

COMMUNICATIONS REPORT

December 2021 Report to The Board of
Directors

Report:

Emails to Registrants

The college continues to provide registrants with relevant and timely updates regarding COVID-19, policy and professional practice changes and other important information affecting their practice. Since the October Board meeting, the following eblasts were sent to registrants and stakeholders:

- News From the College – Board Highlights, October 14, 2021
- News from the College – September 22, 2021
- Elections Close of Nominations Reminder – September 8, 2021
- News From the College combined with COVID 19 Update 39, August 27, 2021

Google Ads Campaign

For the duration of 2021, the college engaged a consultant to run a Google ads campaign. 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 was very successful. For 2022, the college will be continuing with a similar campaign but refocusing some of our resources to other search engines in hopes of increasing website traffic to those to pages.

Social Media

In keeping with our strategic priority of public engagement, the college 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	Q3 2021 Followers	Q4 2021 Followers
Facebook	483	517
Twitter	88	93
Instagram	676	684

Submitted by:

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