

## COMMUNICATIONS REPORT

February 2021 Report to The Board of  
Directors

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### **Report:**

#### *Emails to Registrants*

Since the last Board meeting in December the following eblasts were sent to registrants and stakeholders:

- COVID-19 Update 26. February 9, 2021
- COVID-19 Update 25, January 12, 2021
- COVID-19 Update 24, December 22, 2020
- Board Highlights, December 22, 2020
- COVID-19 Update 23, December 21, 2020
- COO Holiday Card, December 16, 2020

#### *Website Survey and Registrant Email Surveys*

In the fall, a survey was implemented on the website to collect user feedback. So far much of the feedback has been positive. Even though the survey itself is specifically targeted to collecting feedback related to the website, registrants are also using it to comment on registration and quality assurance. In addition, we received a lot of feedback letting us know that the survey popping up was disruptive. In light of this, the pop-up feature was removed. The survey is still on the website and we are still receiving responses. However, the response rate has dropped without the use of the pop-up.

#### *Google Ads Campaign*

In an effort to increase public awareness in 2020, particularly in the areas of the public register and the public facing information on our website, the COO engaged 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 has been very successful with an above average click through rate. The ad campaign was originally planned for the second half of 2020, but has now been extended into 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  | Q4 2020<br>Followers | Q1 2021<br>Followers |
|-----------|----------------------|----------------------|
| Facebook  | 330                  | 374                  |
| Twitter   | 67                   | 74                   |
| Instagram | 586                  | 626                  |

*Health Profession Regulators of Ontario (HPRO) Communications*

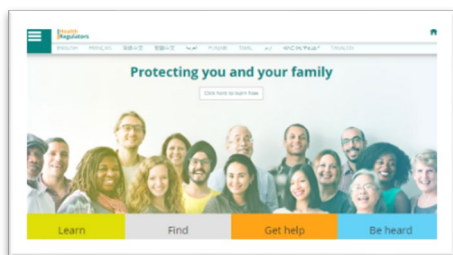
Every year HPRO undertakes public awareness activities that support the mandate of all colleges. These campaigns link back to the [Ontario Health Regulators \(OHR\) website](#), designed to act as a gateway to all colleges' websites. The dashboard provides you with a snapshot of these activities, and statistics that show the impact of public awareness campaigns. The dashboard is attached for your information.

**Submitted by:**

Carolyn Robertson, Manager of Communications and Executive Office

To the point...

...Jan-Dec 2020



#### Quiz

July ["Do you know which health professions are regulated?"](#)

#### Survey

October [Asking how OHR can better serve the publics' needs](#)

### **Promoting OHR through Zoomer Media**

#### **Articles in Zoomer Newsletters and E-Blasts**

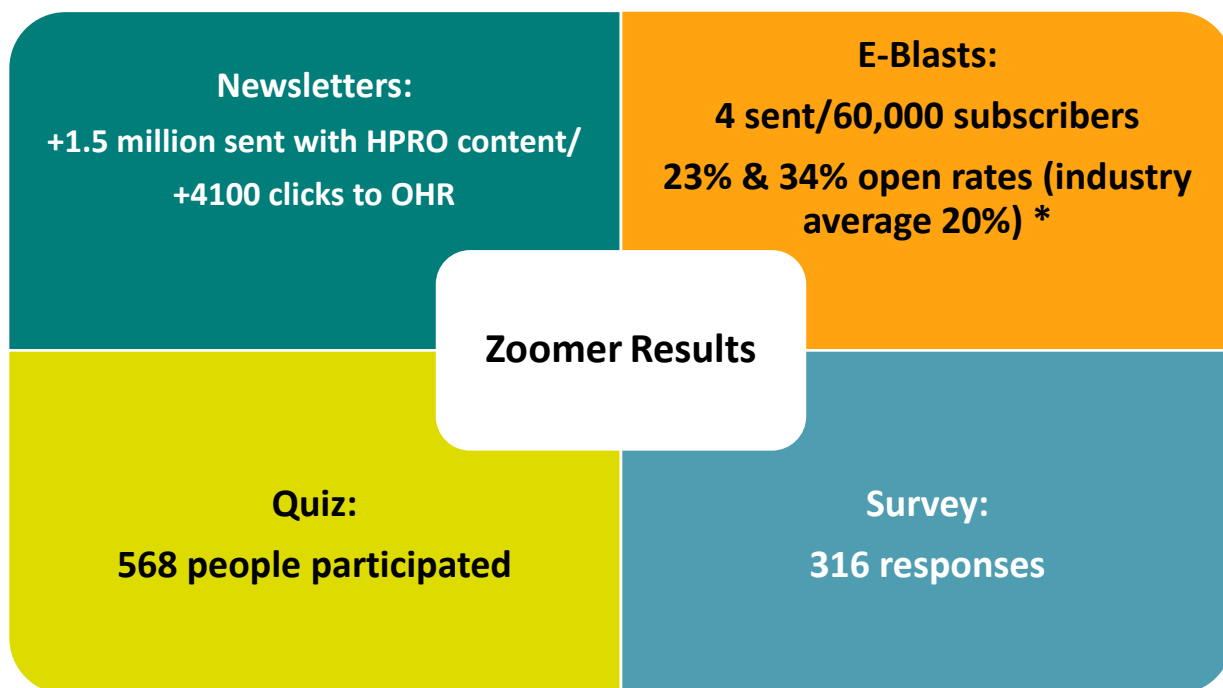
July ["Health Regulators Are Keeping You Safe During COVID-19"](#)

August ["8 Things You're Entitled to at Your Health-Care Appointments"](#)

September ["How to Find Information About Your Health Professional"](#)

October ["Tips to Make the Most of Your Health Care Visits During COVID-19"](#)

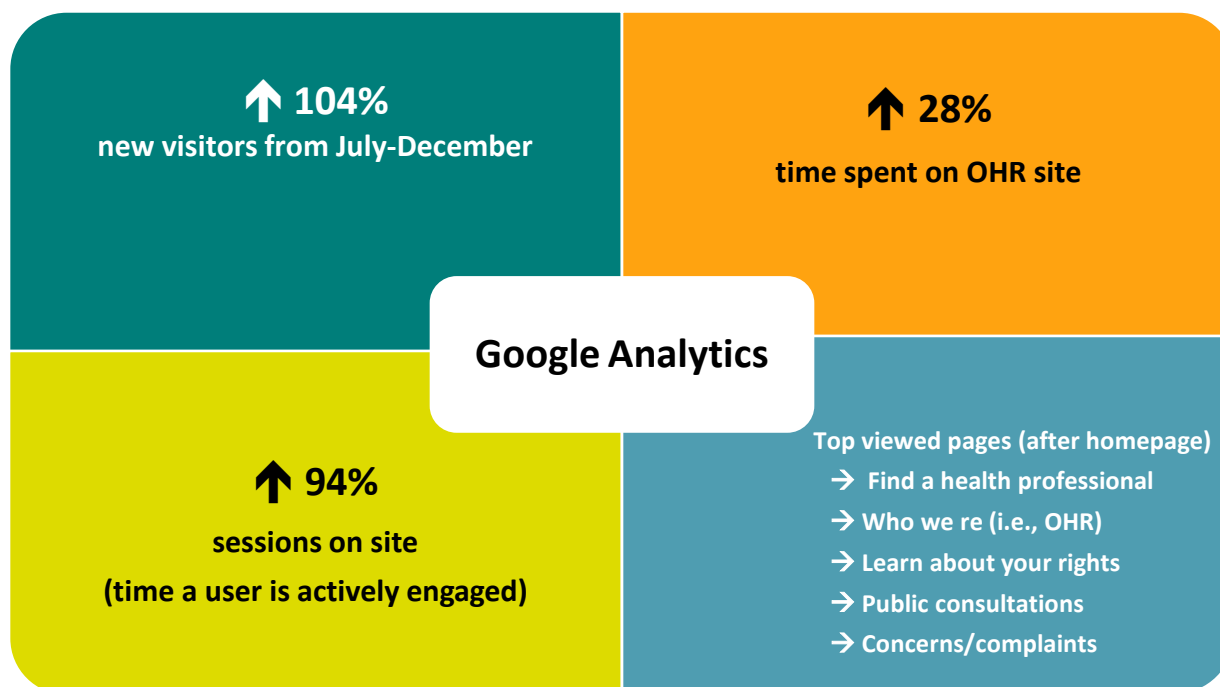
November ["Have Your Say in Health Profession Regulation"](#)



\*Two open rates shown because Zoomer and CARP are counted as two different audiences

## OHR Site Analytics Review

The chart below shows website analytics after the Zoomer campaign launched in July. The campaign ran until the end of November.




## Colleges Public Consultations Promoted on OHR


Colleges that listed consultations in 2020:

- CASLPO (1)
- CDHO (1)
- CHO (1)
- CKO (1)
- CMTO (1)
- CMO (2)
- CONO (2)
- CNO (2)
- COTO (4)
- CPSO (4)
- OCF (1)
- College of Dietitians (2)

*Increase of traffic to OHR after article on consultations ran in November*

|                          | Landing Page ?  | Acquisition          |                      |                      |
|--------------------------|---|----------------------|----------------------|----------------------|
|                          |   | Users ? ↓            | New Users ?          | Sessions ?           |
|                          |   | 65.52% ↑<br>48 vs 29 | 61.54% ↑<br>42 vs 26 | 40.54% ↑<br>52 vs 37 |
| <input type="checkbox"/> | 1. /public-consultations/  |                      |                      |                      |
|                          | Jul 1, 2020 - Dec 6, 2020   | 48 (100.00%)         | 42 (100.00%)         | 52 (100.00%)         |
|                          | Jan 1, 2020 - Jun 30, 2020  | 29 (100.00%)         | 26 (100.00%)         | 37 (100.00%)         |
|                          | % Change  | 65.52%               | 61.54%               | 40.54%               |

Overview

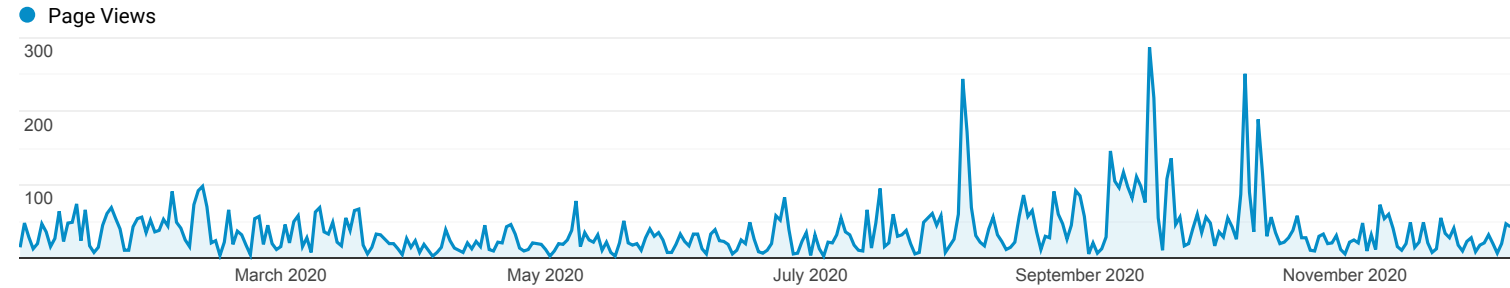


All Users  
100.00% Page Views

1 Jan 2020 - 9 Dec 2020


Overview

Total traffic to the OHR site from January 1 - December 9, 2020




Page Views

12,937




Unique Page Views

9,161




Avg. Time on Page

00:01:43




Bounce Rate

54.36%



% Exit

48.24%



| Page |  | Page Views | % Page Views |
|------|--|------------|--------------|
| 1.   | /                                      | 6,342      | 49.02%       |
| 2.   | /find-health-care-professional/        | 2,964      | 22.91%       |
| 3.   | /who-we-are/                           | 1,033      | 7.98%        |
| 4.   | /learn/                                | 877        | 6.78%        |
| 5.   | /public-consultations/                 | 566        | 4.38%        |
| 6.   | /get-help-us-concerns-complaints-care/ | 297        | 2.30%        |
| 7.   | /contact-us/                           | 108        | 0.83%        |
| 8.   | /fr/find-health-care-professional/     | 93         | 0.72%        |
| 9.   | /fr/                                   | 65         | 0.50%        |
| 10.  | /privacy-policy/                       | 37         | 0.29%        |