

MARCH 3, 2025

Communications Report

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. As part of its strategic direction, the Board has directed that the College participate in external events and create social media content that support the registrant base as well as educating the public on the role of the College.

Highlights

For your consideration:

The report is divided into the following highlighted areas, giving examples of the type of communications efforts and by communications platforms.

- 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

- 690 followers
- 21 posts in 2025
- 26 posts in the last 90 days



Instagram

- 852 followers
- 16 posts in 2025
- 21 posts in the last 90 days



LinkedIn

- 1,459 followers
- 21 posts in 2025
- 26 posts in the last 90 days



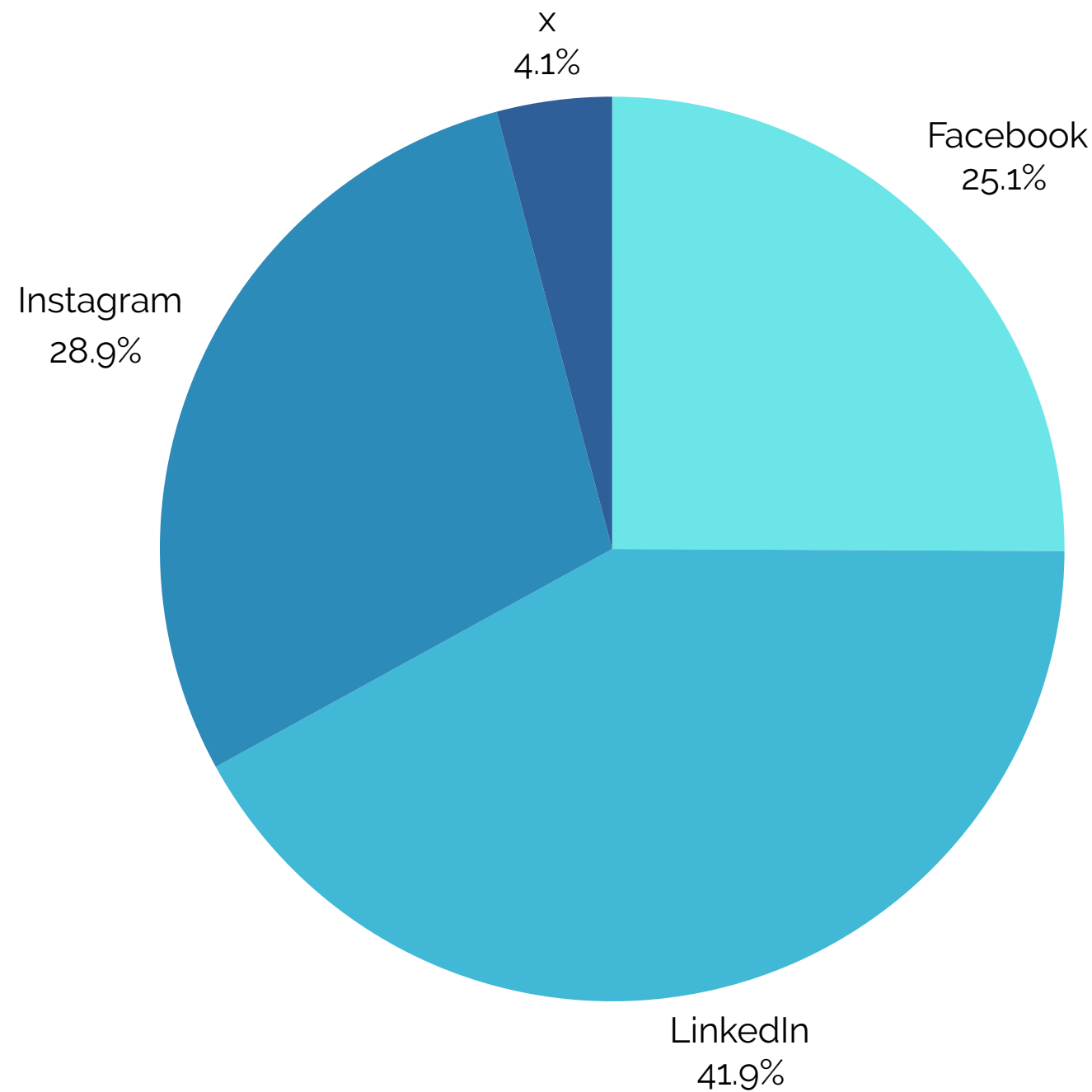
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- 117 followers
- 21 posts in 2025
- 26 posts in the last 90 days

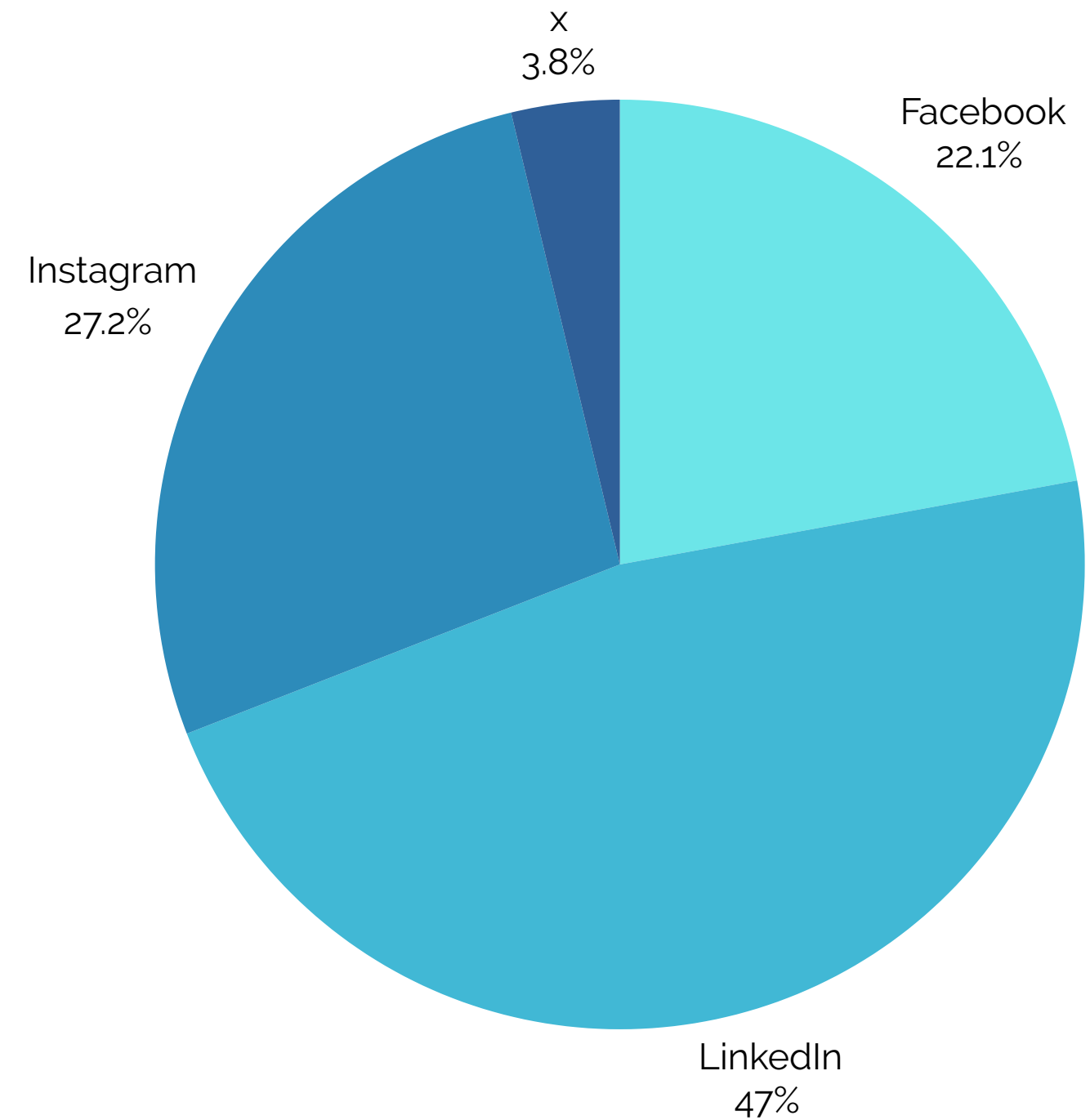


Followers - 2023 and 2024

In the last year, our linked in followers have increased by 32%.



2023 Followers

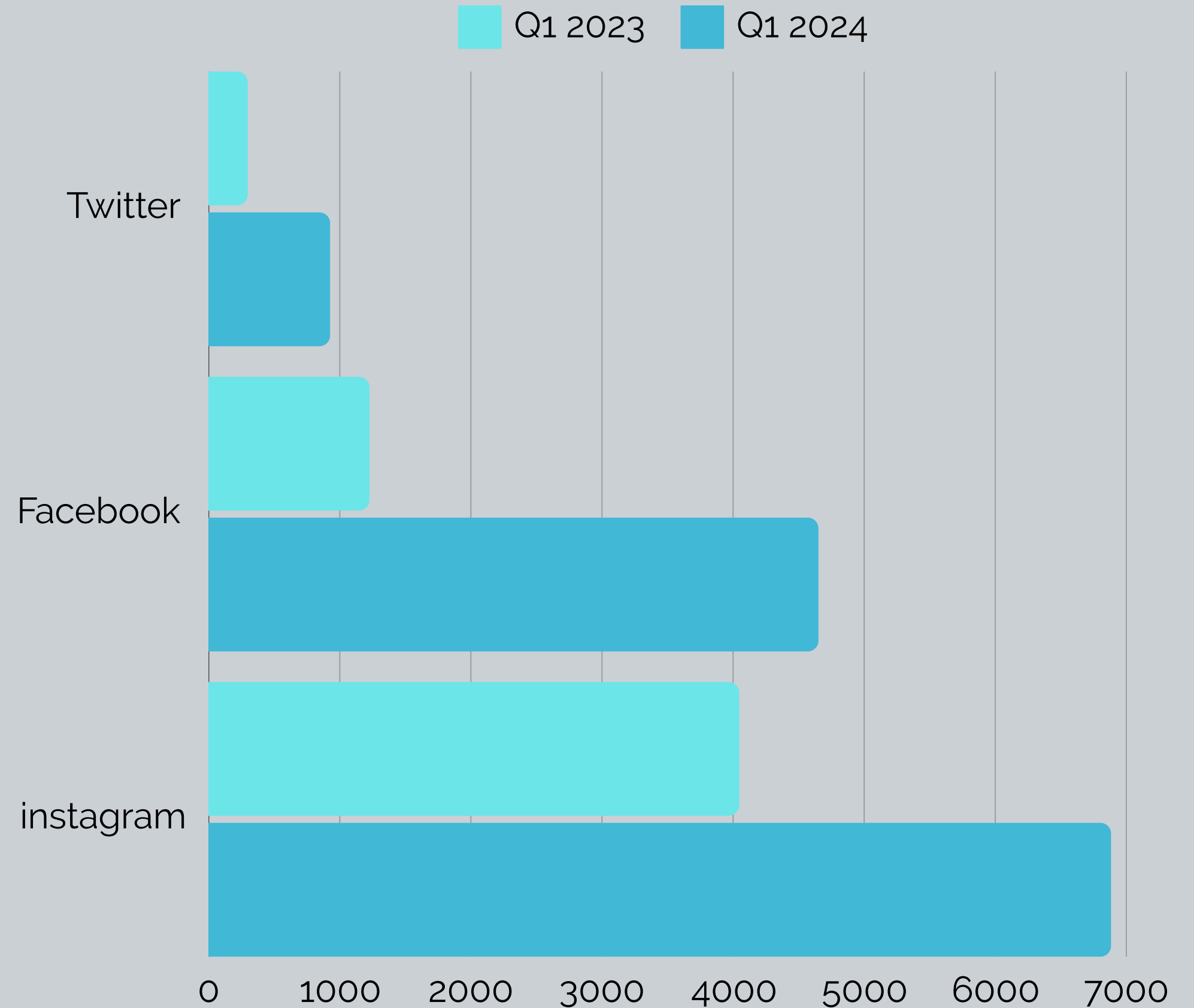


2024 Followers

Impressions

Q1 2024 VS Q1 2023

The number of times your content, whether a post or a story, was shown to users. Impressions are the total number of times your content could have been seen.

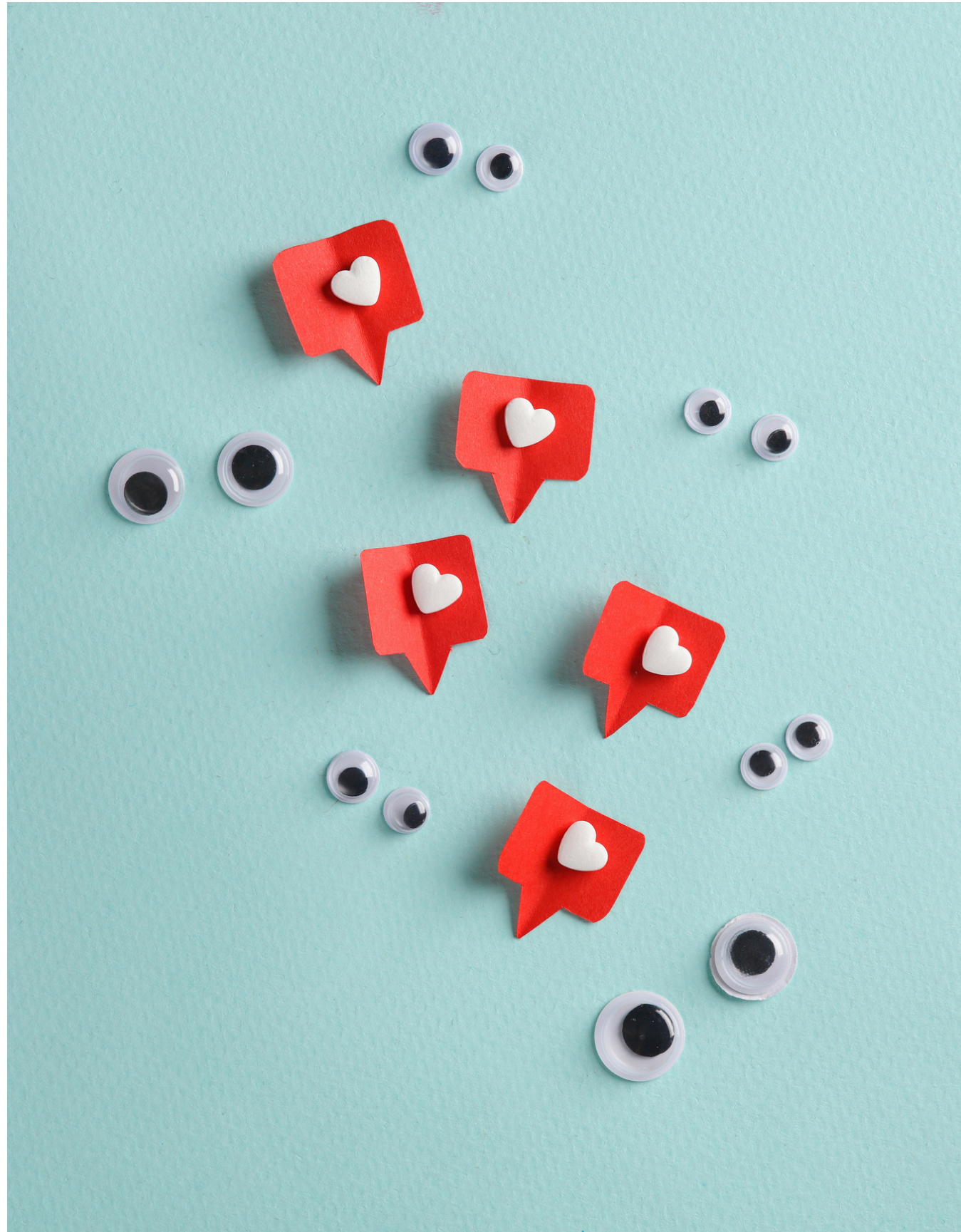




PUBLIC & REGISTRANT ENGAGEMENT

The COO is looking forward to the following events:

- March 11, 2025: Seneca Trade Show
- March 23, 2025: AOE Trade Show, Markham
- April 6, 2025: OOA Trade Show, Richmond Hill



Social Media Campaigns

EDUCATING THE PUBLIC ON THE ROLE OF OPTICIANS

The COO's public-facing social media campaigns educate patients on the role of registered opticians as health care providers and provide information about the role of the COO as a health care regulator. So far, in 2025 COO created 3 posts focusing on educating patients on the role of Registered Opticians.



THE ROLE OF THE COLLEGE

The COO continues to focus on educating the public on the role of the college as a healthcare regulator. So far in 2025, 1 post was about this topic.



UNAUTHORIZED PRACTICE


The COO's key messages included information about Unauthorized Practice, and educating the public about the complaints process.

WHO IS AUTHORIZED
TO DISPENSE
PRESCRIPTION
EYEWEAR IN
ONTARIO?




PRACTICE SUPPORT


Practice advice questions and answers are regularly featured on our social media. So far in 2025, 1 video covered this topic, Stay tuned because we have more planned during the year!




Practice Advice for Opticians



College of Opticians of Ontario

 collegeoptician
Original audio

 collegeoptician Opticians: Do you know your responsibilities when sharing patient files?

Patients have the right to access their personal health information. You may charge a reasonable cost-recovery fee when providing copies.

Stay informed to ensure you're continuing to meet your professional obligations. Learn more at collegeofopticians.ca.





Opticiens : Connaissez-vous vos responsabilités lorsque vous partagez des dossiers de patients?


Les patients ont le droit d'accéder à leurs informations de santé personnelles. Vous pouvez facturer des frais raisonnables pour couvrir les coûts lorsque vous fournissez des exemplaires.


Restez informé pour vous assurer de continuer à respecter vos obligations professionnelles. Pour en savoir plus, visitez : fr.collegeofopticians.ca

3w

[View insights](#) [Boost reel](#)

 Liked by collegeofots and 8 others
February 6

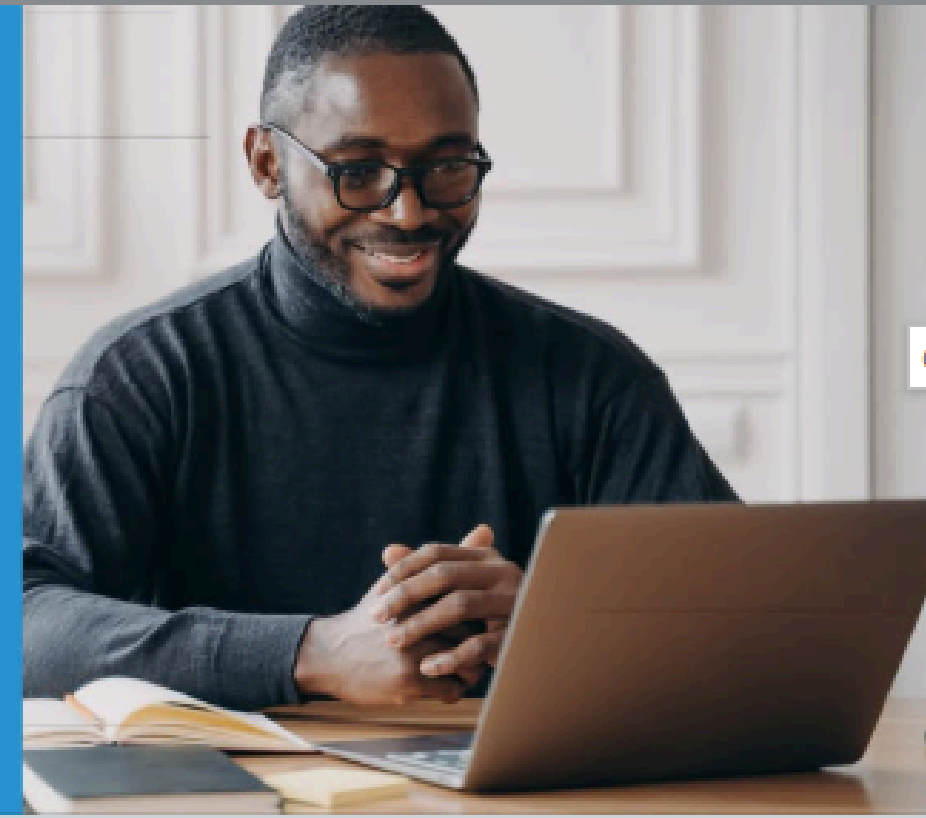
 Add a comment... [Post](#)

NEWS FROM THE COLLEGE

We regularly post updates on social media reminding registrants to complete their renewal, complete their CE before the deadline, and share other important information that affects their registration.

READY TO
ADVANCE YOUR
CAREER IN 2025?

Complete your
Competency
Self-Assessment



SHARE YOUR FEEDBACK

Life Member designation
consultation

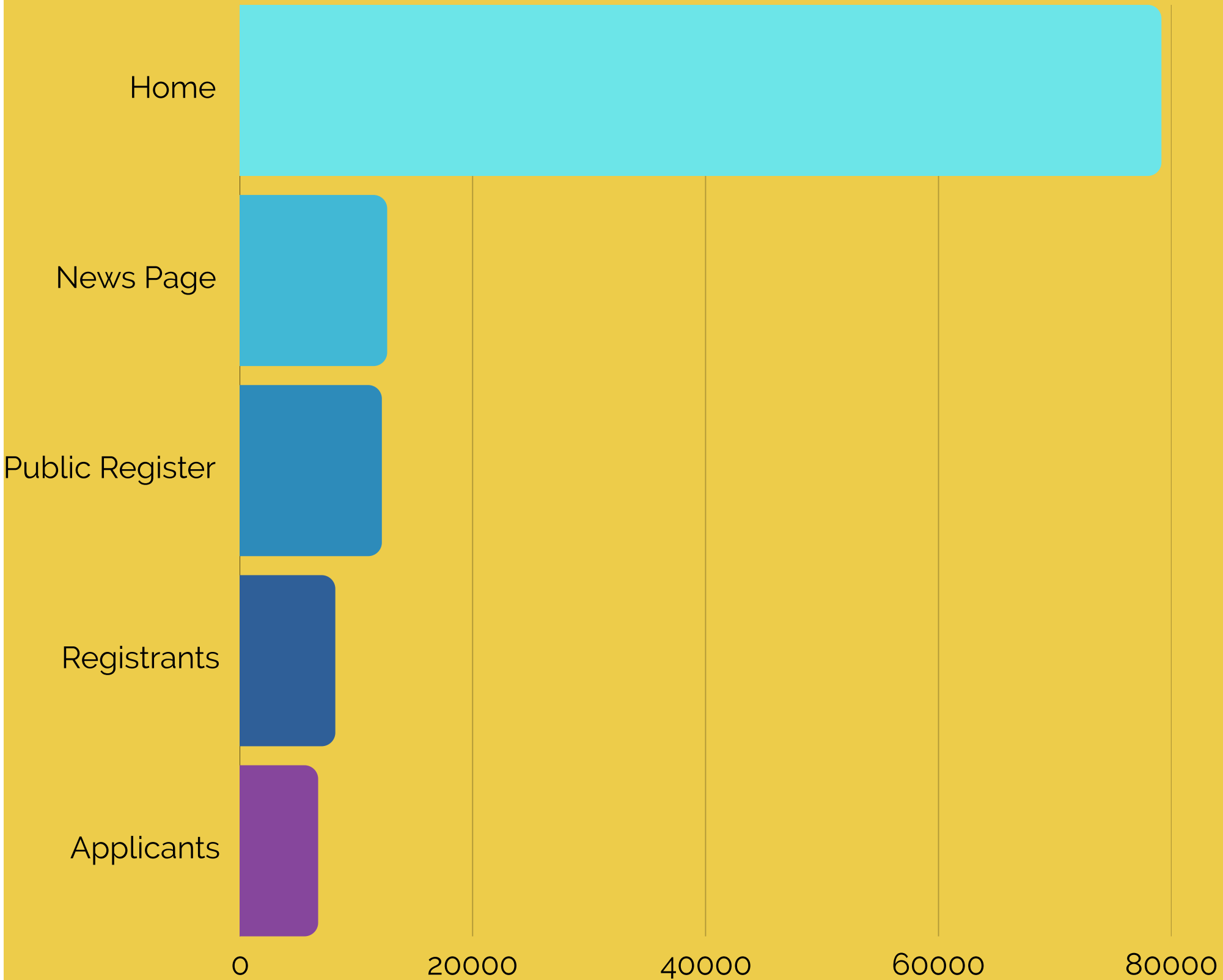




Website Traffic

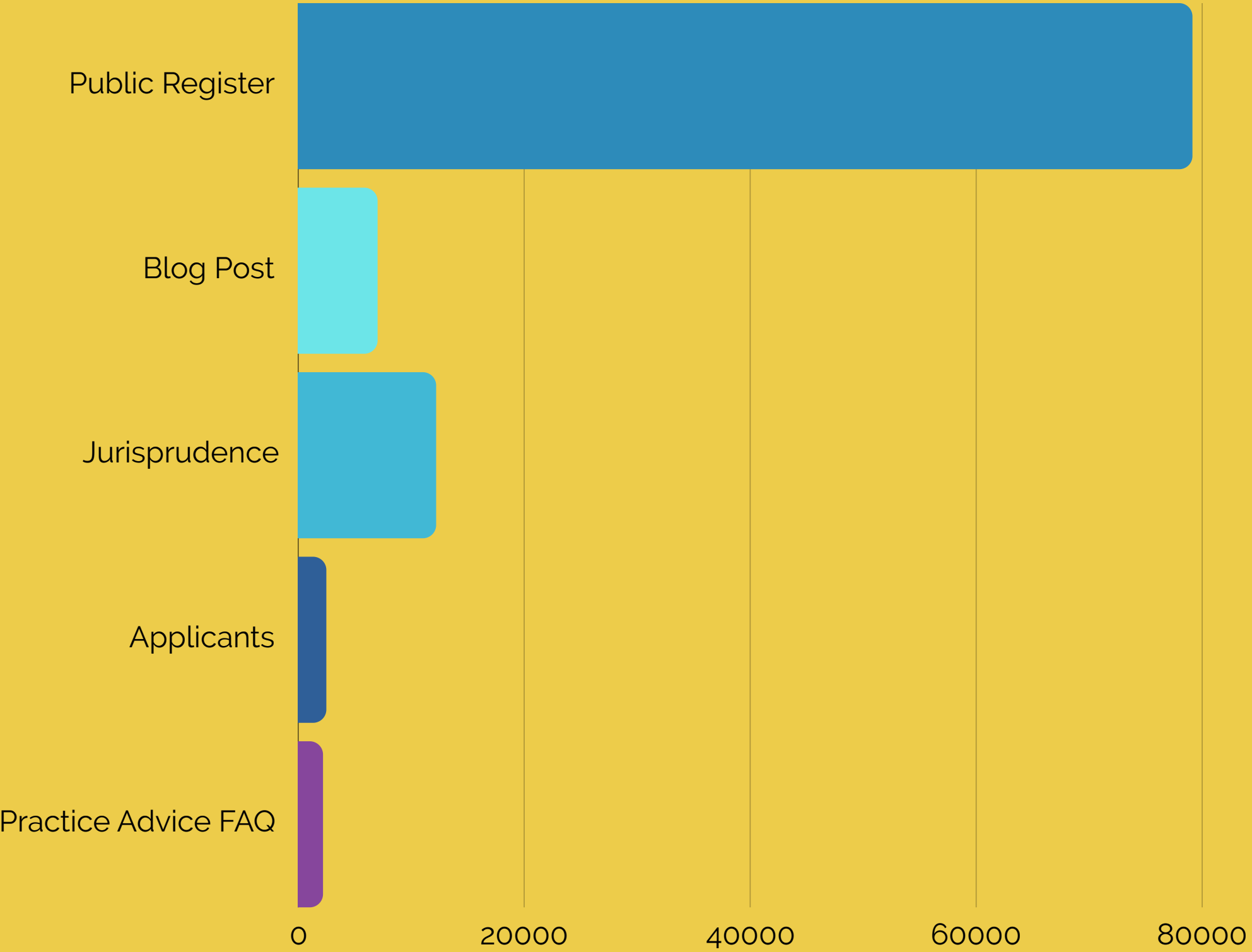
COLLEGEOPTICIANS.CA

The bar chart on the rights shows the most visited webpages over the last year from February 2024 to February 2025.



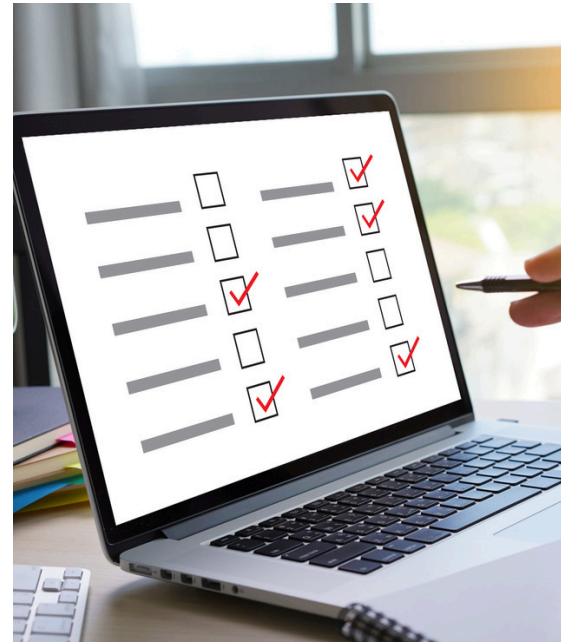
COLLEGEOPTICIANS.CA

The bar chart on the right shows the most visited landing pages from February 2024 to February 2025.



EBLASTS

Since the last report we have been busy! 11 eblasts were sent to registrants and system partners.



System Partner Consultations

- Life member survey and reminder
- Registrant Survey and reminder
- Registrant focus group invite

Registration Updates

- Badge Delivery update

News from the Collge

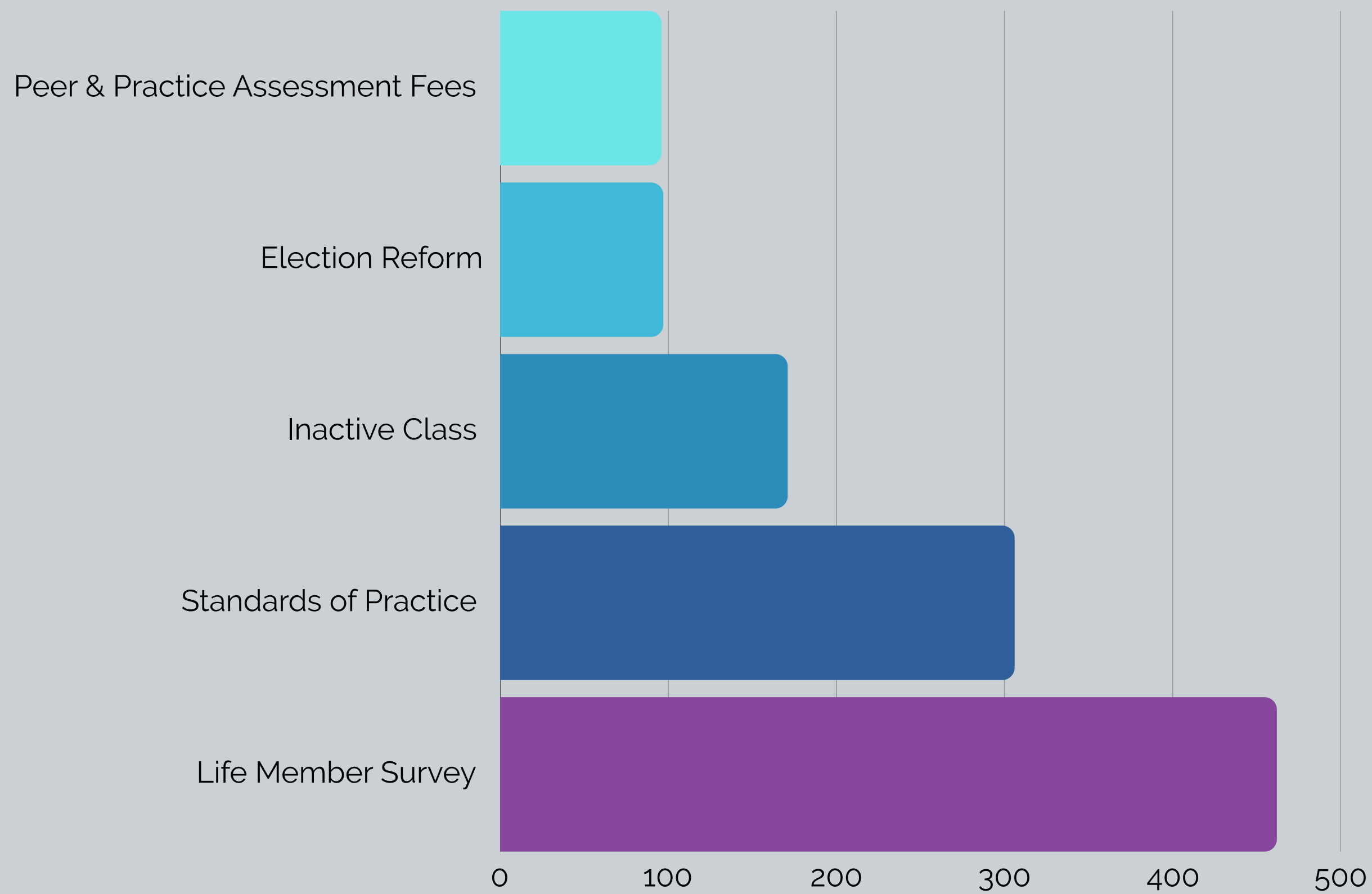
- December Board Highlights

Quality Assurance

- Notification Regarding Incomplete Portfolios
- 2024 CE Summary
- Email Regarding Missing Certificates

CONSULTATION & FEEDBACK

The bar chart on the left shows response rates to surveys in 2024 and to date in 2025.



Let's get social!

**IF YOU ARE NOT ALREADY FOLLOWING US ON
SOCIAL MEDIA YOU CAN FIND US:**



On Instagram @
collegeoptician



On Facebook @
College of Opticians of Ontario



On x @
@CollegeOptician



On LinkedIn @
@CollegeOptician

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