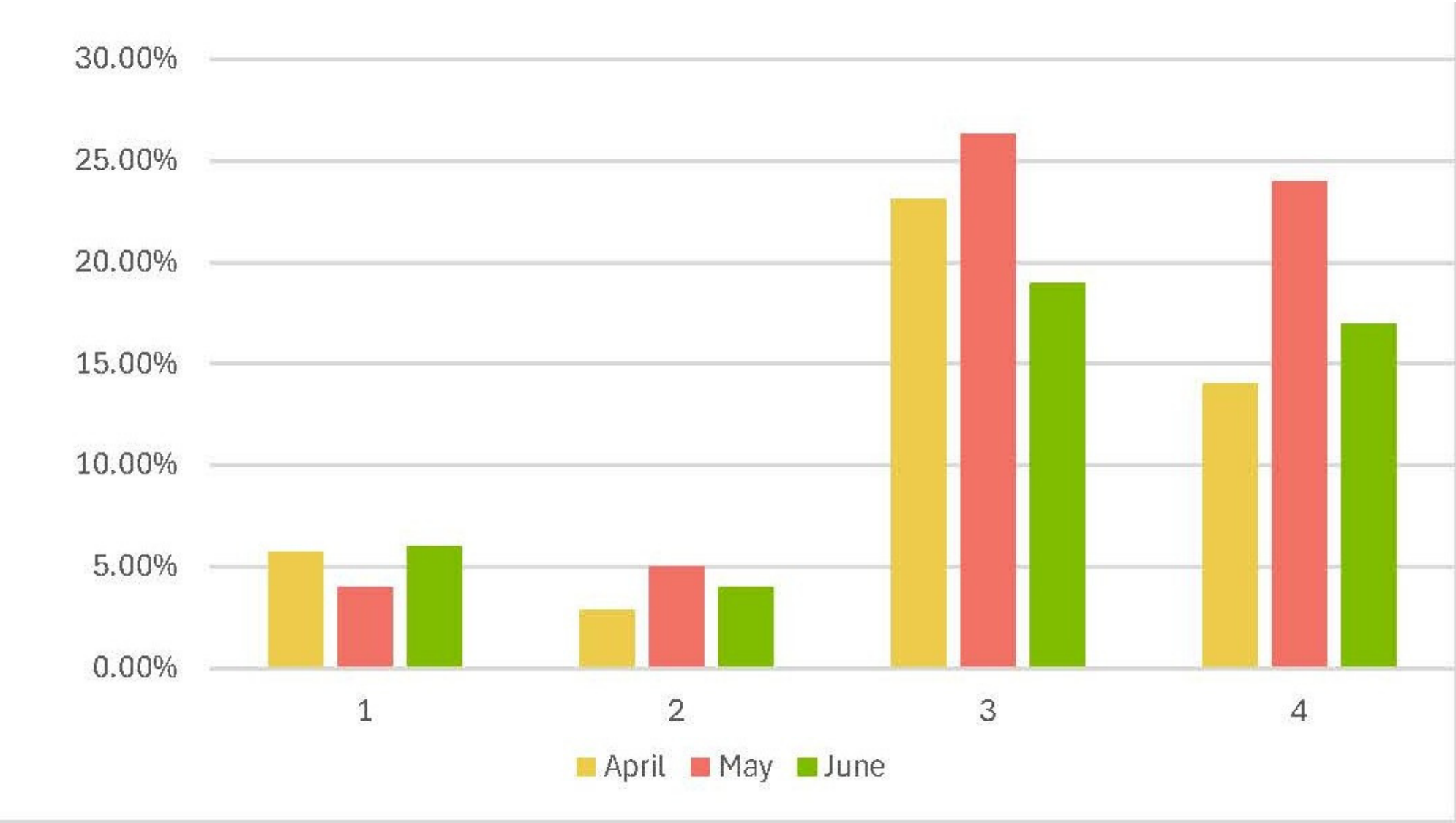
Facebook: 5.8%

Instagram: 2.96%

LinkedIn: 10.97%

X: 32.97%

(Note: Due to a smaller follower base on X, the engagement rate appears higher than on other platforms.)



BENCHMARK PROVIDED FOR
COMPARISON WITH OTHER INDUSTRIES:

Source: Hootsuite

Average Healthcare Engagement Rates

LinkedIn: 3.3%

Instagram: 3.7%

X: 2.3%

Facebook: 1.9%

Average Government Engagement Rates

LinkedIn: %2.7

Instagram: 3.5%

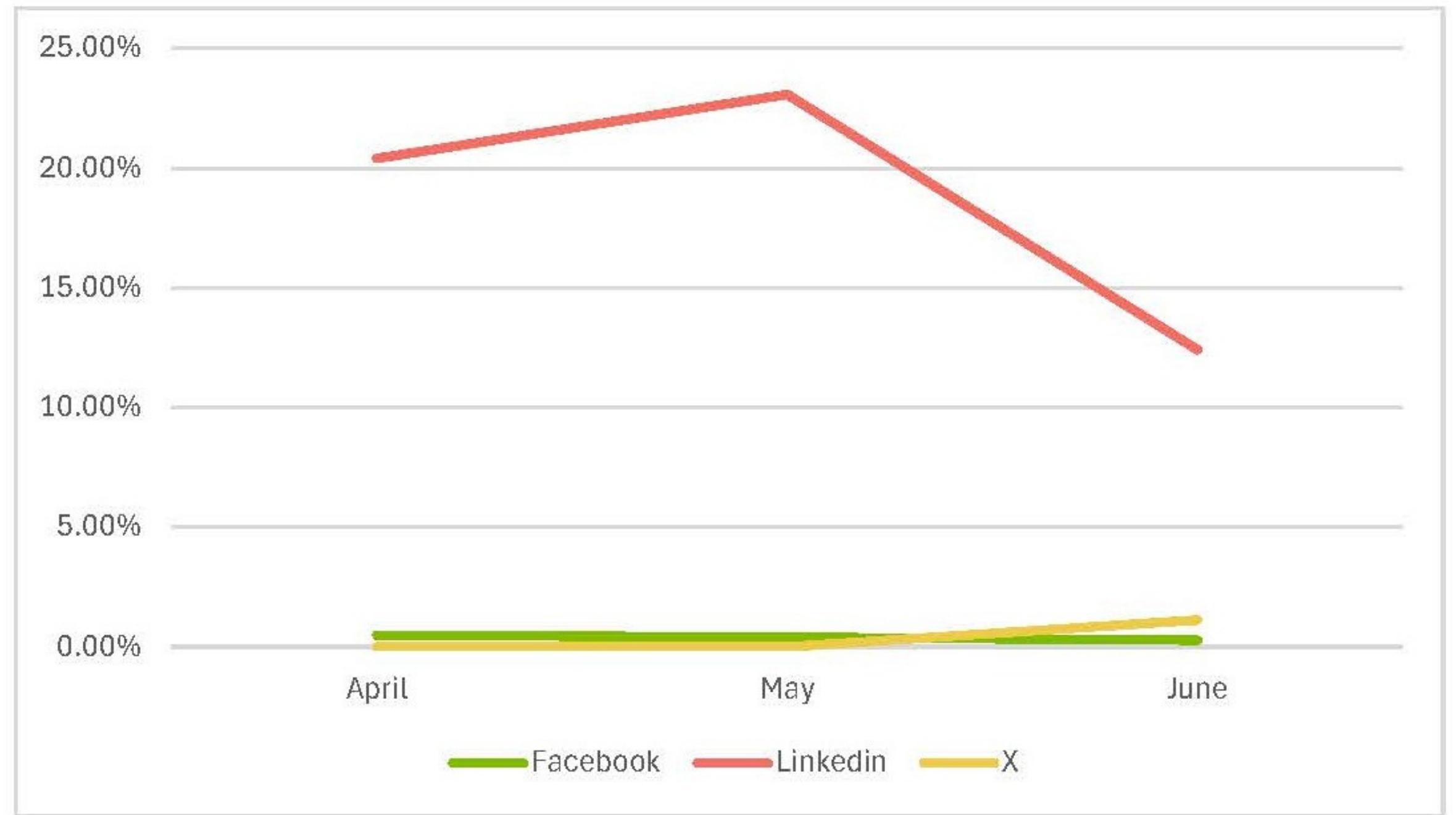
X: 1.7%

Facebook: 1.5%

AVERAGE CLICK THROUGH RATE

CLICK THROUGH RATE AVERAGE CALCULATED BASED ON TOTAL # OF CLICKS TO LINKS & REACH

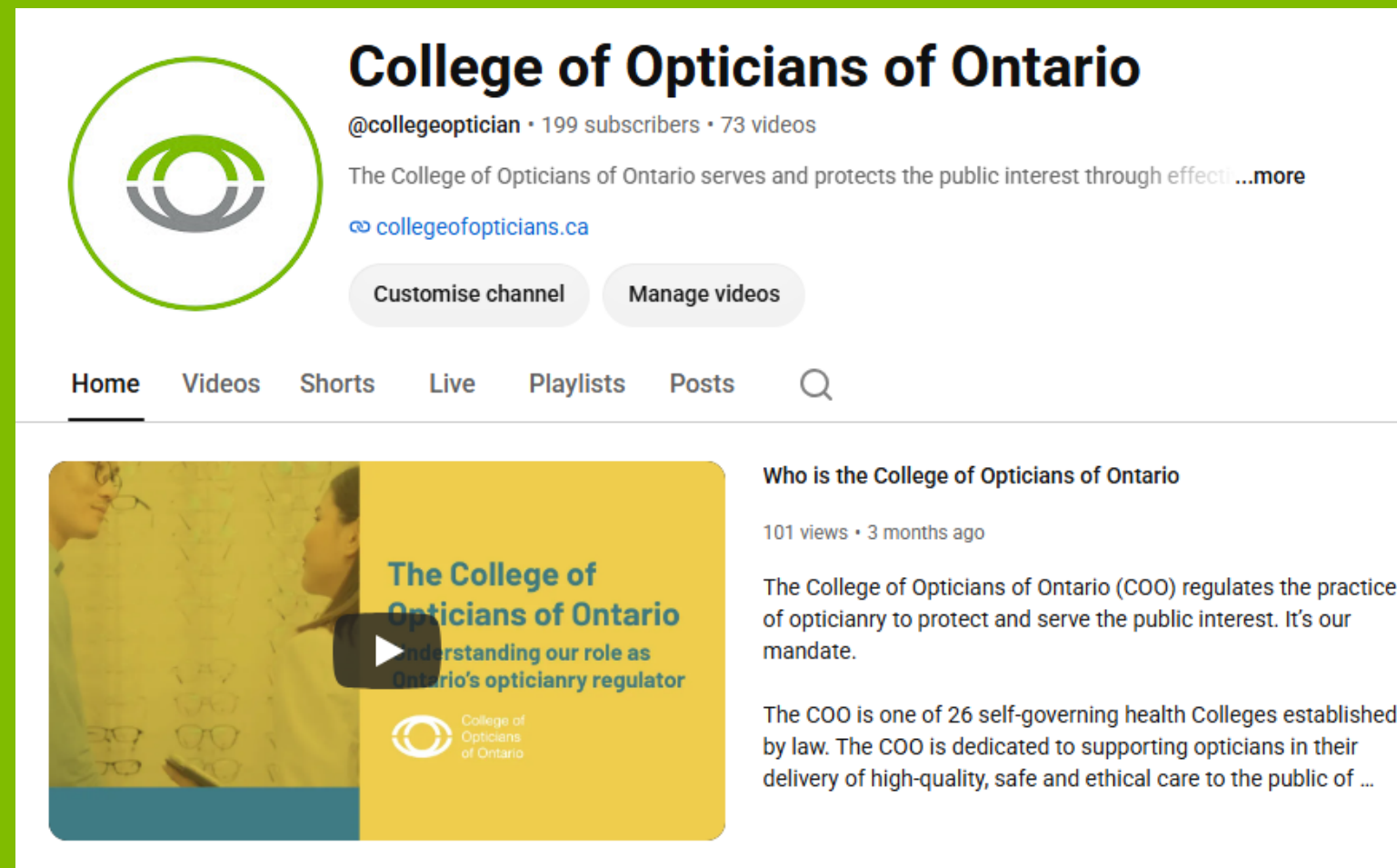
Click through rate measures how effectively a social media post, drives users to click a link to a destination like a website, a blog post, or an email signup. It measures the percentage of people who click on a link or call-to-action after viewing the content.



YouTube Channel

We recently completed a redesign of the College of Opticians of Ontario's YouTube channel. The project includes creating playlists for key audiences and branded thumbnails for videos. In addition to housing livestreamed Board meetings, the channel provides information for registrants and the public.

Since the completion of this project on June 22, subscribers have increased from 171 subscribers to 199 subscribers. Like and subscribe if you haven't already! Phase two of the project will see the creation of more content, including explainer videos planned.



Social Media Campaigns

THE FOLLOWING PAGES LIST OUR TOP PERFORMING CONTENT, BROKEN DOWN INTO THREE MAIN CATEGORIES: EDUCATING THE PUBLIC, NEWS FROM THE COLLEGE, AND PRACTICE SUPPORT.



EDUCATING THE PUBLIC

Below is a list of the top performing content in Q2 &3, 2026 organized by platform.

TOP PERFORMING FACEBOOK POSTS

[Complaints process FAQ's](#)

[The Role of Opticians](#)

[Meeting with the Deputy Premier and the Minister of Health](#)

TOP PERFORMING INSTAGRAM POSTS

[Verify you're working with a Licensed Optician](#)

[Role of Opticians](#)

[Meeting with the Deputy Premier and the Minister of Health](#)

TOP PERFORMING LINKEDIN POSTS

[National Eyewear Day](#)

[Opticians are regulated healthcare professionals](#)

[Unauthorized Practice](#)

TOP PERFORMING X POSTS

[Missed the Board meeting on June 1](#)

[Opticians are regulated healthcare professionals](#)

[Demographic Data Collection Project](#)



[VERIFY YOU ARE WORKING WITH A LICENSED OPTICIAN](#)

NEWS FROM THE COLLEGE

Below is a list of the top-performing content in Q2 and Q3, 2026, organized by platform.

TOP PERFORMING FACEBOOK POSTS

[Updating your Professional Portfolio](#)

[Claiming Self-Directed Hours](#)

[Meet the Election Candidates](#)

TOP PERFORMING INSTAGRAM POSTS

[Explore Continuing Education Resources](#)

[Claiming Self-Directed Hours](#)

[Annual Continuing Education Requirements](#)

TOP PERFORMING LINKEDIN POSTS

[Passed the NACOR exams?](#)

[Labour Mobility Pathway](#)

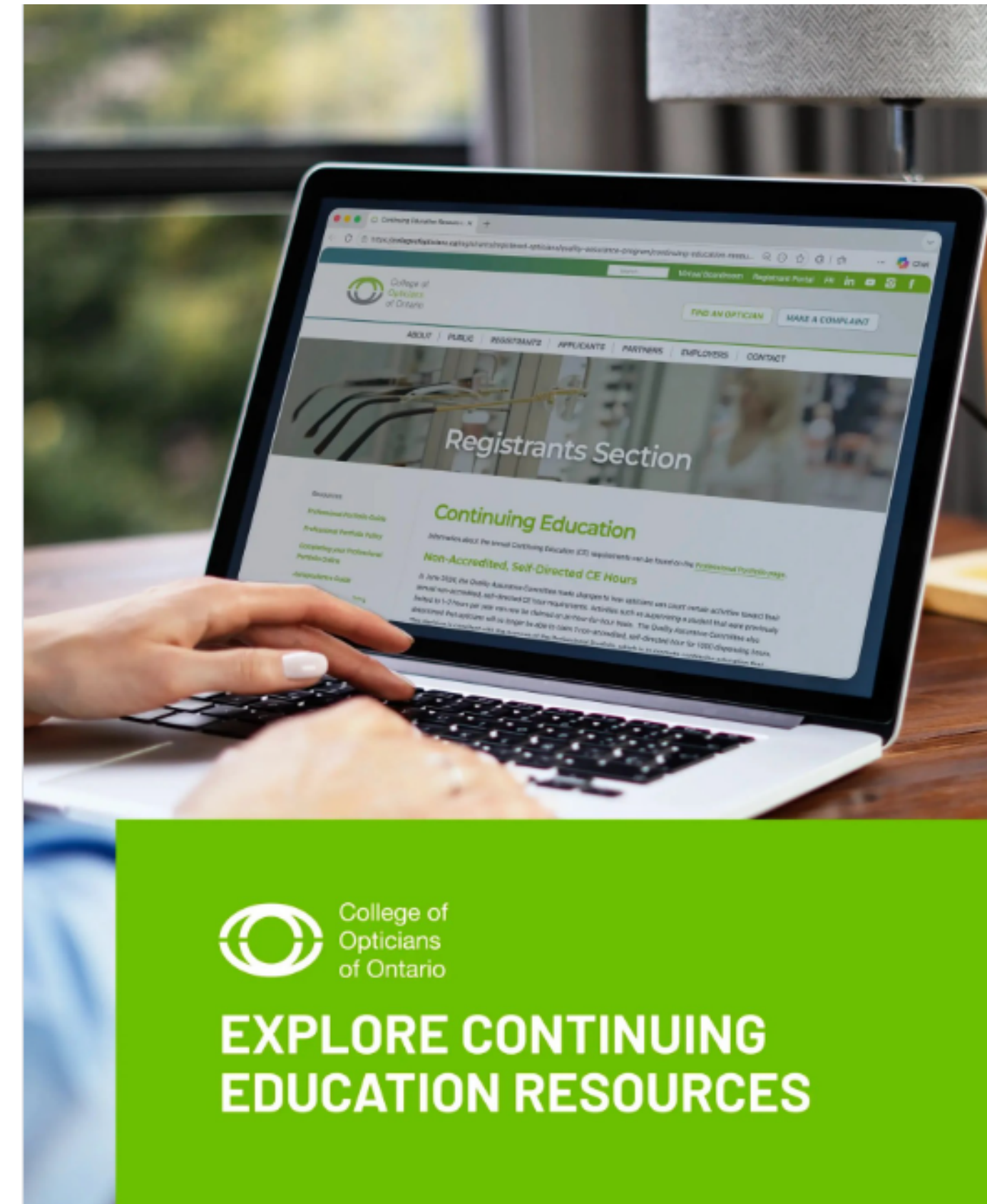
[Becoming a Regulated healthcare professional](#)

TOP PERFORMING X POSTS

[Annual Continuing Education Requirements](#)

[Applying as a Registered Intern Optician](#)

[Explore Continuing Education Resources](#)



[EXPLORE CONTINUING EDUCATION REQUIRMENTS](#)

PRACTICE SUPPORT

Below is a list of the top performing content in Q2 and Q3, 2026, organized by platform.

TOP PERFORMING FACEBOOK POSTS

What would you do? Patient Safety Comes First
Spousal Exemption

TOP PERFORMING INSTAGRAM POSTS

What would you do? Patient Safety Comes First
Professional Practice Scenario
Out-of-Province Prescriptions

TOP PERFORMING LINKEDIN POSTS

Spousal Exemption
Professional Practice Scenario
Duty to Report

TOP PERFORMING X POSTS

Spousal Exemption



SPOUSAL EXCEPTION

What opticians need to know

SPOUSAL EXCEPTION

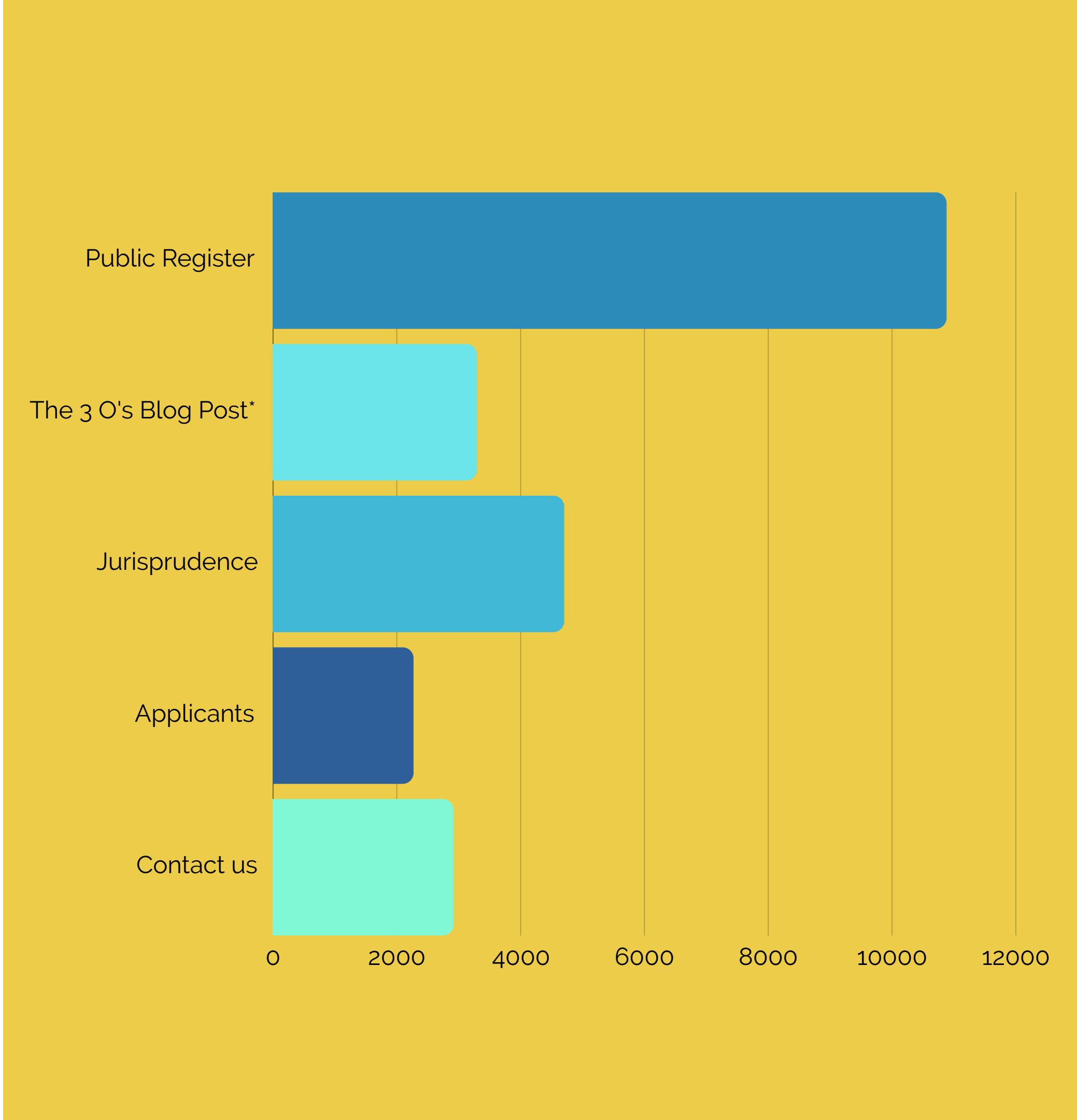


Website Traffic

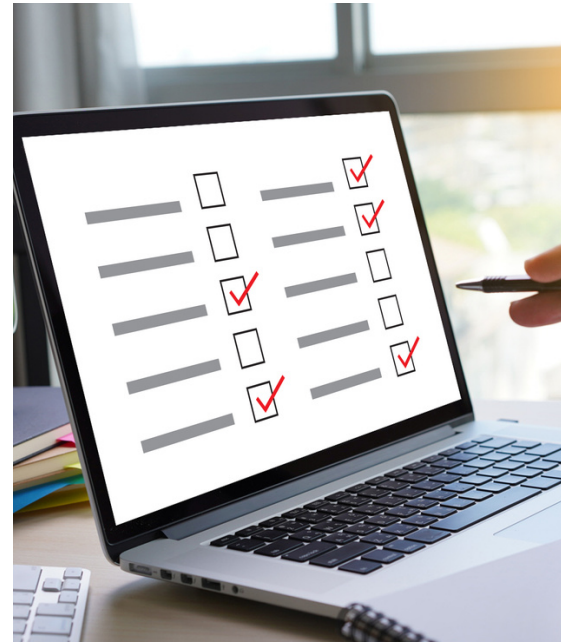
COLLEGEOPTICIANS.CA

The most visited landing pages from May 15, 2025, to May 15, 2026. A landing page is the page a user first visits on the website.

*Refers to COO public blog post: "Optician, Optometrist, Ophthalmologist? Do you know the difference?"



EBLASTS



Since the last Board meeting in June, we have been busy keeping registrants updated. The following communications were sent to registrants during this time.

NEWS FROM THE COLLEGE

Plan ahead for your continuing education requirements and professional liability insurance | September 8

Invitation to the New RO webinar | August 26

Demographic Data Collection Project | July 3

News from the College | June 22



ELECTION

Vote in the COO Board Election | September 8

Expiring Professional Liability Insurance Policy | September 1

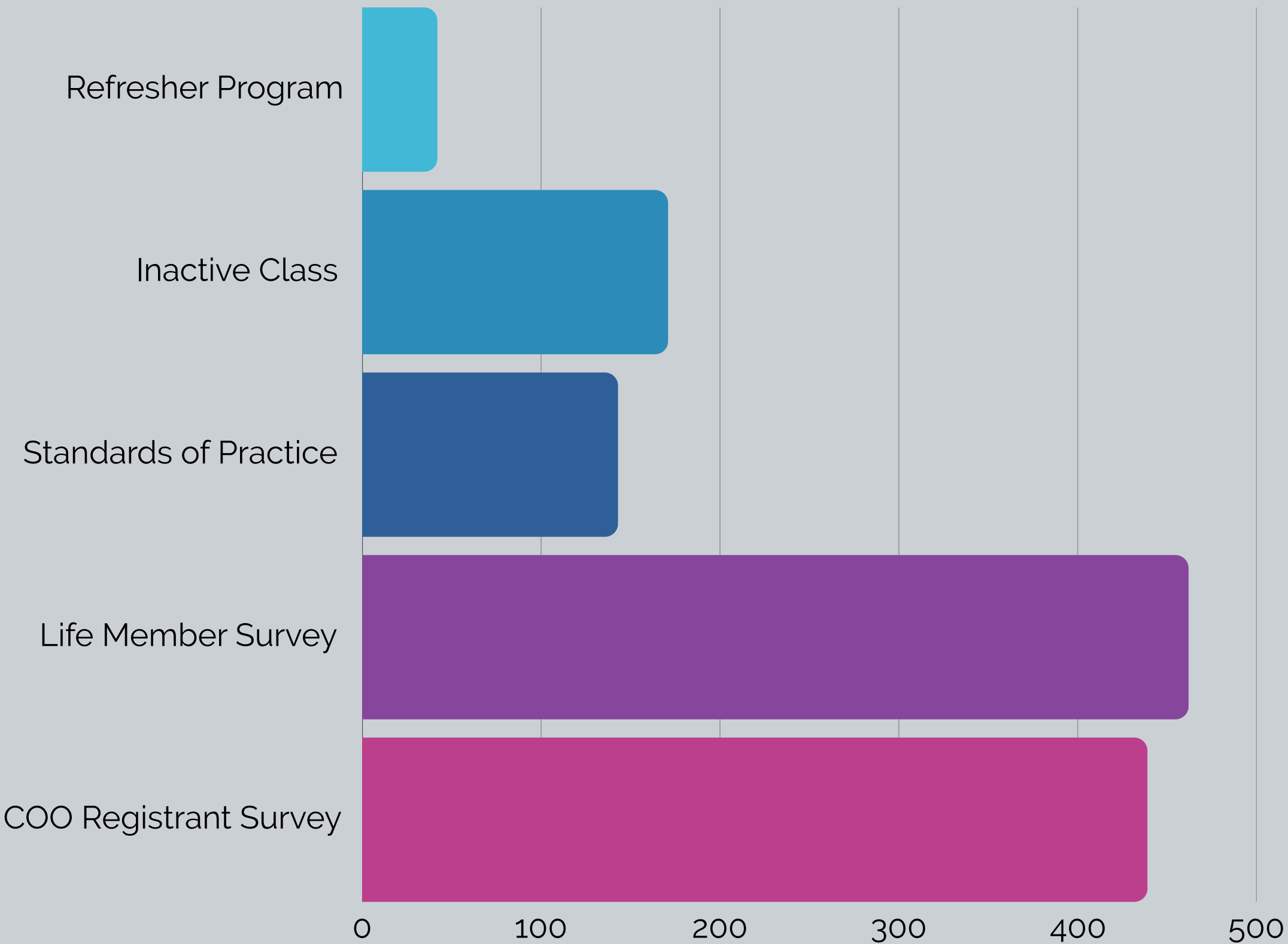
Announcement of Election Candidates | July 10



CONSULTATION & FEEDBACK

The COO seeks regular feedback from registrants and system partners on proposed policy changes.

RESPONSE RATES TO SURVEYS IN 2025 & 2026



Let's get social!

Board and Appointed Members can support the COO's communication efforts by following us, liking posts, or sharing them on your feed.

While we also welcome your comments, we recommend ensuring all engagement is consistent with the social media appendix to the board and committee code of conduct.



On Instagram @
collegeoptician



On Facebook @
College of Opticians of Ontario



On LinkedIn @
@CollegeOptician



On x @
@CollegeOptician

