



# Communications Report

June, 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

- 710 followers 0.56% in Q1
- 68 posts in 2026



## Instagram

- 935 followers 2.6% in Q1
- 68 posts in 2026



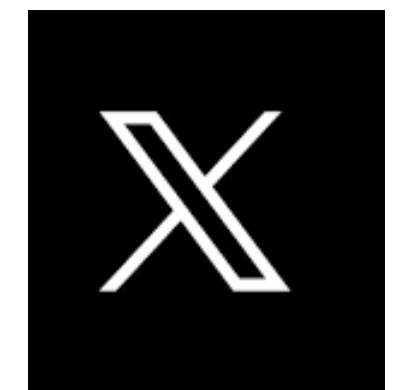
## LinkedIn

- 1,751 followers 2.8% in Q1
- 69 posts in 2026



## X

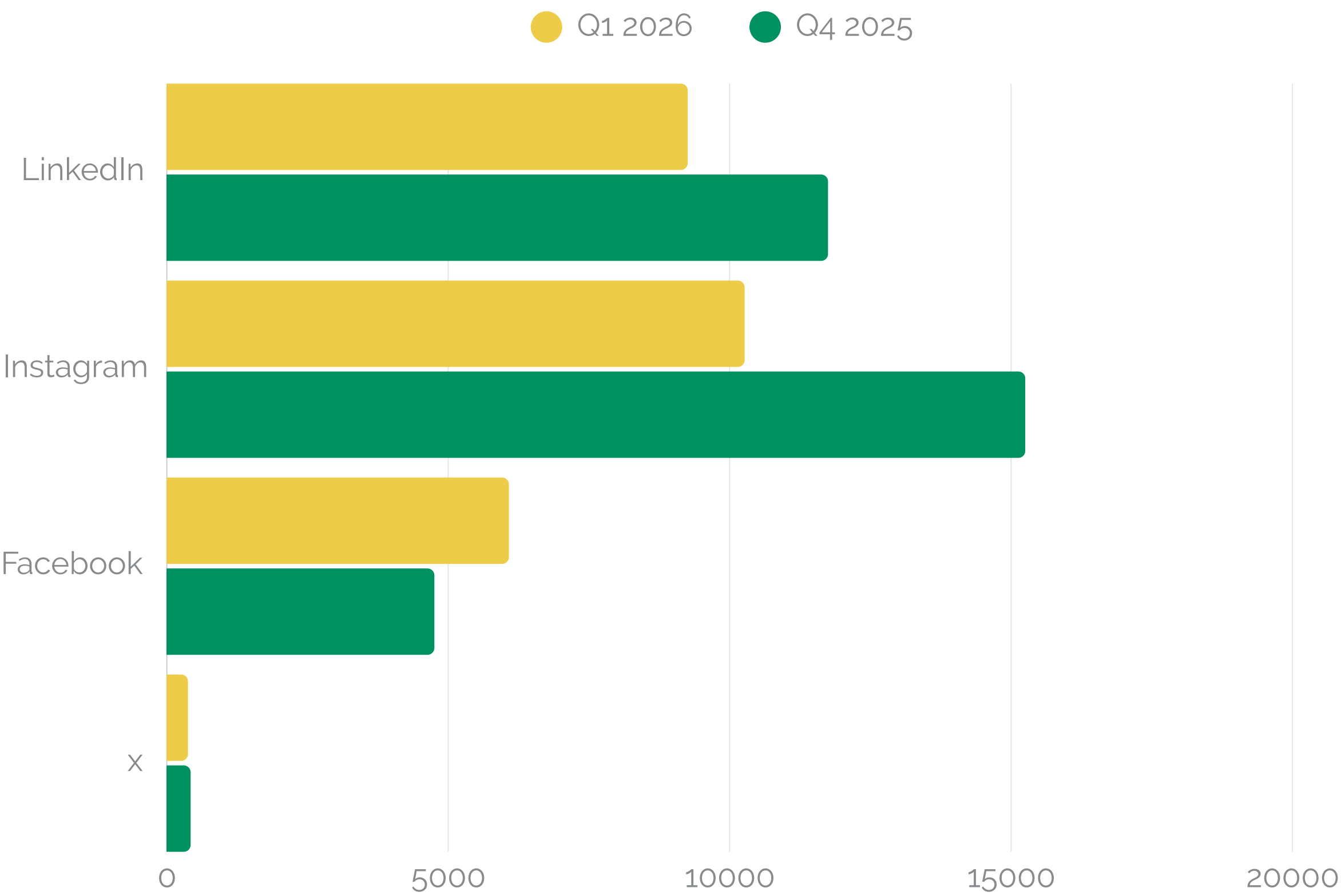
- 128 followers 0.78% in Q1
- 68 posts in 2025





# IMPRESSIONS

#OF TIMES  
CONTENT  
WAS  
DISPLAYED





# ENGAGEMENT RATE Q1 2026

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

## COO Average Engagement Rates

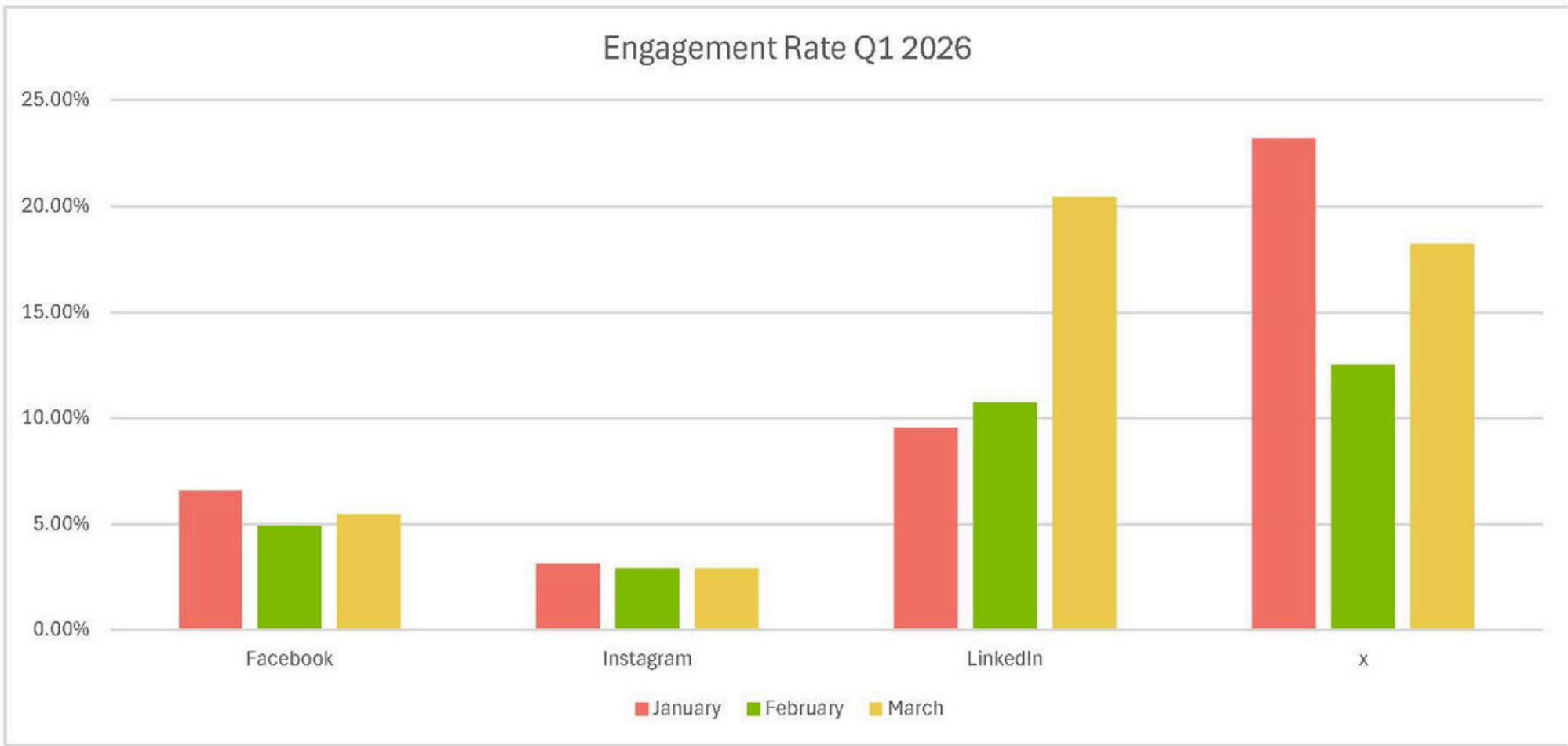
Facebook: 5.8%

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%

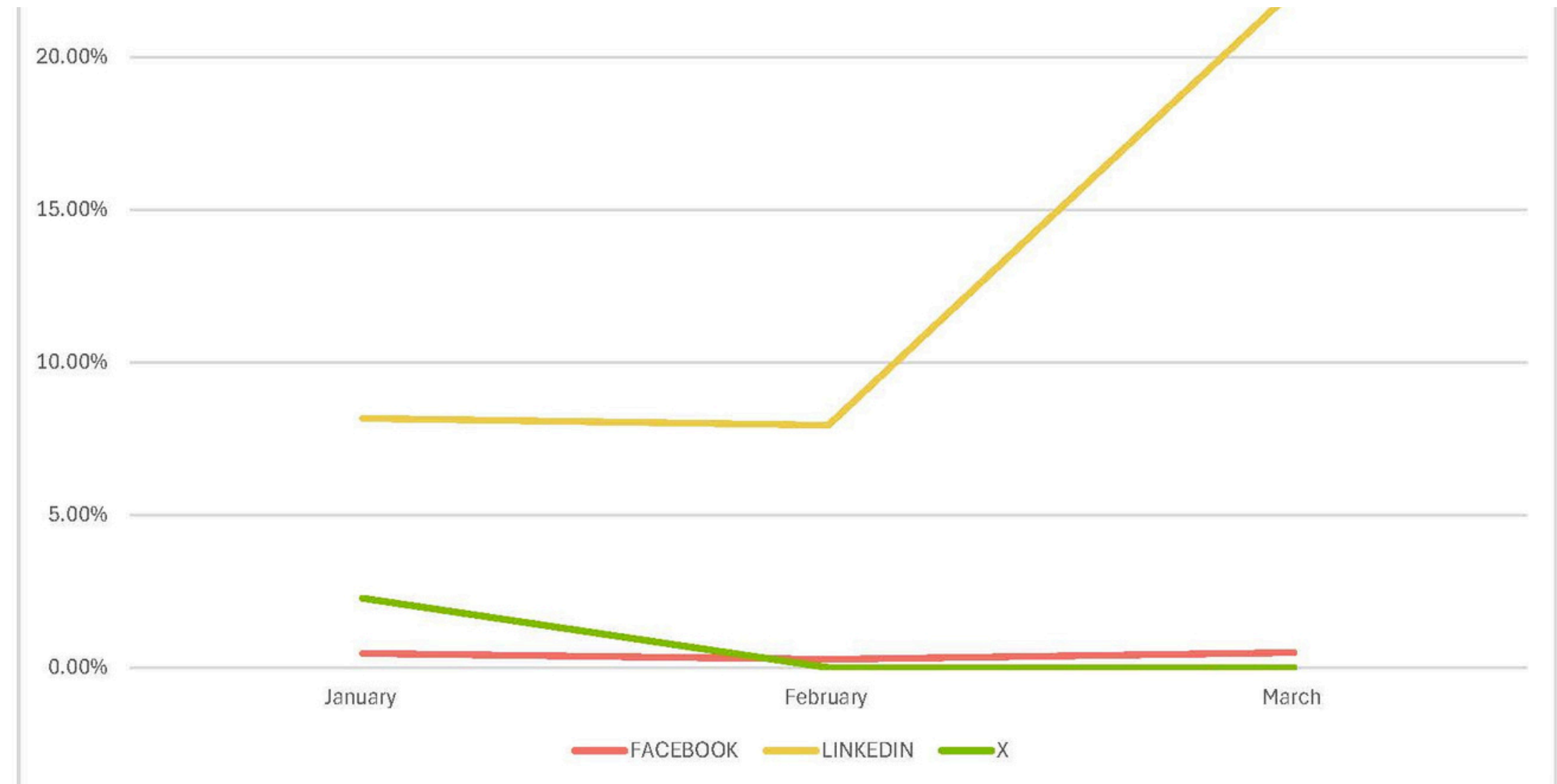
Facebook: 1.5%



# 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.





# PUBLIC & REGISTRANT ENGAGEMENT

The COO had a busy spring attending many events, including the Queen's Park Opticianry Awareness Day, which garnered some social media coverage from [Dawn Gallagher Murphy](#). The COO hosted the event with the OOA and it was an overwhelming success.

Below is a list of the other events the COO attended:

- February 5, 2026: Seneca Polytechnic Student Opticians Trade Show, Toronto
- February 9, 2026: Seneca Polytechnic Student Presentation
- February 19, 2026: COO Standards of Practice Lunch and Learn Webinar
- March 1, 2026: Independent Opticians Business Tradeshow, Toronto
- March 22, 2026: AOE Continuing Education and Tradeshow, Markham
- April 19, 2026: OOA Continuing Education and Tradeshow, Vaughan
- May 7, 2026: COO/OOA Queens Park Opticianry Awareness Day





# 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 Q1, 2026 organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Planning to check your eyes in 2026](#)

[Unauthorized practice](#)

[Receiving care from a licensed optician](#)

[Vising a Registered Optician](#)

## TOP PERFORMING INSTAGRAM POSTS

[Planning to check your eyes in 2026](#)

[Unauthorized practice](#)

[The College's role](#)

## TOP PERFORMING LINKEDIN POSTS

[Unauthorized practice](#)

[Find an optician tool](#)

[Receiving care from a licensed optician](#)

## TOP PERFORMING X POSTS

[The College's role](#)

[The role of Opticians](#)

[Unauthorized practice](#)



## ONTARIO'S OPTICIANS

Licensed eye care professionals



College of  
Opticians  
of Ontario

[PLANNING TO CHECK YOUR EYES IN 2026](#)



# NEWS FROM THE COLLEGE

Below is a list of the top-performing content in Q1, 2026, organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Introduction of new Board Members](#)

[Tune in to the March Board Meeting](#)

[Connect with the College at AOE seminar](#)

## TOP PERFORMING INSTAGRAM POSTS

[Introduction of new Board Members](#)

[Watch the December Board meeting on YouTube](#)

[Connect with the College at the AOE event](#)

[Board video - Derick Summers](#)

## TOP PERFORMING LINKEDIN POSTS

[Introduction of new Board Members](#)

[AOE Seminar](#)

[Board video - Derick Summers](#)

## TOP PERFORMING X POSTS

[Introduction of new Board Members](#)

[January Board Meeting](#)

[Connect with the College at the AOE event](#)



[WATCH THE DECEMBER BOARD MEETING ON YOUTUBE](#)



# PRACTICE SUPPORT

Below is a list of the top performing content in Q1, 2026, organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Annual renewal resources](#)

[Patient record keeping](#)

[Continuing education resources for Opticians](#)

[Reporting practice location](#)

## TOP PERFORMING INSTAGRAM POSTS

[Updates to the standards of practice](#)

[New practice guideline: discontinuing care](#)

[Practice FAQs](#)

## TOP PERFORMING LINKEDIN POSTS

[Quality Assurance Program](#)

[Updates to the standards of practice](#)

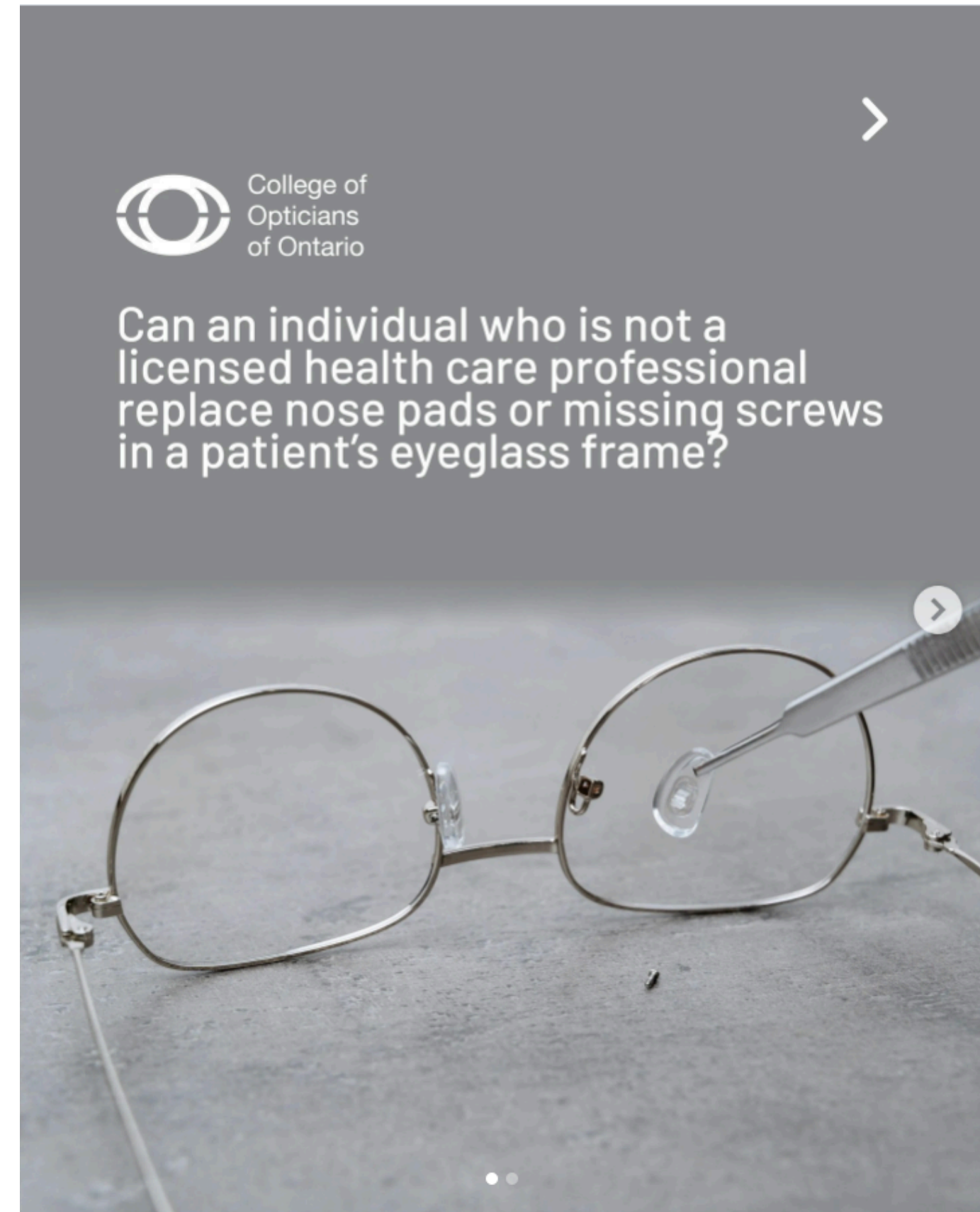
[Standards of practice and practice guidelines](#)

## TOP PERFORMING X POSTS

[Have you uploaded your CE certificate?](#)

[2026 Competency Review and Evaluation \(CRE\)](#)

[Practice FAQs](#)



[PRACTICE ADVICE FREQUENTLY ASKED QUESTIONS](#)





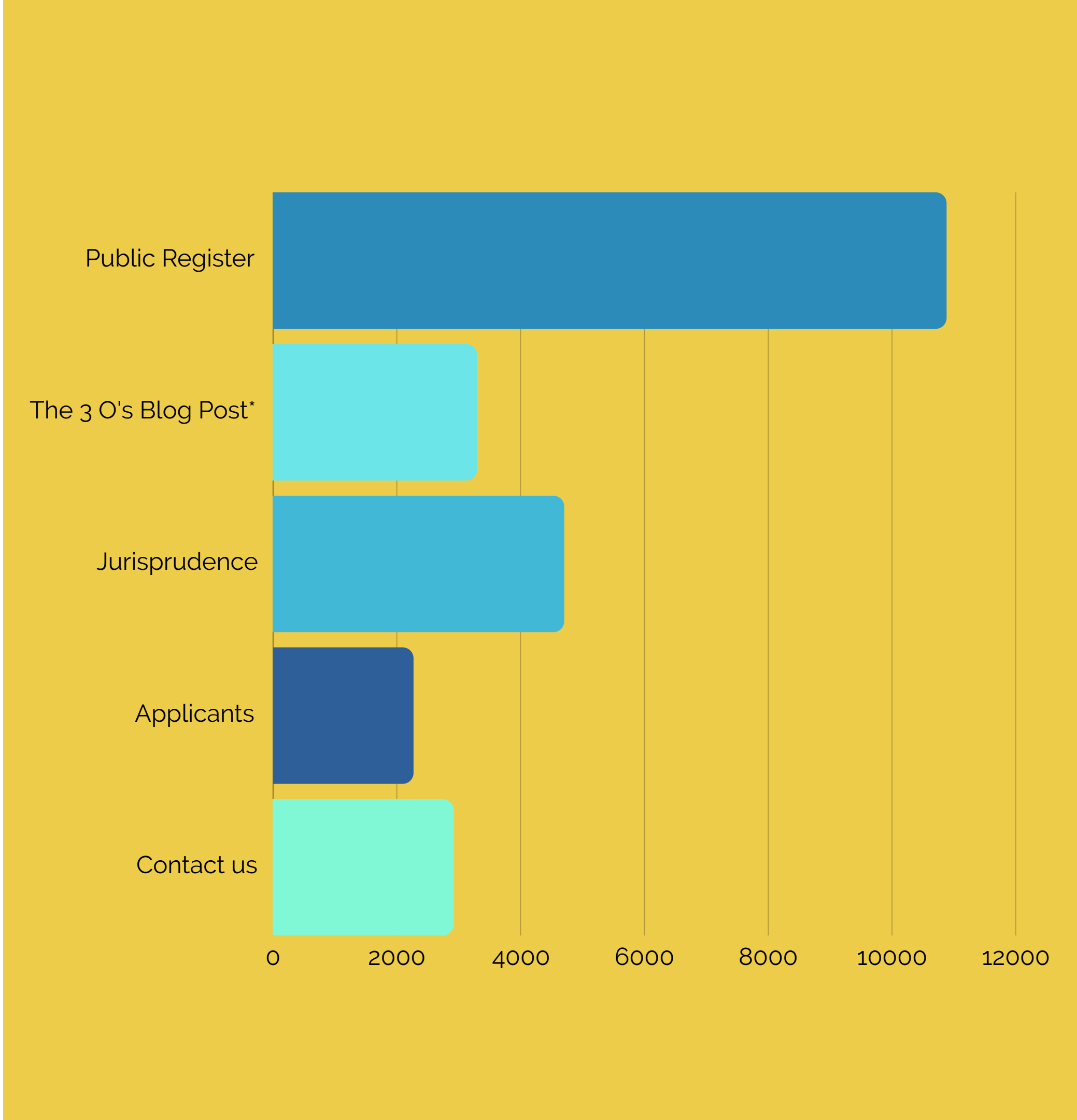
# Website Traffic



# COLLEGEOPTICIANS.CA

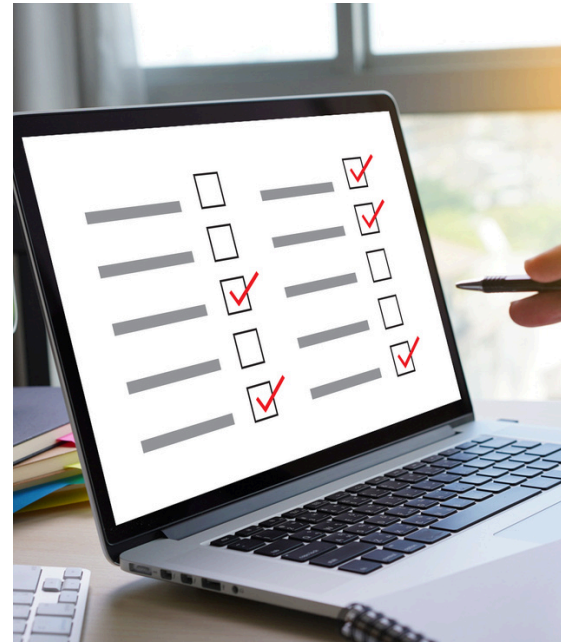
The most visited landing pages from May 15, 2025, to May 15, 2026. A landing page is the page a user first visits on the website.

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





# EBLASTS



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

## NEWS FROM THE COLLEGE

French Standards of Practice | May 13

Survey on Currency Activities | May 4

March Board Highlights | April 10

News From the College | February 12

Standards of Practice Webinar Reminder | February 18

## BY- ELECTION

Final Nomination Reminder | May 20

Nomination Reminder | May 15

Nominations are open | April 23

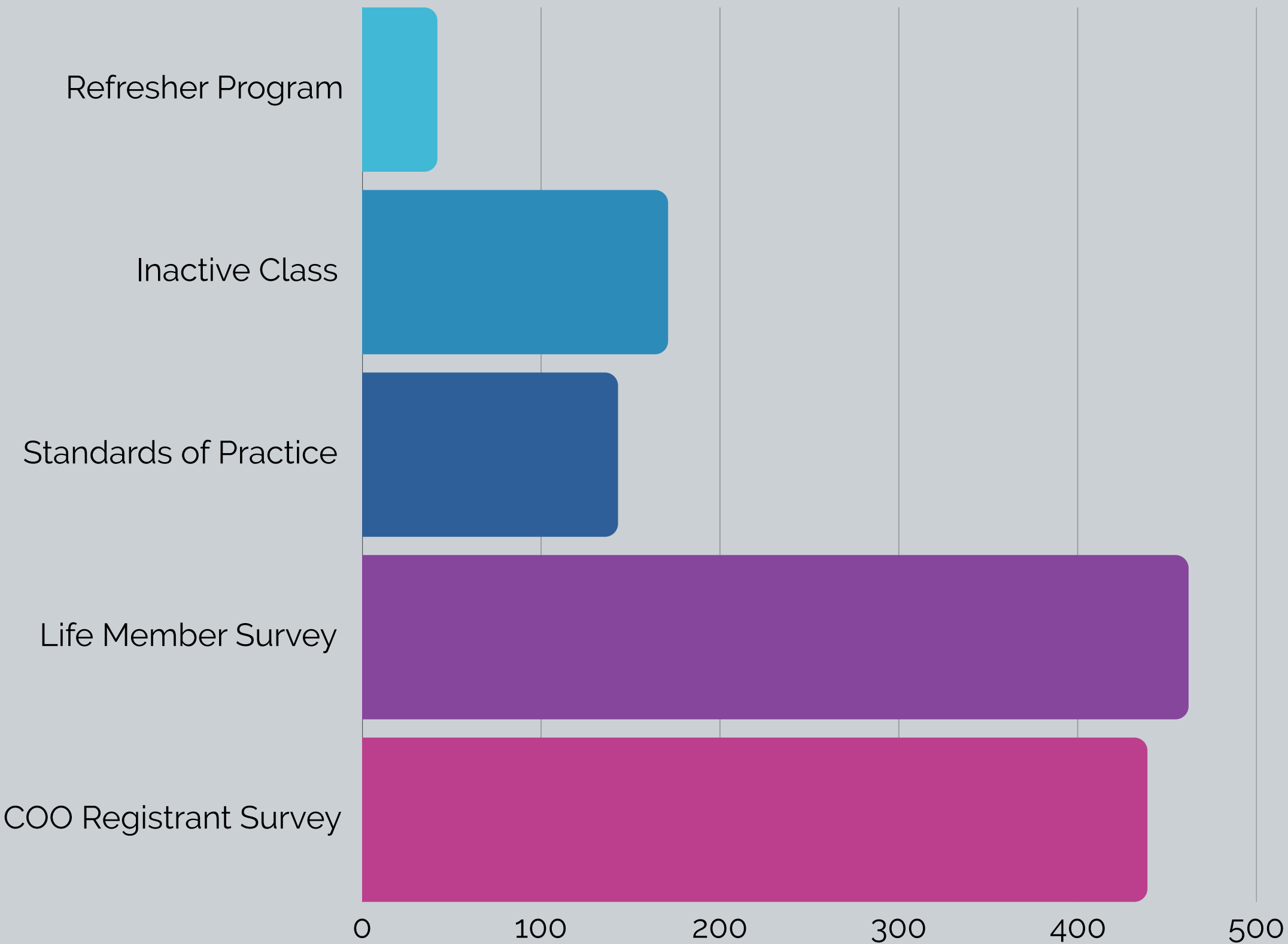
COO Board Elections | April 16



# CONSULTATION & FEEDBACK

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

RESPONSE RATES TO SURVEYS IN 2024 & 2025.





# *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

