

Communications Report

December 1 and 2, 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

- 711 followers, 0.9%  in Q3
- 144 posts in 2025



Instagram

- 903 followers, 2.1%  in Q3
- 144 posts in 2025



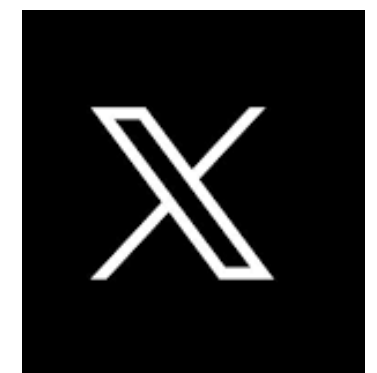
LinkedIn

- 1,674 followers 5.6%  in Q3
- 144 posts in 2025



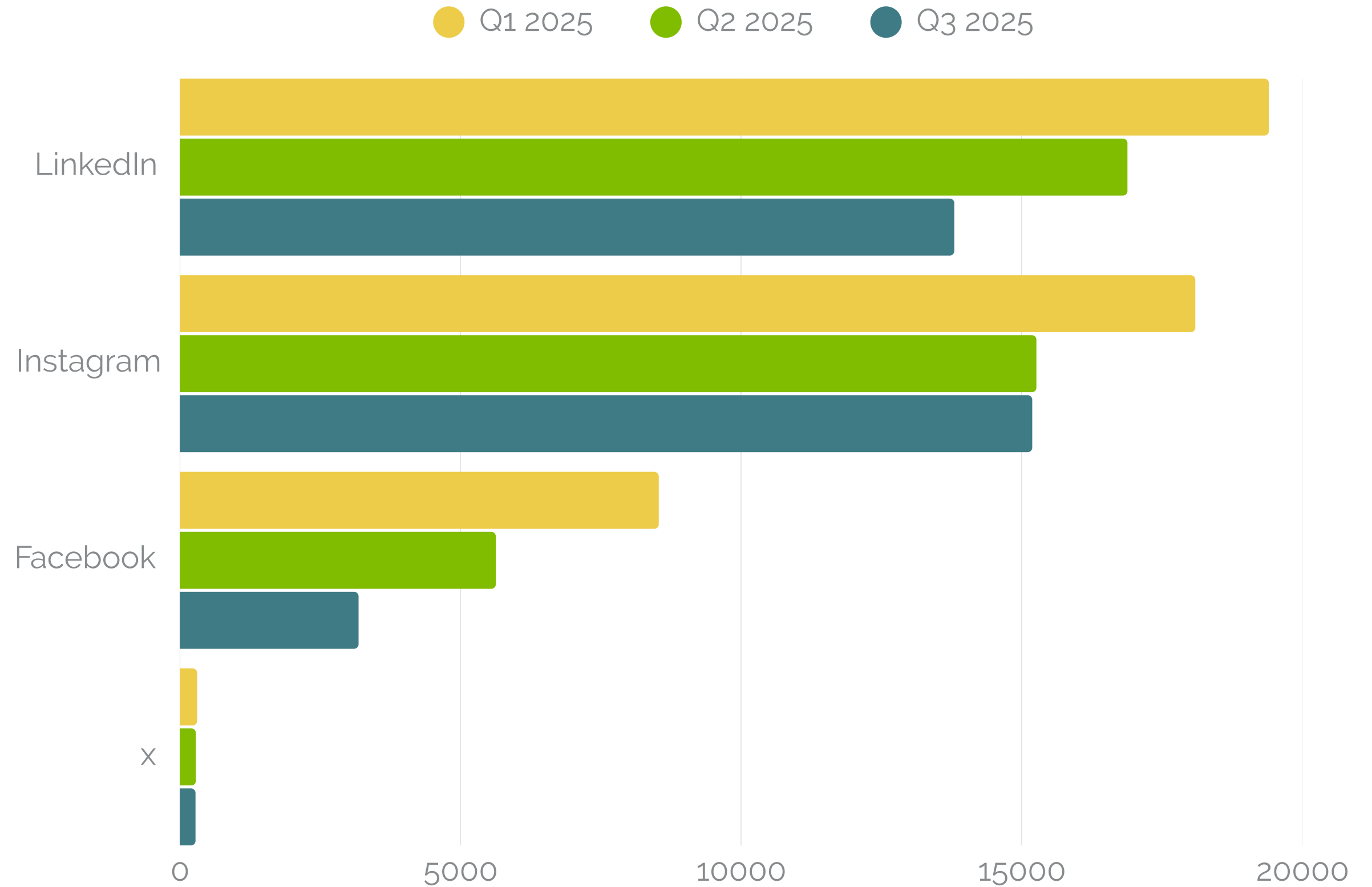
X

- 129 followers, 3.8%  in Q1
- 144 posts in 2025



IMPRESSIONS

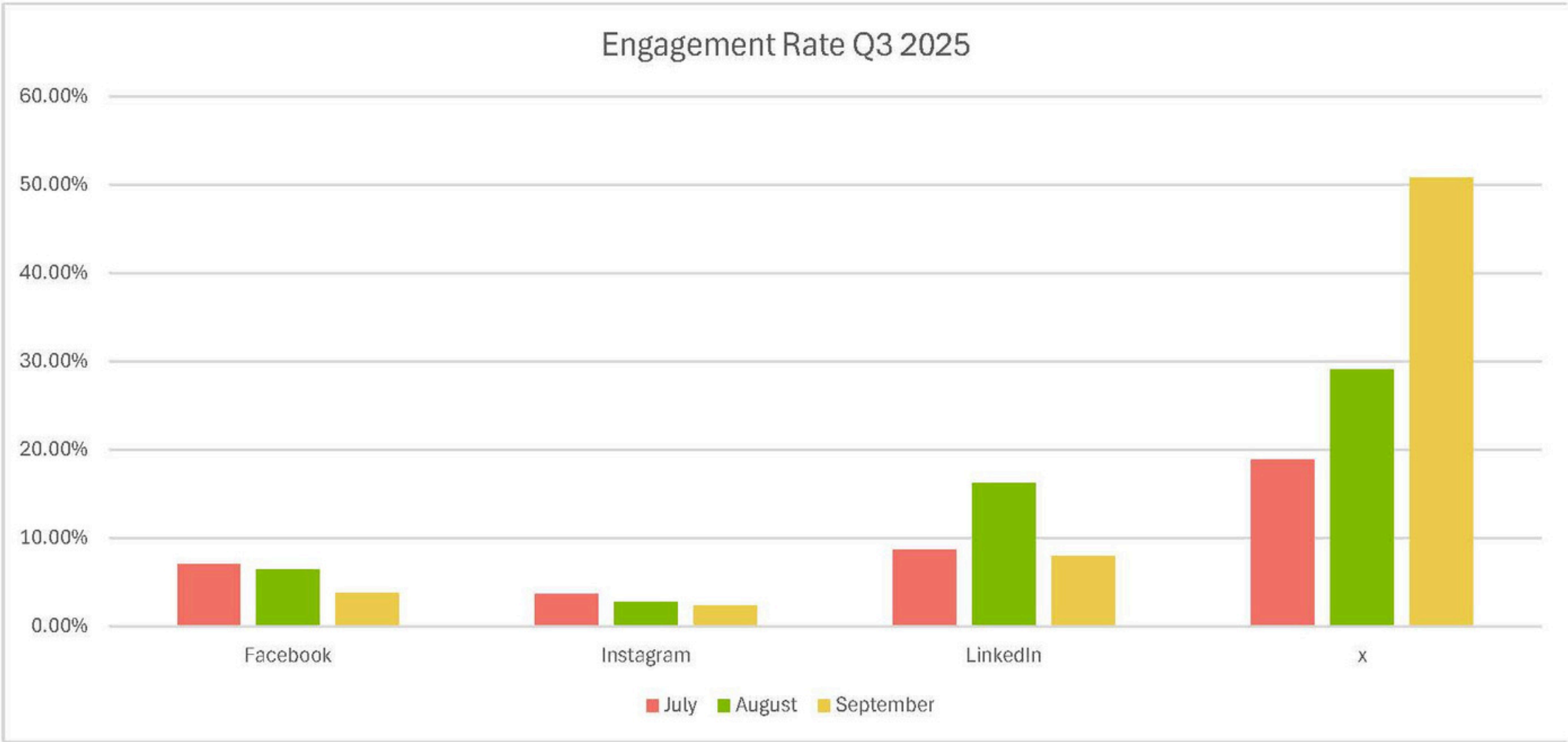
Impressions are the number of times content was displayed or seen, regardless of whether the user interacted with it or not. An impression is counted every time a piece of content, like a post or article, appears in a user's feed.



ENGAGEMENT RATE Q3 2025

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.)



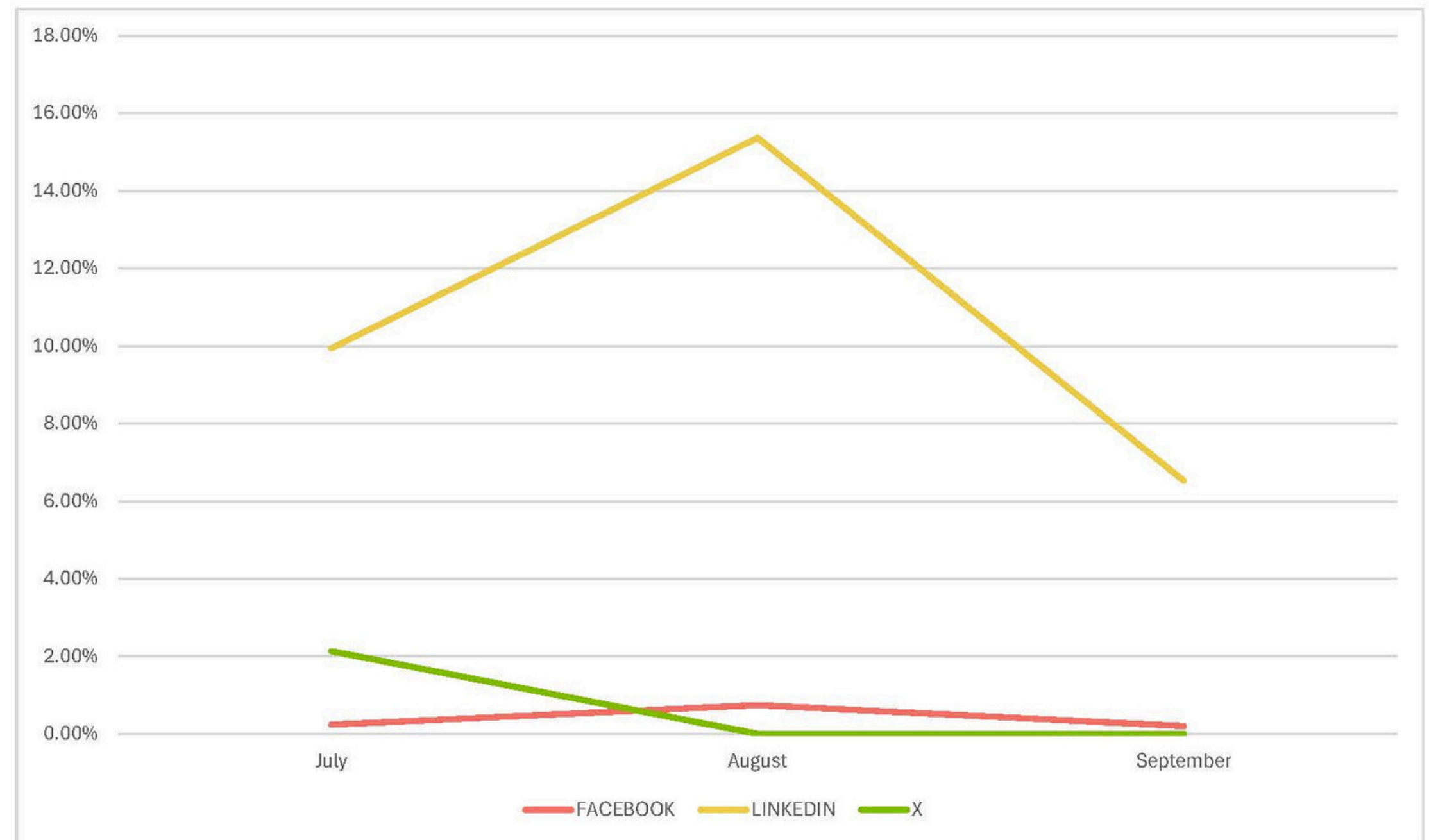
BENCHMARK PROVIDED FOR
COMPARISON WITH OTHER
INDUSTRIES:
Source: Hootsuite

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 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.

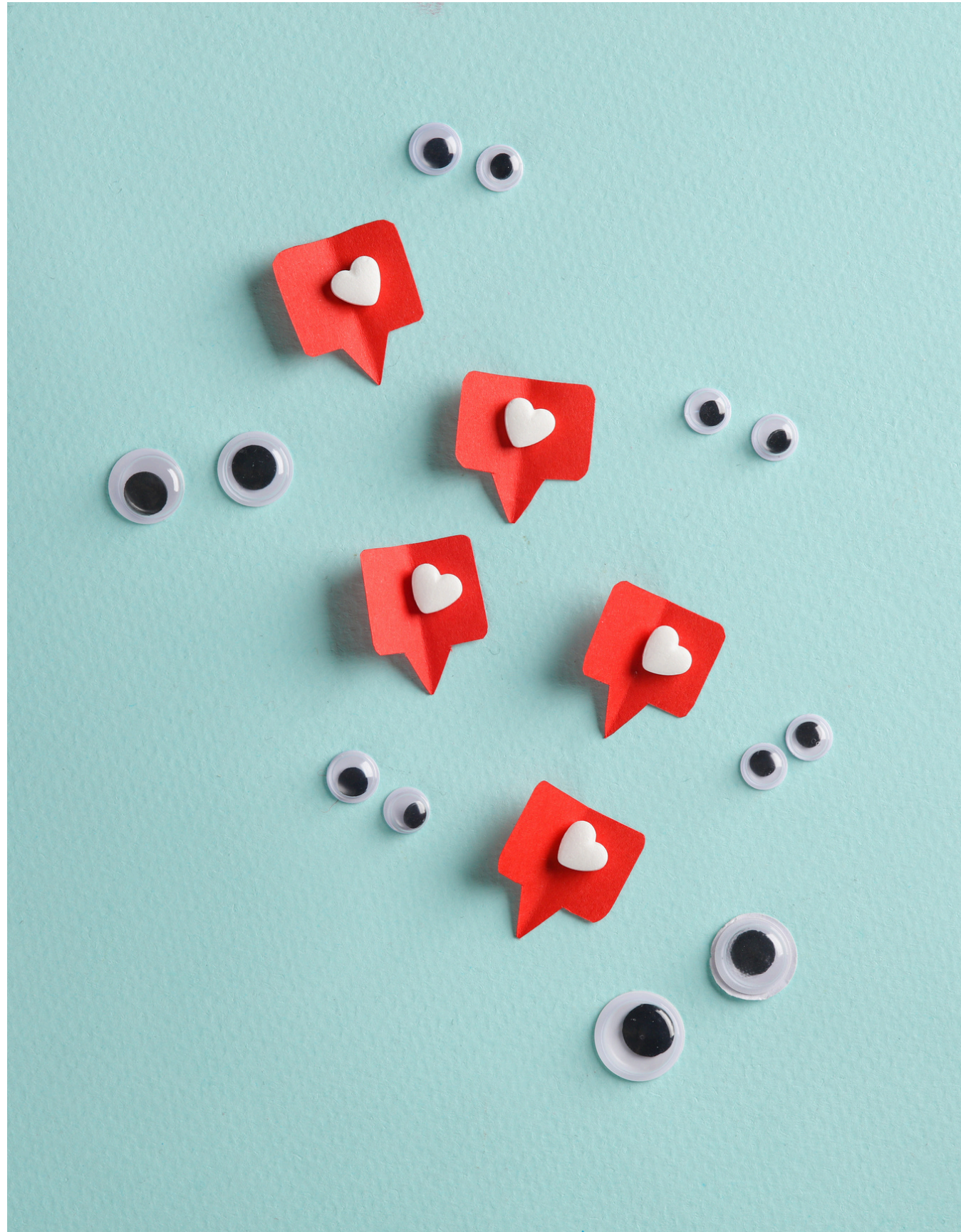




PUBLIC & REGISTRANT ENGAGEMENT

COO staff attended the following events:

- October 4, 2025: OOA Trade Show, London
- November 8, 2025: Seneca Student Night
- November 9: OOA Trade Show, Richmond Hill
- November 23: Health and Wellness Expo, Toronto



Social Media Campaigns

TOP PERFORMING CONTENT

THE FOLLOWING PAGES FEATURE A SOCIAL MEDIA CAMPAIGN TARGETING REGISTRANTS WHICH FOCUSED ON THE SPOUSAL EXCEPTION, FOLLOWED BY TOP PERFORMING CONTENT, BROKEN DOWN INTO THREE MAIN CATEGORIES: EDUCATING THE PUBLIC, NEWS FROM THE COLLEGE, AND PRACTICE SUPPORT.

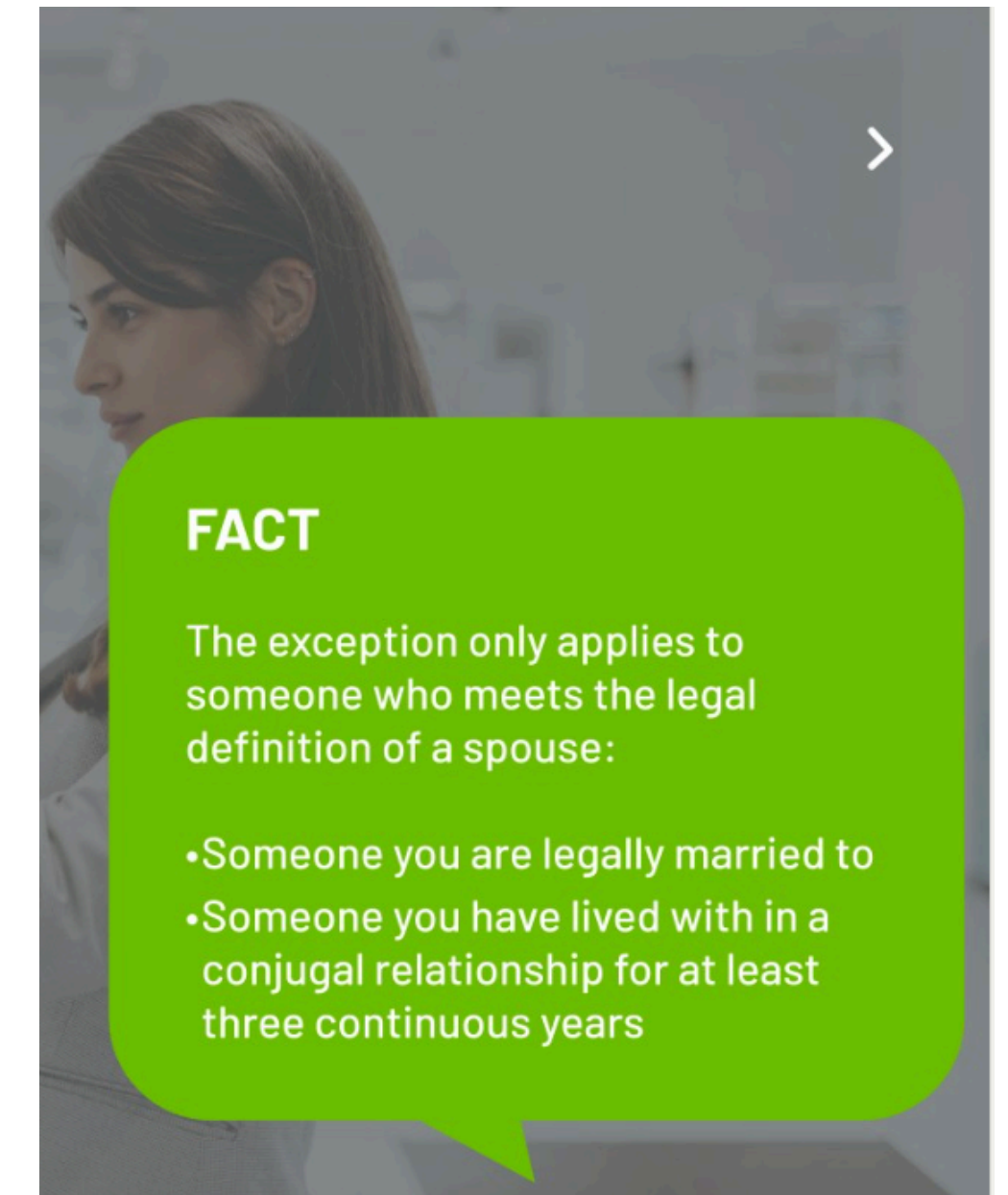
REGULATION AMENDMENT — SPOUSAL EXCEPTION

About the Spousal Exception

The College's amended General Regulation creates a "spousal exception" for Registered Opticians. As a result of the August 29 amendment, it is no longer automatically considered sexual abuse for a Registered Optician to treat their spouse. This does not mean opticians should treat their spouse as doing so can blur the lines between personal and professional relationships, leading to complicated situations.

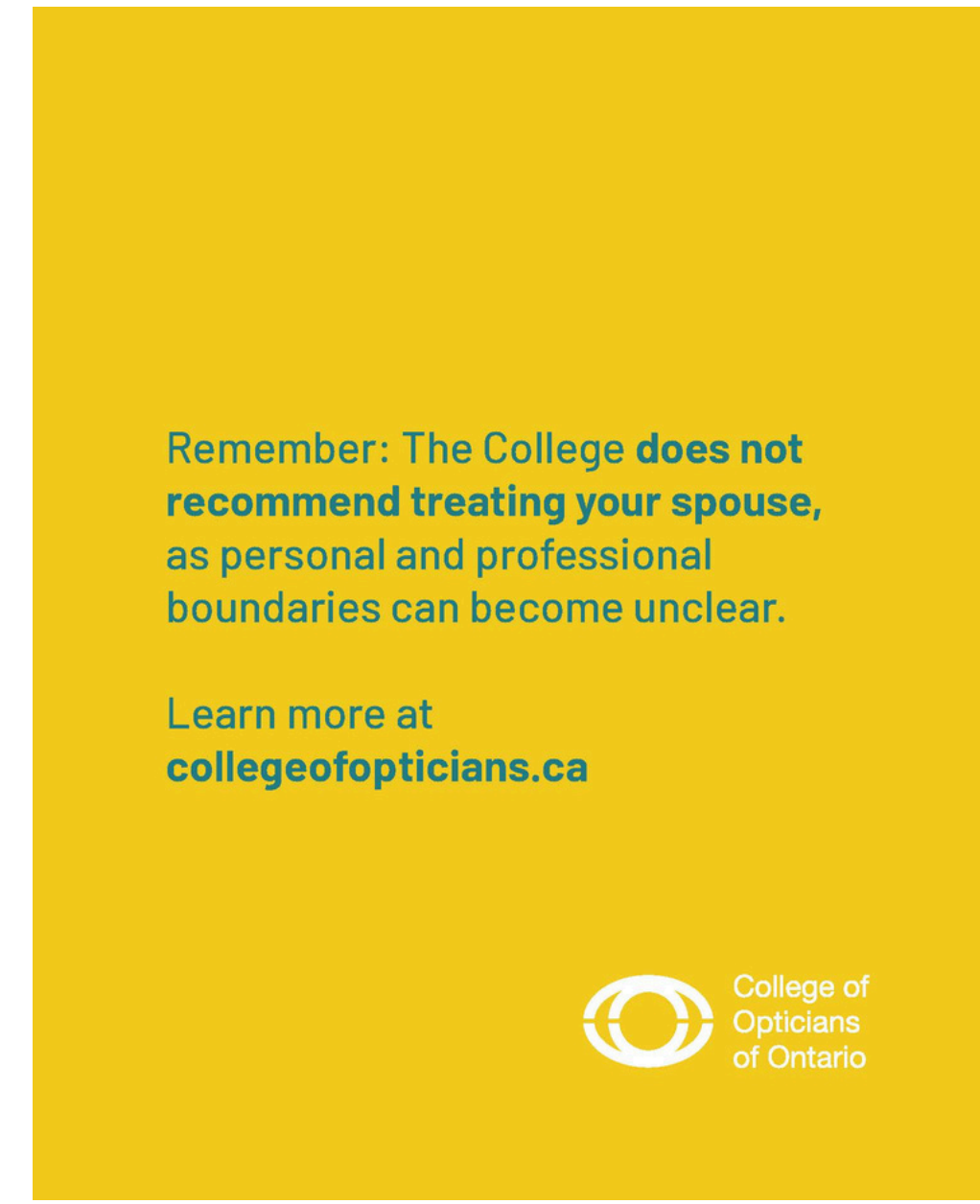
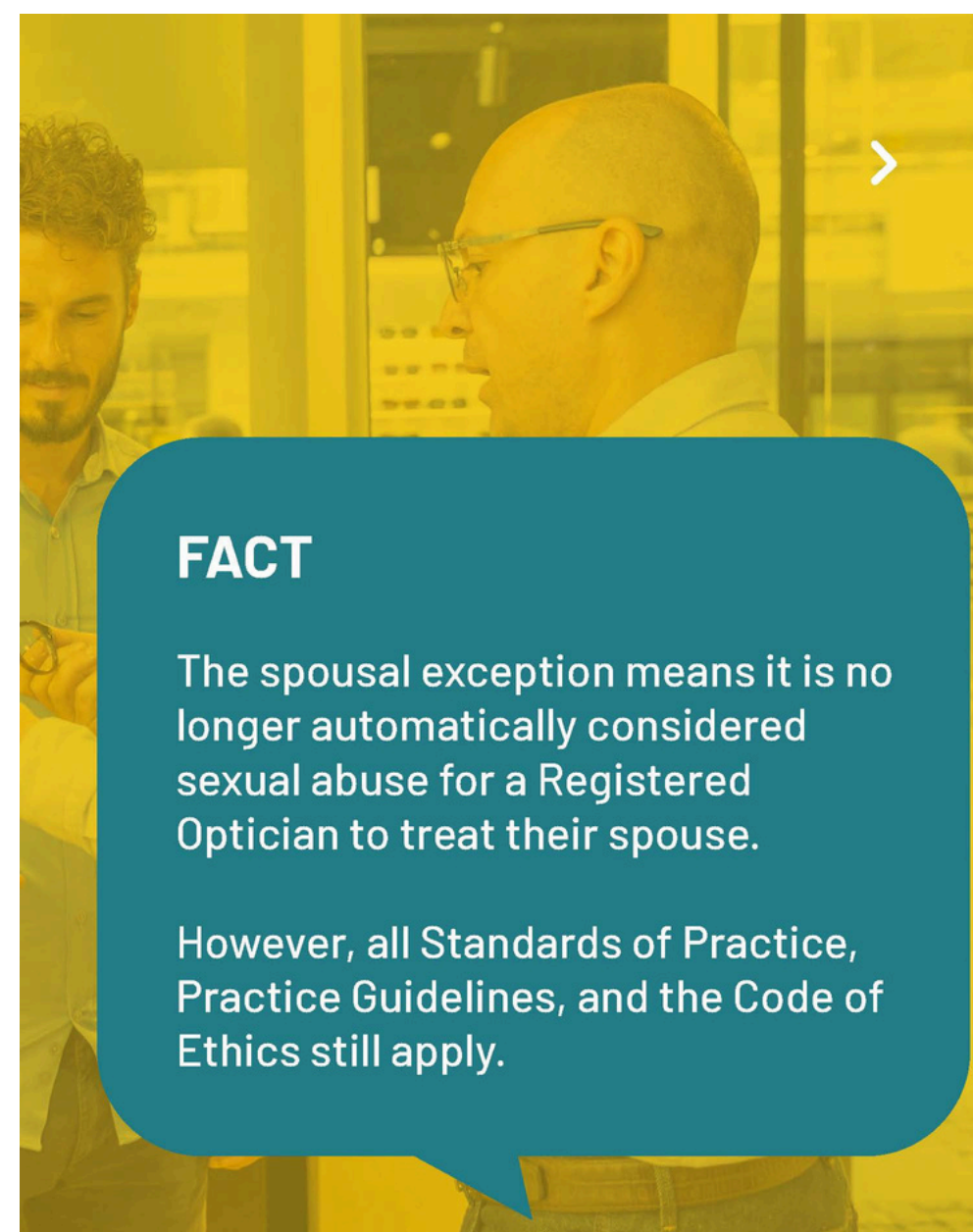
Communicating the Changes

To communicate these changes to registrants and help everyone understand the nuances of the situation, we update the website, including FAQ's, a banner on the website home page, so registrants can easily find the information and sent out an eblast. We also did a series of social media posts, including the one below and on the next few pages.



SHARED ON LINKEDIN ON NOVEMBER 20, CLICK [HERE](#).TO SEE IT.THIS POST HAD A VERY STRONG CLICK THROUGH RATE AT 40.31%. 154 CLICKS ON THE LINK, NOTABLY HIGHER THAN AVERAGE ACROSS ALL SECTORS ON LINKEDIN.

REGULATION AMENDMENT — SPOUSAL EXCEPTION



SHARED ON INSTAGRAM ON NOVEMBER 13, CLICK [HERE](#).TO SEE IT.

SPOUSAL EXCEPTION SOCIAL MEDIA POST

UPDATE ON SPOUSAL TREATMENT

What Registered Opticians need to know.



WHAT HAS CHANGED

It's no longer automatically considered sexual abuse for a Registered Optician to treat their spouse if the person meets the legal definition of spouse.

WHAT HASN'T CHANGED

It continues to be sexual abuse for a Registered Optician to treat a sexual partner who is not their spouse.

REMEMBER

This doesn't mean that you should treat your spouse.

As a general rule, we do not recommend that you treat your spouse, family members, or friends, as personal and professional boundaries can become blurred.

YOUR PROFESSIONAL OBLIGATIONS

Always follow all requirements under the Standards of Practice, Practice Guidelines and Code of Ethics.

Visit collegeofopticians.ca
to learn more.



SHARED ON INSTAGRAM ON OCTOBER 7, CLICK [HERE](#) TO SEE IT.

EDUCATING THE PUBLIC

In line with our strategic priority of providing patients with access to resources and information on the role of registered opticians as healthcare providers, we continue to post content on this topic. Below are some of the top performing posts focused on educating the public.

TOP PERFORMING INSTAGRAM POSTS

[Seeing an optician is about more than picking frames](#) | 712 impressions

[Opticians, optometrists, and ophthalmologists](#) | 584 impressions

[What to expect when you visit an optician](#) | 491 impressions

TOP PERFORMING LINKEDIN POSTS

[What to expect when you visit an optician](#) | 820 impressions

[Behind the lenses](#) | 587 impressions

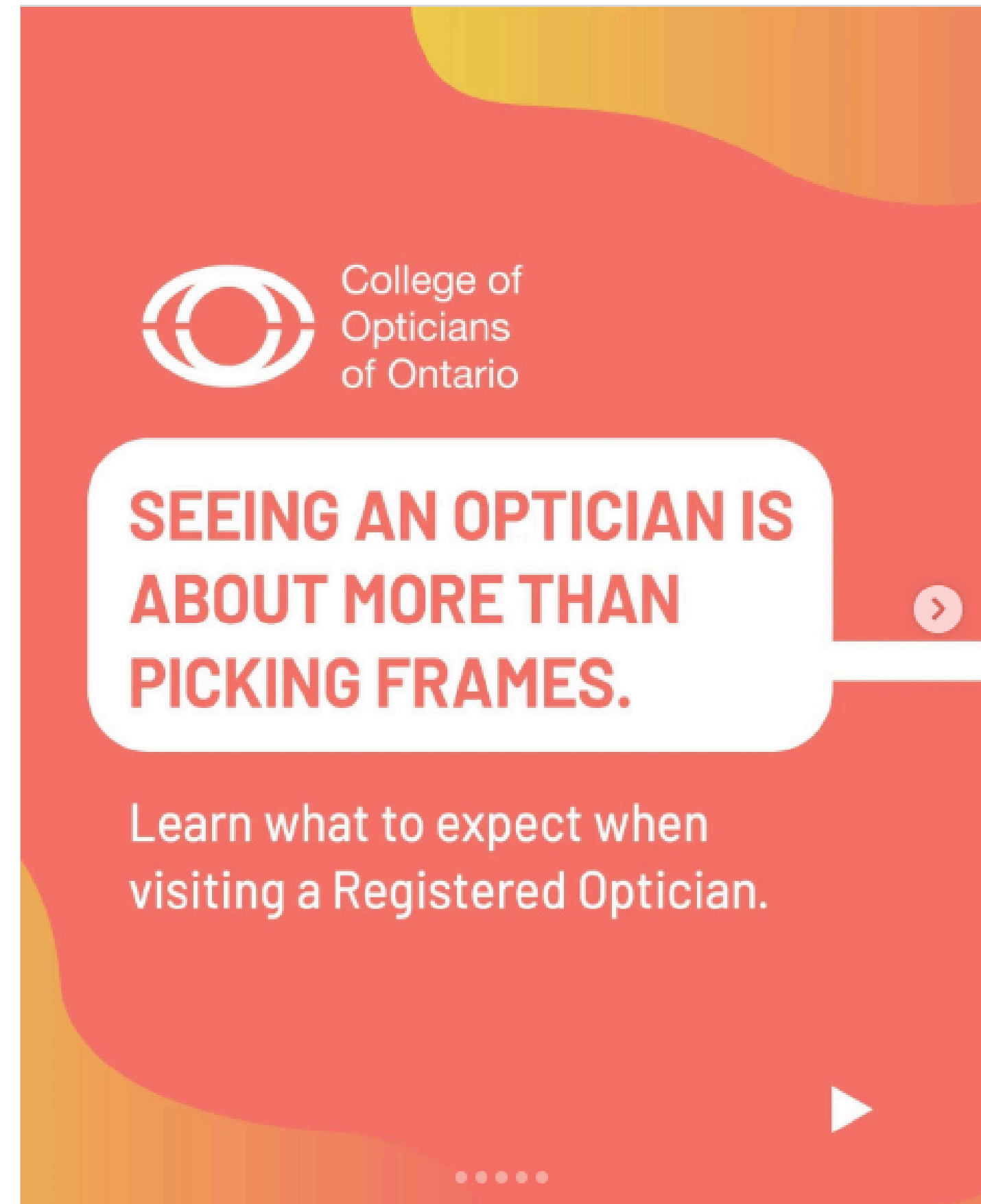
[Seeing an optician is about more than picking frames](#) | 497 impressions

TOP PERFORMING FACEBOOK POSTS

[UV Safety Awareness month](#) | 111 impressions

TOP PERFORMING X POSTS

[Behind the lenses](#) | 13 impressions



[WHAT TO EXPECT WHEN YOU VISIT AN OPTICIAN](#) | 712 IMPRESSIONS

NEWS FROM THE COLLEGE

Below is a list of top performing content focused on keeping registrants, student opticians, and Interns informed.

TOP PERFORMING FACEBOOK POSTS

[Writing the NACOR Exam in September](#) | 117 impressions

[Legacy retired optician program](#) | 96 impressions

[Professional appointed member opportunities](#) | 96 impressions

TOP PERFORMING INSTAGRAM POSTS

[Legacy retired optician program](#) | 328 impressions

[Focus on: Ottawa Conference and Tradeshow](#) | 395 impressions

TOP PERFORMING LINKEDIN POSTS

[Legacy Retired Optician program](#) | 642 impressions

[Passed the NACOR exam?](#) | 508 impressions

[Starting an opticianry program this fall](#) | 470 impressions

[Applying as a registered optician in Ontario](#) | 195 impressions

TOP PERFORMING X POSTS

[Becoming a registered optician in Ontario](#) | 13 impressions

THE NEW LEGACY RETIRED OPTICIAN PROGRAM

Recognizing long-serving opticians



LEGACY RETIRED OPTICIAN PROGRAM | 642 IMPRESSIONS

PRACTICE ADVICE

Recently, we have been sharing answers to frequently asked practice advice questions on social media. Below are some posts that received a lot of attention.

TOP PERFORMING LINKEDIN POSTS

[Rules about professional advertising](#) | 799 impressions

TOP PERFORMING INSTAGRAM POSTS

[Rules around professional advertising](#) | 252 impressions

TOP PERFORMING FACEBOOK POSTS

[Working in a multi-optician setting](#) | 82 impressions

[Is your patient struggling with their prescription?](#) | 82 impressions

[Rules around professional advertising](#) | 58 impressions

TOP PERFORMING X POSTS

[Earning CE hours during Summer](#) | 23 impressions

[Working in multi-optician settings](#) | 14 impressions



[RULES ABOUT PROFESSIONAL ADVERTISING](#) | 799 IMPRESSIONS

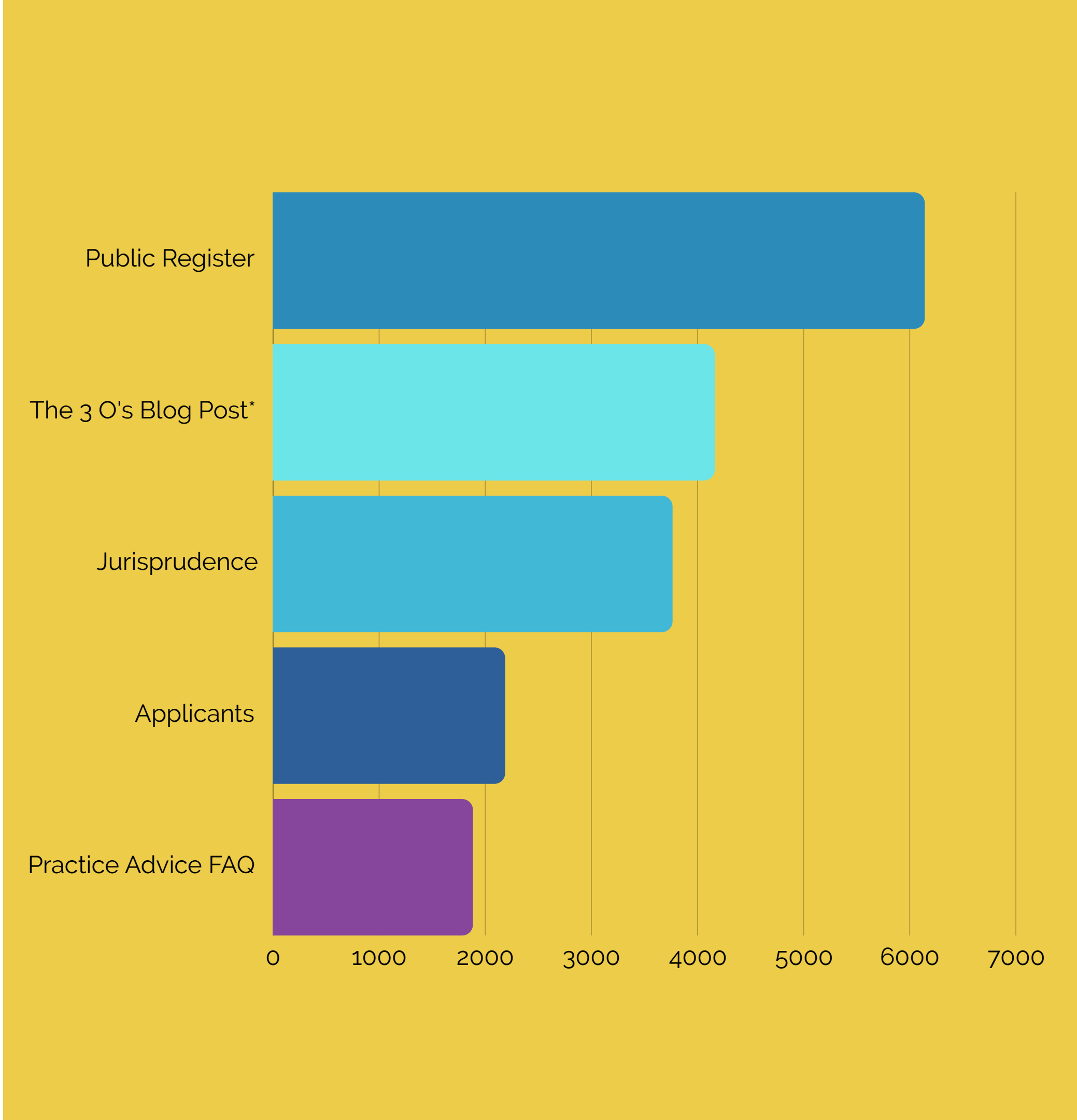


Website Traffic

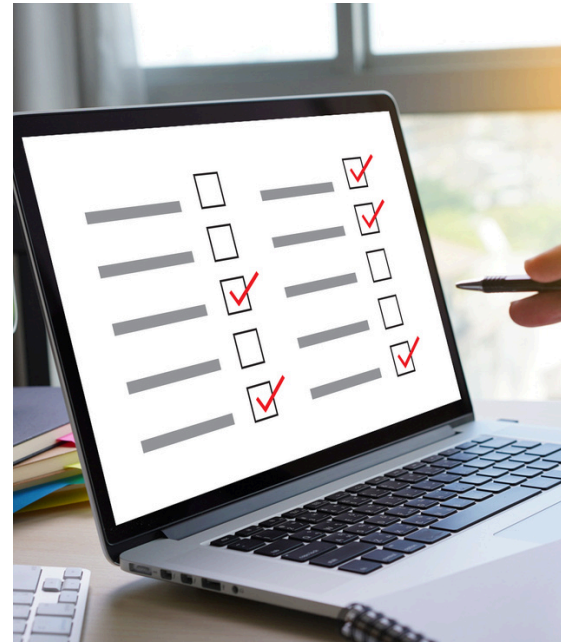
COLLEGE OF OPTICIANS.CA

The most visited landing pages from October 20, 2024, to October 20, 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



NEWS FROM THE COLLEGE

Standards of Practice Consultation | October 7

Equity Webinar Series | October 9

Reminder, Standards of Practice Consultation | October 15

Call for Appointed Members | October 17

Reminder: Call for Appointed Members | October 23

Ageism Webinar | October 24

Reminder Ageism Webinar | October 27

ELECTIONS

Voting is now Open in District 4 | September 29

Voting is now Open in District 6 | September 29

Reminder to Vote in District 4 | October 6

Reminder to Vote in District 6 | October 6

Second Reminder to Vote in District 4 | October 13

Second Reminder to Vote in District 6 | October 13

Election Results | October 15

BY-ELECTION

By-election call for nominations | November 5

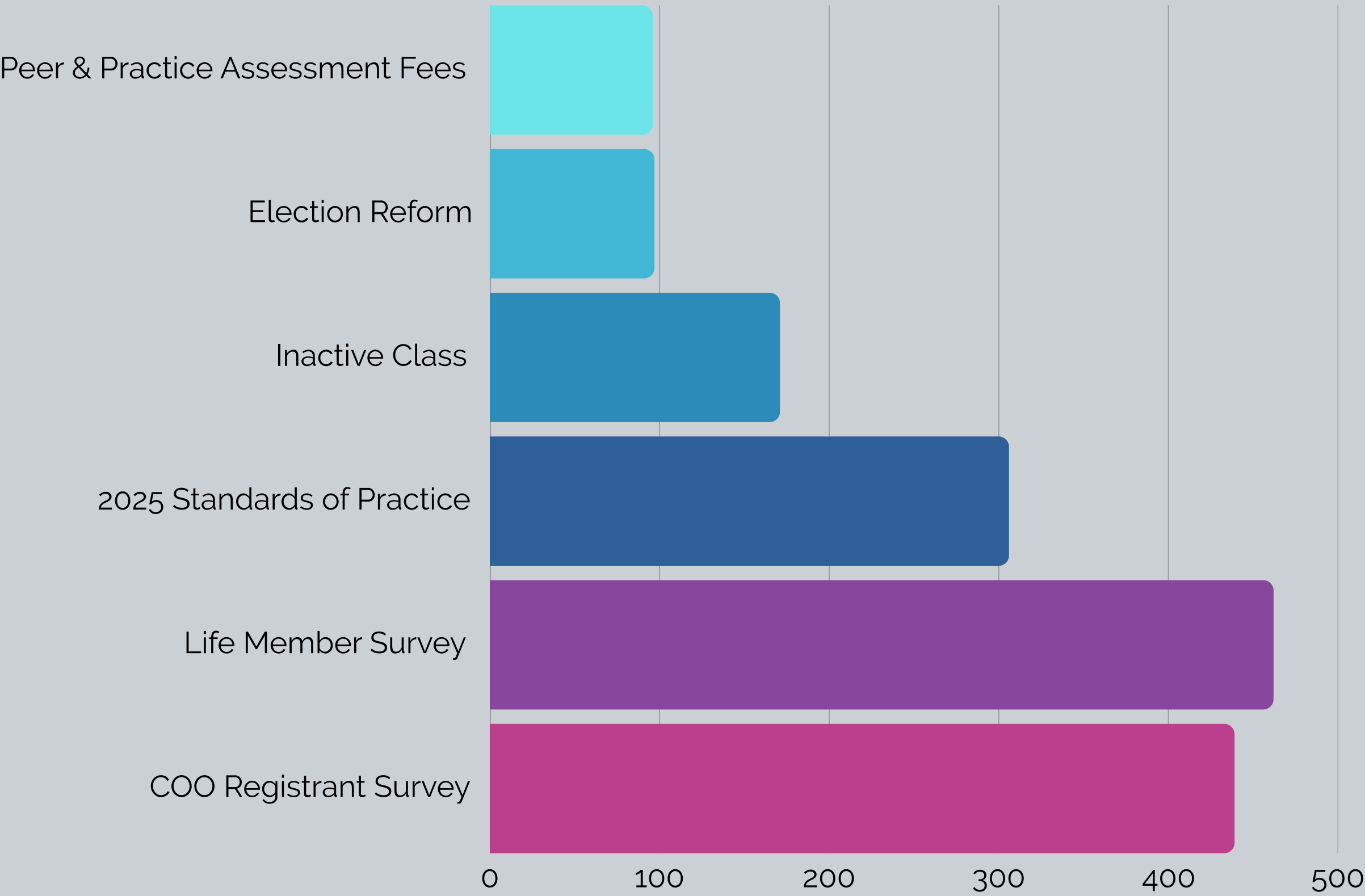
Reminder to submit your nomination | November 14

Second Reminder to submit your nomination | November 18

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

