

## COMMUNICATIONS REPORT

### February 2020 Report to Council

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#### **Report:**

##### *Newsletters*

Since the last Council meeting in December, the Communications department sent out the following newsletters to the membership and stakeholders:

- 1) Reminder of Upcoming Council Meeting
- 2) News from the College

##### *Website*

Work is continuing on the new website, including a review of the new virtual boardroom ensure that all information from the existing virtual boardroom, dating back to 2006, has been migrated to the new site. Adjustments have also been made so it is more user friendly and more closely resembles the current layout.

##### *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	Q4 2019 Followers	Q1 2020 Followers
Facebook	113	120
Twitter	32	35
Instagram	243	268

#### **Submitted by:**

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