

## COMMUNICATIONS REPORT

October 2021 Report to The Board of  
Directors

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### **Report:**

#### *Relational Audit*

In 2020, the college retained Arrow Brand and Communications to complete a relational audit of the College website and its communications with registrants. The report is part of an ongoing process which began in 2015, when an initial audit was commissioned. The report, which will be before the board at the October meeting, highlights some of the progress made over the last few years to become more relational. Registrants were surveyed on a number of topics in order to measure how perceptions of the college have changed since the initial report. Overall, it was found that the College had improved by 25%. To date staff has had two relational writing workshops and a third is planned for 2022.

#### *French Section of College Website*

Over the last six months a project has been underway to translate the COO website into French and create a document hub to enable French-speaking applicants and registrants to access French information, policies and forms (e.g. application forms). In addition, work is being done to translate public-facing sections of the website, including information relating to making complaints and access to funding for therapy and counselling.

#### *Emails to Registrants*

Since the last Board meeting in May, the College continues to update registrants regarding changes to the rules relating to COVID-19. The following eblasts were sent to registrants and stakeholders since May:

- COVID-19 Update 39, August 27, 2021
- COVID-19 Update 38, August 18, 2021
- COVID-19 Update 37, July 14, 2021
- COVID-19 Update 36, June 24, 2021
- COVID-19 Update 35, June 9, 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 17.12% in February and October 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:

<b>Platform</b>	<b>Q2 2021 Followers</b>	<b>Q2 2021 Followers</b>
Facebook	425	483
Twitter	88	88
Instagram	663	676

### **Submitted by:**

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