

# Communications Report

September 22, 2025

Prepared for the College of Opticians of Ontario Board of Directors



## PURPOSE

The COO's communications initiatives during the last quarter are outlined on the following pages, as we work towards fulfilling the Board's strategic objectives. A key part of this is supporting the registrant base by participating in external events, sharing relevant social media content, eblasts, blog posts, and website updates.

Public-facing social media campaigns continue to focus on 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 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 now in both English and French.



# Statistics by Platform

We are continuing to grow our social media reach:

## Facebook

- 699 followers, 1.3%  in Q2
- 94 posts in 2025



## Instagram

- 881 followers, 1.38%  in Q2
- 94 posts in 2025



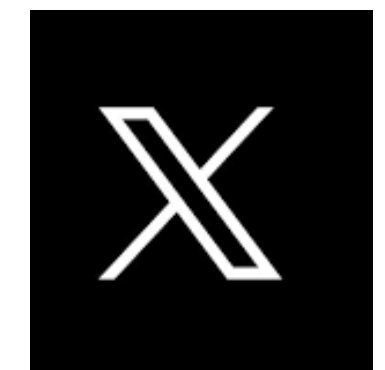
## LinkedIn

- 1,602 followers 3%  in Q2
- 98 posts in 2025



## X

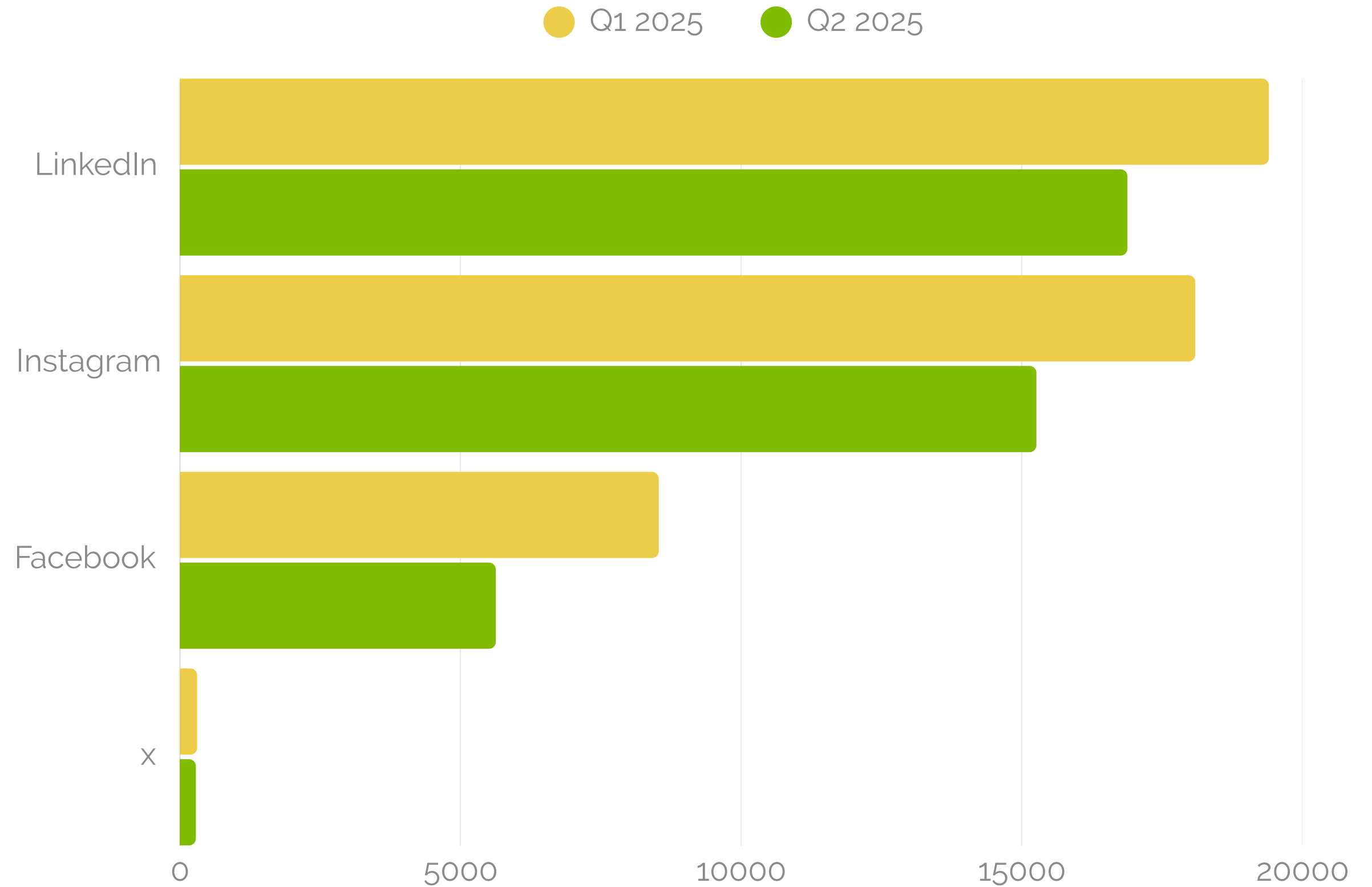
- 120 followers, 0.8%  in Q1
- 87 posts in 2025





# IMPRESSIONS

Impressions are the number of times content was displayed or seen, regardless of whether the user interacted with it or not. An impression is counted every time a piece of content, like a post or article, appears in a user's feed.

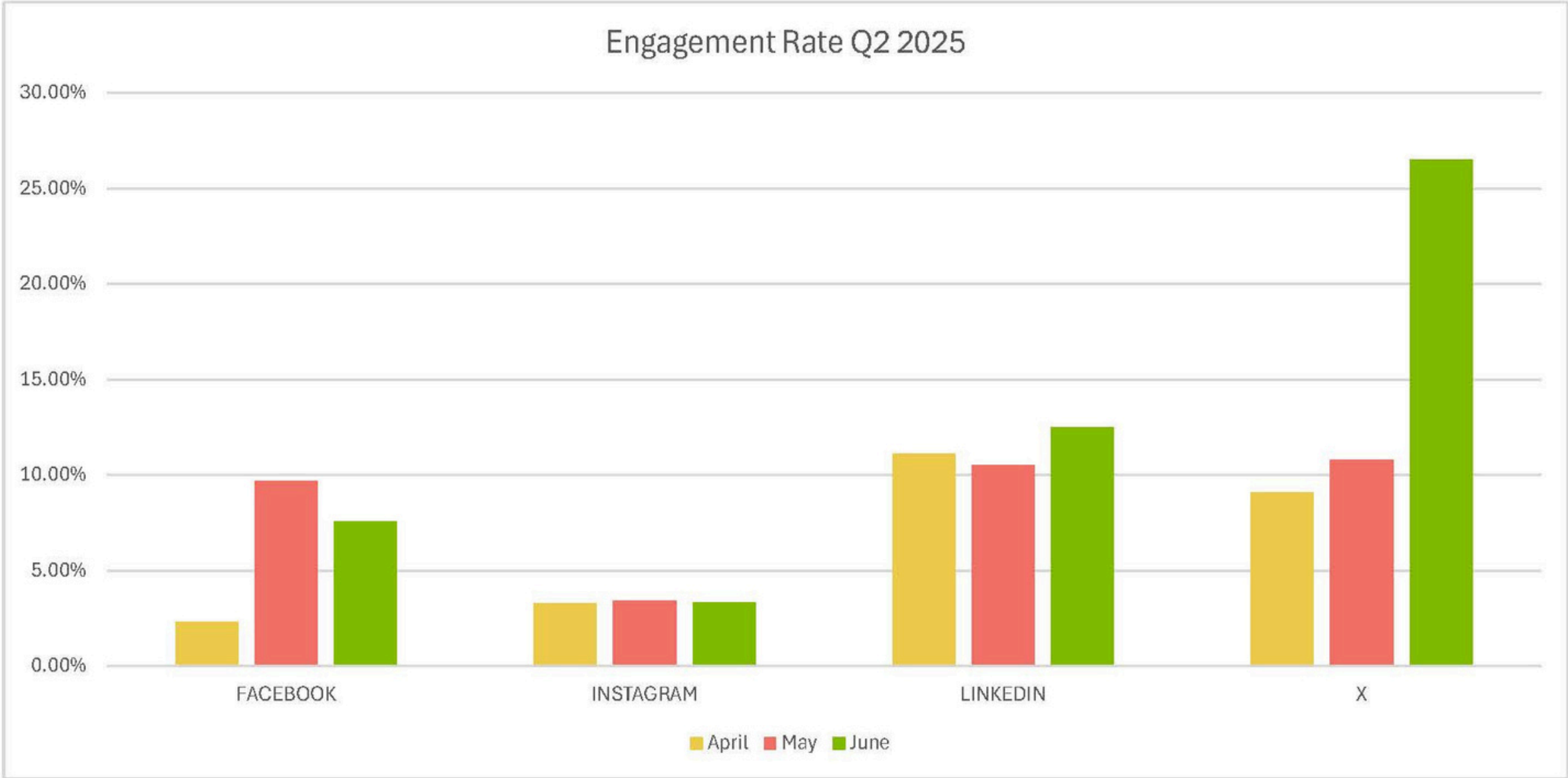




# ENGAGEMENT RATE Q2 2025

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

**COO Average Engagement Rates**  
Facebook: 6.52%  
Instagram: 3.33%  
LinkedIn: 11.37%  
X: 46.40%  
*(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*

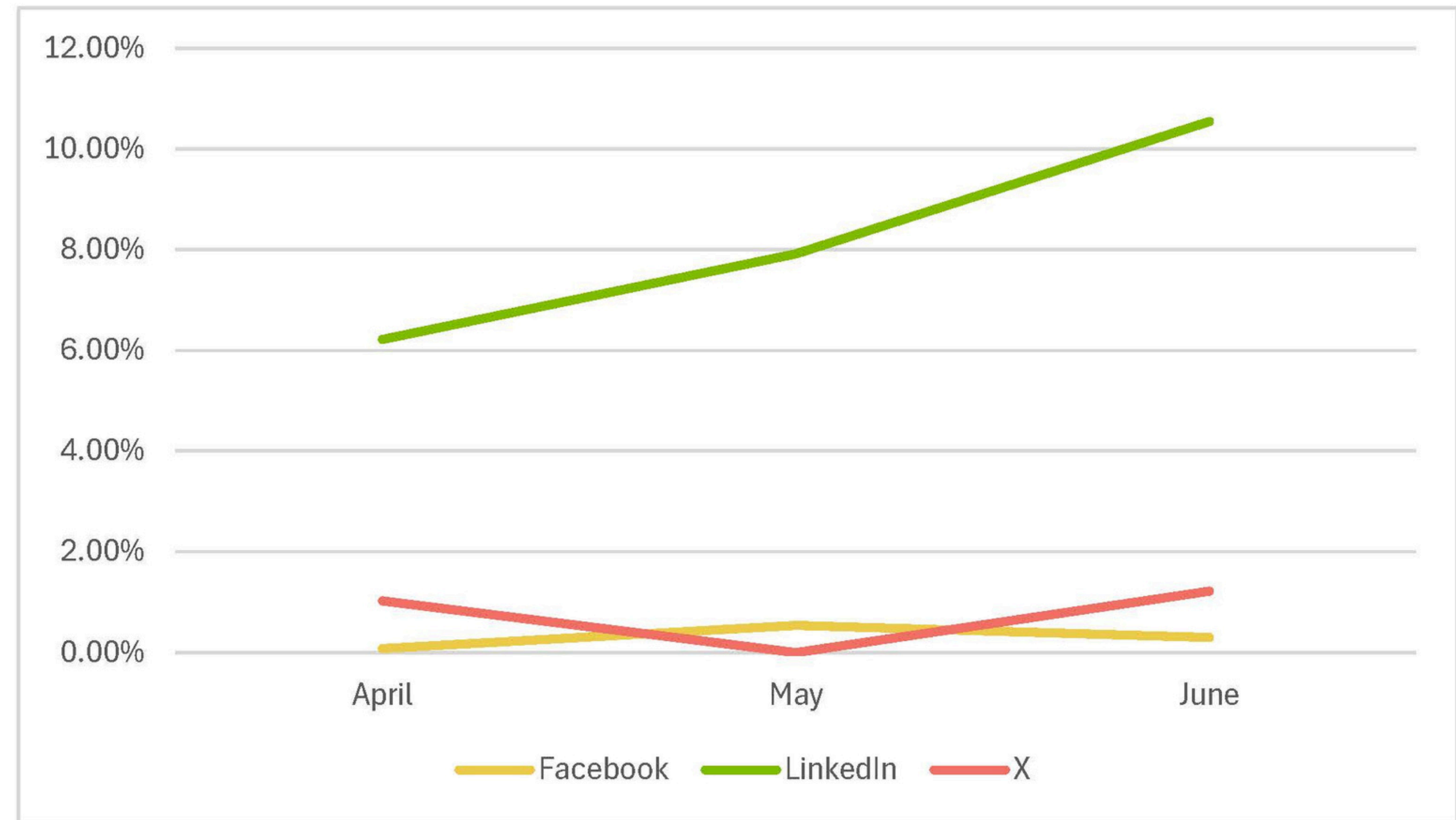
**Average Healthcare Engagement Rates**  
LinkedIn: 3.3%  
Instagram: 3.7%  
X: 2.3%  
Facebook: 1.9%

**Average Government Engagement Rates**  
LinkedIn: %2.7  
Instagram: 3.5%  
X: 1.7%  
Facebook: 1.5%



# AVERAGE CLICK THROUGH RATE

Click through rate 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. Average click through rate is calculated based on the total number of clicks to links and reach.







## PUBLIC & REGISTRANT ENGAGEMENT

COO staff attended the following events:

- May 8, 2025: Industry Round Table, Toronto
- May 15, 2025: Seneca Program Advisory Committee meeting
- June 22, 2025: OOA Trade Show, Sudbury
- September 21, OOA Trade Show, Ottawa



# LinkedIn Ad Campaign

In June, the COO launched a LinkedIn ad campaign targeting administratively suspended opticians. The campaign was optimized to reach individuals who were between jobs or who had listed their professional role without an active employer, aligning with those who were administratively suspended and eligible for the Inactive Class.

## Key Insights:



**Total clicks:** 109 clicks  
(on ad links)



**Total reach:** 21,330  
(# of unique individuals who saw the ad)



**Total impressions:** 30,075  
(# of times ad was displayed)

# LINKEDIN AD CAMPAIGN JUNE 2025

## IMPORTANT UPDATE FOR ONTARIO OPTICIANS SUSPENDED FOR 3+ YEARS

Your optician registration will permanently expire on July 1st unless you take action

Review your options now and take the next step to maintain or end your registration status



## JOIN THE COLLEGE'S INACTIVE CLASS

Keep your registration at 1/3 of the regular fee  
Keep your options open to return to practise in the future

Your next step? Submit the online Inactive Class Request Form

## REINSTATE YOUR REGISTRATION AS A REGISTERED OPTICIAN

**Before** July 1, 2025:  
Undergo Competency Gap Analysis (CGA)  
Pay applicable fees & provide liability insurance

Your next step? Contact the college at [certificate@collegeofopticians.ca](mailto:certificate@collegeofopticians.ca).

## VOLUNTARILY RESIGN

Avoid revocation if you've retired or if you don't plan to return to practise  
Your status will be displayed on the register as "resigned" (or "retired" if applicable)

Your next step? Submit the online Resignation Form

## IF YOU'RE PRACTISING IN ANOTHER PROVINCE

Maintain your Ontario registration via Inactive Class  
Otherwise, reapply as a Labour Mobility Applicant later

## WE'RE HERE TO HELP.

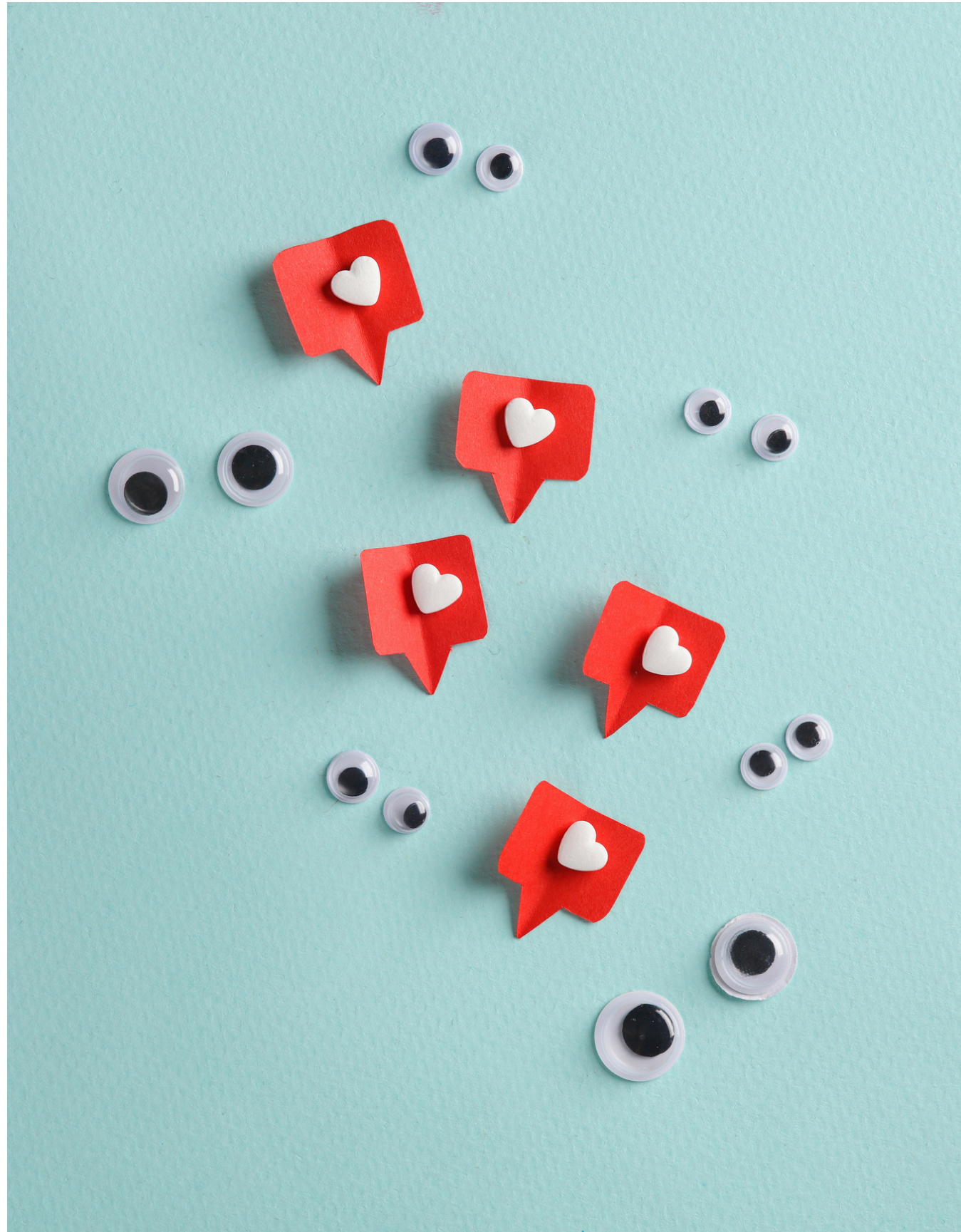
CONTACT US TODAY

 [Collegeofopticians.ca](https://collegeofopticians.ca)

 [certificate@collegeofopticians.ca](mailto:certificate@collegeofopticians.ca)

 (416) 368-3616, ext. 200





# Social Media Campaigns

## TOP PERFORMING CONTENT BASED ON ENGAGEMENTS

AN ENGAGEMENT IS A MEASURE OF USER INTERACTION WITH A POST INCLUDING LIKING, COMMENTING, SHARING OR CLICKING ON A LINK.



# EDUCATING THE PUBLIC

Posts on educating the public had high levels of engagement in Q2.

## Q2 FACEBOOK POSTS WITH THE HIGHEST ENGAGEMENTS

[Role of licensed Opticians](#) | 181 engagements

[Providing your optician with your full health information](#) | 169 engagements

[College Performance Measurement Framework](#) | 110 engagements

## Q2 INSTAGRAM POSTS WITH THE HIGHEST ENGAGEMENTS

[Unauthorized Practice](#) | 659 engagements

[College's Complaint Process](#) | 294

## Q2 LINKEDIN POSTS WITH THE HIGHEST ENGAGEMENTS

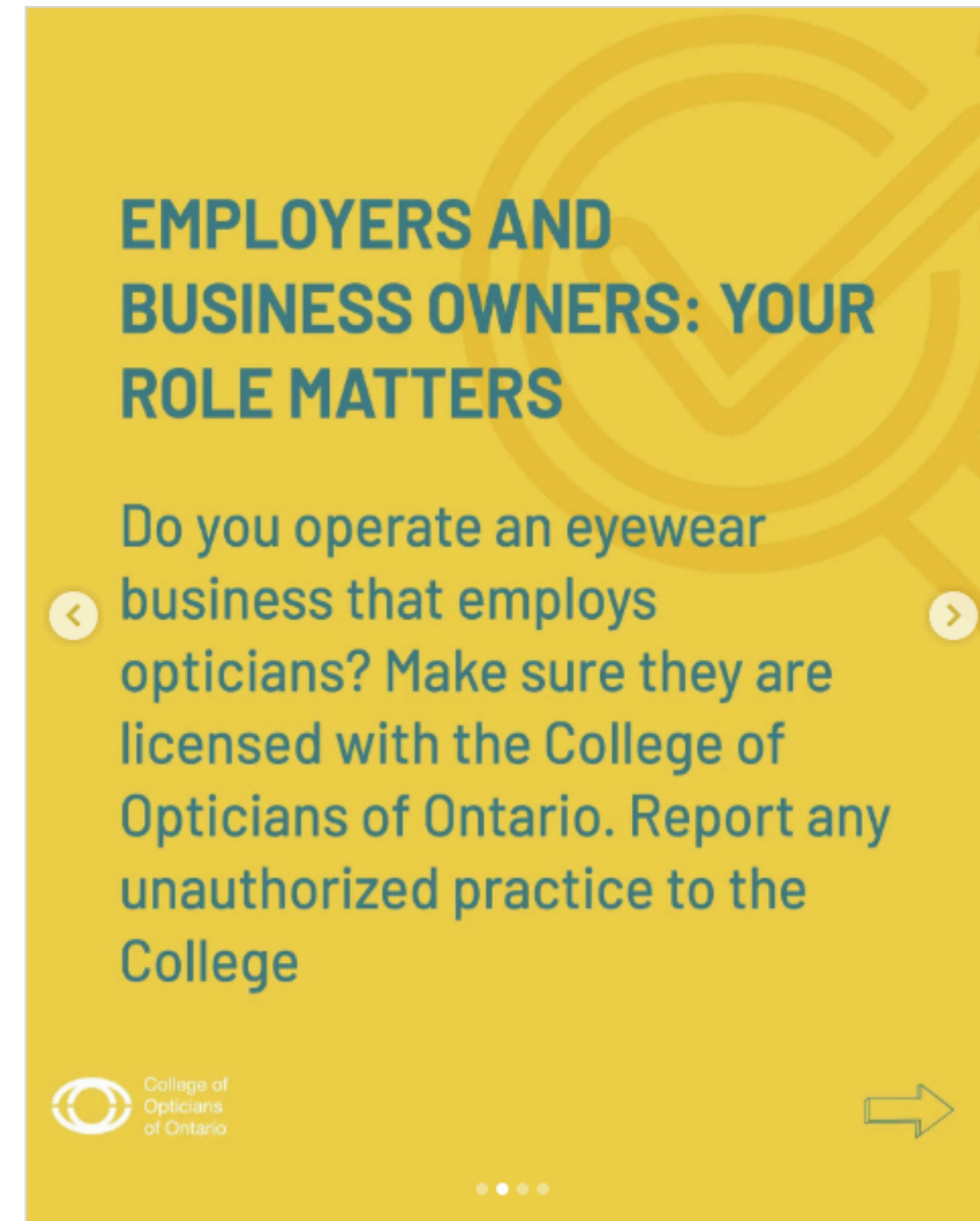
[College Performance Measurement Framework](#) | 259 engagements

[Reporting Unauthorized Practice](#) | 393 engagements

## Q2 X POSTS WITH THE HIGHEST ENGAGEMENTS

[2026-2028 Strategic Plan](#) | 15 engagements

[College's role](#) | 14 engagements



[UNAUTHORIZED PRACTICE](#) | 659 ENGAGEMENTS



# NEWS FROM THE COLLEGE

Below is a list of posts focused on sharing information with registrants, which received a high number of engagements in Q2.

## Q2 FACEBOOK POSTS WITH THE HIGHEST ENGAGEMENTS

[National Round Table](#) | 198 engagements

[National Eyewear Day](#) | 139 engagements

[Unauthorized Practice](#) | 122 engagements

[Focus on Sudbury](#) | 109 engagements

## Q2 INSTAGRAM POSTS WITH THE HIGHEST ENGAGEMENTS

[Inside optics event follow-up](#) | 522 engagements

[National Round Table Follow-up](#) | 440 engagements

[Focus on Sudbury](#) | 183 engagements

[Board nomination](#) | 173 engagements



Text from the post: On May 8, the College joined NACOR regulators, educators, industry members, and professional associations from across Canada for a national roundtable discussion focused on increasing access to qualified opticians and supporting internationally trained professionals. We're proud to collaborate on shared goals that strengthen the profession and improve care for Ontarians.

[NATIONAL ROUND TABLE FOLLOW UP](#) | 440 ENGAGEMENTS

# NEWS FROM THE COLLEGE

Below is a list of posts with the highest number of engagements in Q2 organized by platform.

## Q2 LINKEDIN POSTS WITH THE HIGHEST ENGAGEMENTS

[OOA event follow-up](#) | 685 engagements

[Inside Optics event follow-up](#) | 669 engagements

[National round table](#) | 487 engagements

[OOA focus on Sudbury](#) | 415 engagements

## Q2 X POSTS WITH THE HIGHEST ENGAGEMENTS

[Upcoming board meeting](#) | 19 engagements

[College board nominations](#) | 16 engagements

[OOA focus on Sudbury](#) | 14 engagements

[OOA Frontline Inside Optics event follow-up](#) | 12 engagements



Text from the post: Thank you to everyone who stopped by our booth at the Ontario Opticians Association's Inside Optics event on Sunday, April 6! Here are some candid photos captured as we connected with registrants, answering your questions and engaging in conversations about the profession and the College's role as the regulator.

Our Registrar, [Fazal Khan](#), and Deputy Registrar, [Amy Stein](#), also shared key updates and insights into the regulation of opticianry in Ontario.

We look forward to continuing these conversations and keeping registrants informed through face-to-face engagement, highlighting regulatory updates impacting the profession.

[OOA EVENT FOLLOW-UP](#) | 685 ENGAGEMENTS



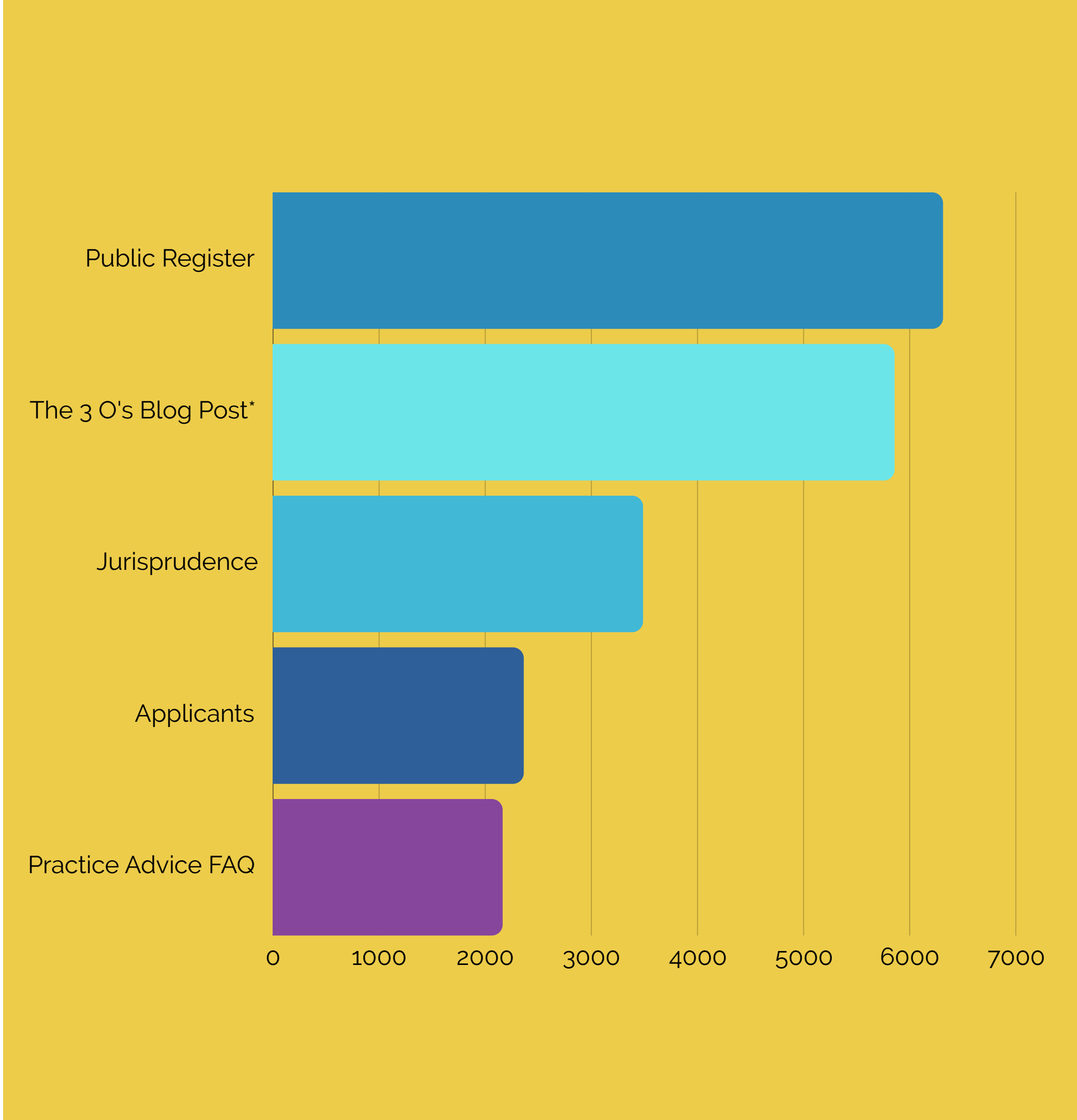


# Website Traffic

# COLLEGEOPTICIANS.CA

The most visited landing pages from June 30, 2024, to June 30, 2025. A landing page is the page a user first visits on the website.

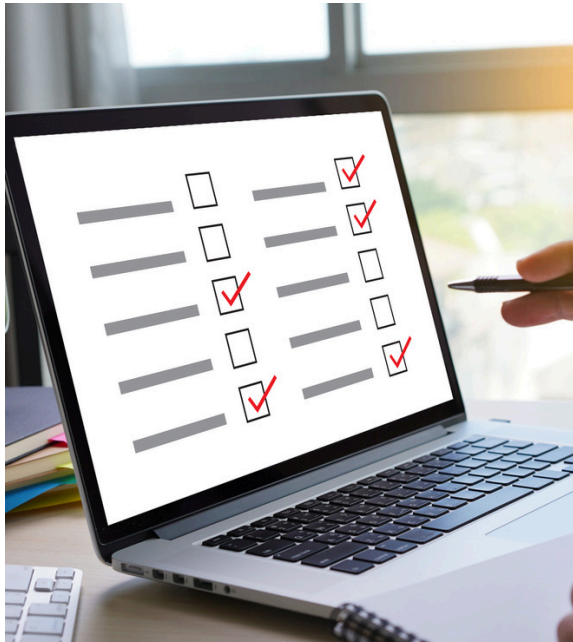
\*Refers to COO public blog post: "Optician, Optometrist, Ophthalmologist? Do you know the difference?"





# EBLASTS

Since the last report we have been busy! 19 eblasts were sent to registrants and system partners.



## NEWS FROM THE COLLEGE

Stakeholder Feedback: Refresher Program - Request for Feedback | July 25  
Board Elections/Legacy Retired Optician Program/Board Meeting Highlights | June 20

## ELECTIONS

Notice of Election District 4 | July 3  
Notice of Election District 6 | July 3  
Second Nominations Reminder District 4 | May 21  
Second Nominations Reminder District 6 | May 21  
Second Nominations Reminder District 7 | May 21  
Second Nominations Reminder District 4 | May 21  
Second Nominations Reminder District 6 | May 21  
Second Nominations Reminder District 7 | May 21

Board Elections District 4 | May 14  
Board Elections District 6 | May 14  
Board Elections District 7 | May 14

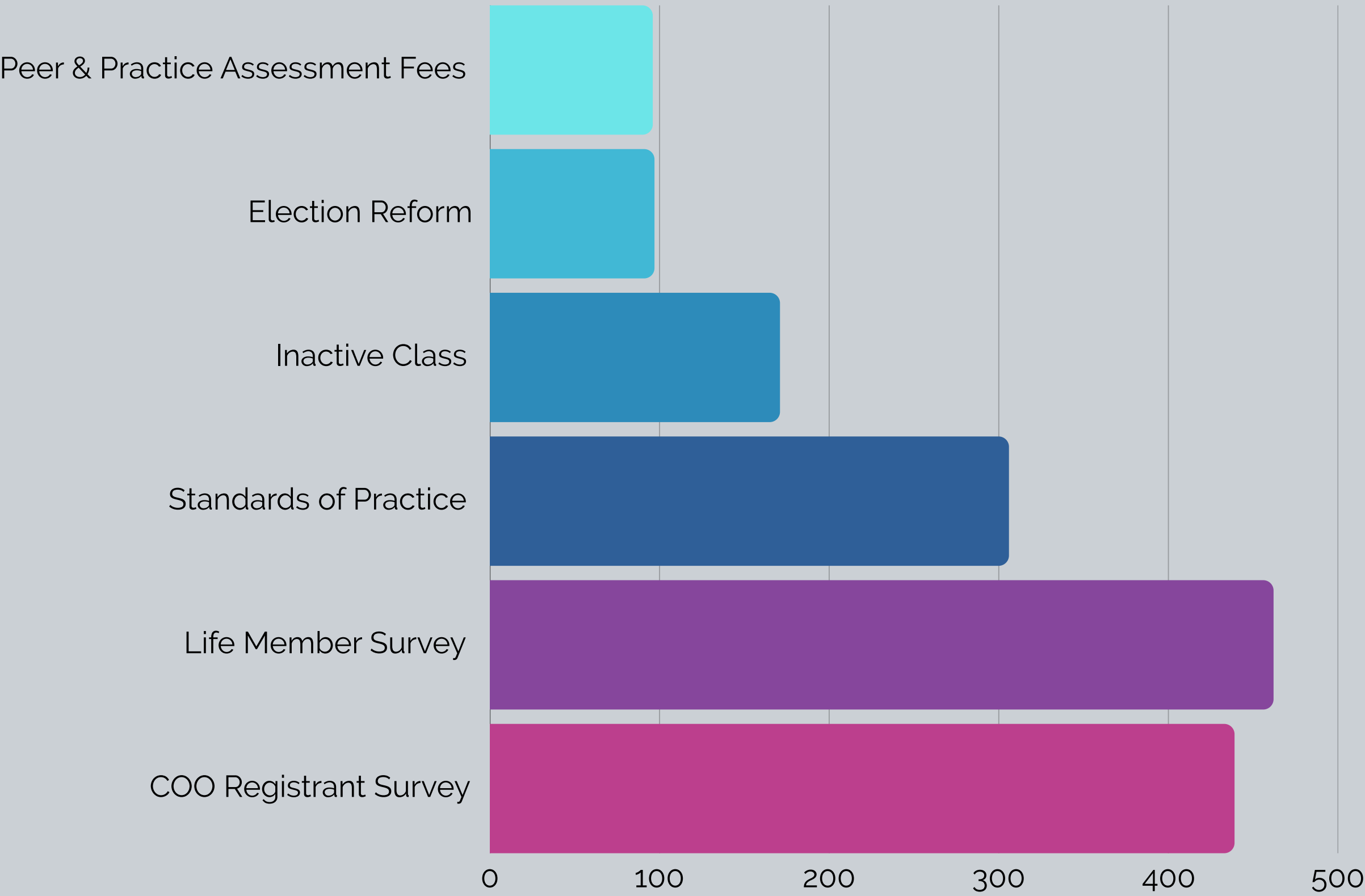
## FROM REGISTRATION

Notice of Revocation | July 2  
Final Revocation Reminder | June 24  
Last Chance to Join Inactive | June 18  
Suspended Under 3 Years | June 6  
Notice of Intent to Revoke | June 3  
Notice of Intent to Revoke | May 20

# CONSULTATION & FEEDBACK

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

RESPONSE RATES TO SURVEYS IN 2024 AND TO DATE IN 2025.





# *Let's get social!*

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

