

COMMUNICATIONS REPORT

May 2020 Report to The Board of Directors

Report:

Newsletters

Since the last Board meeting, the Communications department sent out the 13 newsletters to registrants and stakeholders, including a February Newsletter with Board meeting updates a total of 11 COVID-19 updates.

Website

The new website launched on April 14, 2020. The new site includes a [news page](#), as well as a tag for COVID 19 updates which is visible from every page and takes you to a page which contains [COVID 19](#) information for registrants. The site also includes a “[quiz](#)” to help new applicants understand the process of becoming an optician.

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	149
Twitter	32	40
Instagram	243	323

2020 Q1 Facebook Statistics

30 Day Reach: 2369 (Q4 average)

Engagements: 961

2020 Q1 Twitter Statistics

Impressions: 12,527

Visits to Profile: 84

Engagements: 141

2020 Q1 Instagram Statistics

Impressions: 5063

Engagements: 415

Engagement is defined as the total number of times a user interacted with a Tweet. Includes retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

Reach is defined as the number of unique accounts that have seen any of your posts.

Impressions are the number of times a tweet shows up in somebody's timeline. That means every time it's served up, it counts as an **impression**. Sure, you need **impressions** for someone to see your tweet, but an **impression** doesn't mean it was actually seen.

Submitted by:

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