

COMMUNICATIONS REPORT

October 2023 Report to The Board of
Directors

Report:

Launching of the French website

A French version of the COO's website was launched in August. The translation software is powered by artificial intelligence and underwent extensive testing over the past year prior to launching the site. The majority of the COO's website content is therefore now available in French, with the exception of a number of PDF documents that are being translated through a separate process.

YouTube Channel

In 2020, the COO began to livestream board meetings on YouTube. The videos are now saved on the College's YouTube channel along with other registrant focused information.

Some key facts:

- Current subscribers: 67
- PLAR information session video has 132 views
- The October 3, 2022, board meeting has 234 views
- December 2021, December 2022, March 2022, and March 2023 all have over 100 views

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice. Since the last communications report at the June board meeting, the following eblasts were sent to registrants and stakeholders:

- Stakeholder Feedback, Eliminating Standard 8, June 19, 2023
- Elections Information Session, July 21, 2023
- Elections Nominations close, July 28, 2023
- Stakeholder feedback, Standards of Practice Reminder, August 11, 2023
- Reminder: Elections Information Session, August 17, 2023
- Elections Nominations Reminder, August 24, 2023
- Peer and Practice Assessment tool Development, call for volunteers, August 28, 2023
- District 8, Supplemental nomination period, August 29, 2023
- Reminder District 8 Supplemental Nomination Period, September 6, 2023
- District 1, Supplemental Nomination Period, September 7, 2023
- District 1, Supplemental Nomination Period Reminder, September 14, 2023
- Notice of Temporary Disruption, September 18, 2023

Social Media

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.

Over the year, we've continued to grow our social media reach:

Platform	Q2 2023 Followers	Q3 2023 Followers
Facebook	638	656
Twitter	106	108
Instagram	755	758

Google ads

The College continues to run a Google ads campaign, directing web traffic to the public register and to the complaints page. The campaign tracks statistics collects demographic information on website traffic.

Submitted by:

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