

COMMUNICATIONS REPORT

October 2020 Report to The Board of
Directors

Report:

Emails to Registrants

Since the last Board meeting in July, the Communications department sent the following eblasts to registrants and stakeholders:

- News from the College August 7
- News from the College August 26
- COVID-19 Update 20, September 24, 2020

Google Ads Campaign

In an effort to increase public awareness, particularly in the areas of the public register and the public facing information on our website, we have engaged a Search Engine Optimization (SEO) consultant to run a Google ads campaign. Currently 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 page has been very successful with an above average click through rate so far. The ads have also resulted in 18 phone calls to our office. The ad campaign started on July 22 and will run for three months.

Social Media

In keeping with our strategic priority of public engagement, the COO continues to work with a social media consultant. Currently, the consultant is managing our presence on Facebook, Twitter, and Instagram with direction from senior staff.

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

Platform	Q2 2020 Followers	Q3 2020 Followers
Facebook	242	254
Twitter	63	63
Instagram	526	556

Platform	Engagements	Impressions
Facebook	578	9511
Twitter	79	7090
Instagram	285	4878

Engagement is defined as the total number of times a user interacted with a Tweet. Includes retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

Impressions are the number of times a tweet shows up in somebody's timeline. That means every time it's served up, it counts as an **impression**. Sure, you need **impressions** for someone to see your tweet, but an **impression** does not mean it was seen.

Submitted by:

Carolyn Robertson, Manager of Communications and Executive Office