

COMMUNICATIONS REPORT

May 2021 Report to The Board of Directors

Report:

Emails to Registrants

Since the last Board meeting in February, the College has been working with various Public Health Units across Ontario as they roll out their vaccination programs. To date, 17 emails have gone out to opticians in specific Public Health Units regarding vaccine prioritization and registration.

In addition, the COO continues to update registrants regarding legislation resulting from COVID-19 as restrictions are put in place that effect individual practices. The following eblasts were sent to registrants and stakeholders:

- COVID-19 Update 34, April 16, 2021
- COVID-19 Update 33, April 7, 2021
- COVID-19 Update 32, April 1, 2021
- COVID-19 Update 31, March 12, 2021
- COVID-19 Update 30, March 8, 2021
- COVID-19 Update 29, March 5, 2021
- COVID-19 Update 28, March 2, 2021

Google Ads Campaign

The COO continues to engage a Search Engine Optimization (SEO) 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 continues to be very successful with an above average click through rate of 21.52% in February and March of 2021.

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	Q1 2021 Followers	Q2 2021 Followers
Facebook	374	425
Twitter	74	88
Instagram	626	663

Submitted by:

Carolyn Robertson, Manager of Communications and Executive Office