

BRIEFING NOTE

TO: Board of Directors

FROM: Carolyn Robertson, Manager Communications

DATE: December 2 and 3 2024

SUBJECT: Communications Report

For Decision

For Information

Monitoring Report

Purpose:

This report outlines communications initiatives carried out by the College over the last quarter. As part of its strategic direction, the Board has directed that the College participate in external events and create social media content that support the registrant base as well as educating the public on the role of the College.

For your Consideration:

The report is divided into the following highlighted areas, giving you examples of the type of communications efforts and by communications platforms.

Activity Highlights:

- Statistics by platform
- Public and registrant engagement
- Educating the Public on the role of opticians
- Education the Public and the role of the college
- Unauthorized Practice
- Promoting PLAR
- Registrant Support/Practice Support
- News from the College(ce events etc)
- Employer and Business Owner Education
- Keeping Registrants updated on Policy changes

Statistics by platform

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. The COO's social media content is now in both English and French. Over the year, we've continued to grow our social media reach:



154 posts on
Facebook in 2024

37 posts in the
last 90 days

687 Facebook
followers



Instagram

151 posts on
Instagram in 2024

37 posts in the
last 90 days

844 Instagram
Followers



LinkedIn

157 posts on
LinkedIn in 2024

37 posts in the
last 90 days

1,459 LinkedIn
Followers

Public and Registrant Engagement

This Fall, the Registrar and Deputy Registrar attended the OOA CE Event and Tradeshow on November 3rd and the Student night on November 2, 2024, along with QA and registration staff. In addition to answering questions and greeting attendees at the booth, Fazal and Amy presented the College update presentation. They answered many questions about how the Registration Regulation changes will affect renewal for 2025.



Amy and Fazal presenting at the Ontario Opticians Association



OOA CE Event and Tradeshow, Richmond Hill

Educating the Public on the Role of Opticians

Over the last year, we have focused our Public facing social media campaigns on educating patients on the role of registered opticians as health care providers, as well as general information about the role of the COO as a health care regulator.



In 2024 we created 12 posts focusing on educating patients on the role of Registered Opticians. The social media post above featured a blog post about what to expect when you visit an optician. [What to expect when you visit an Optician.](#)



The Role of the College

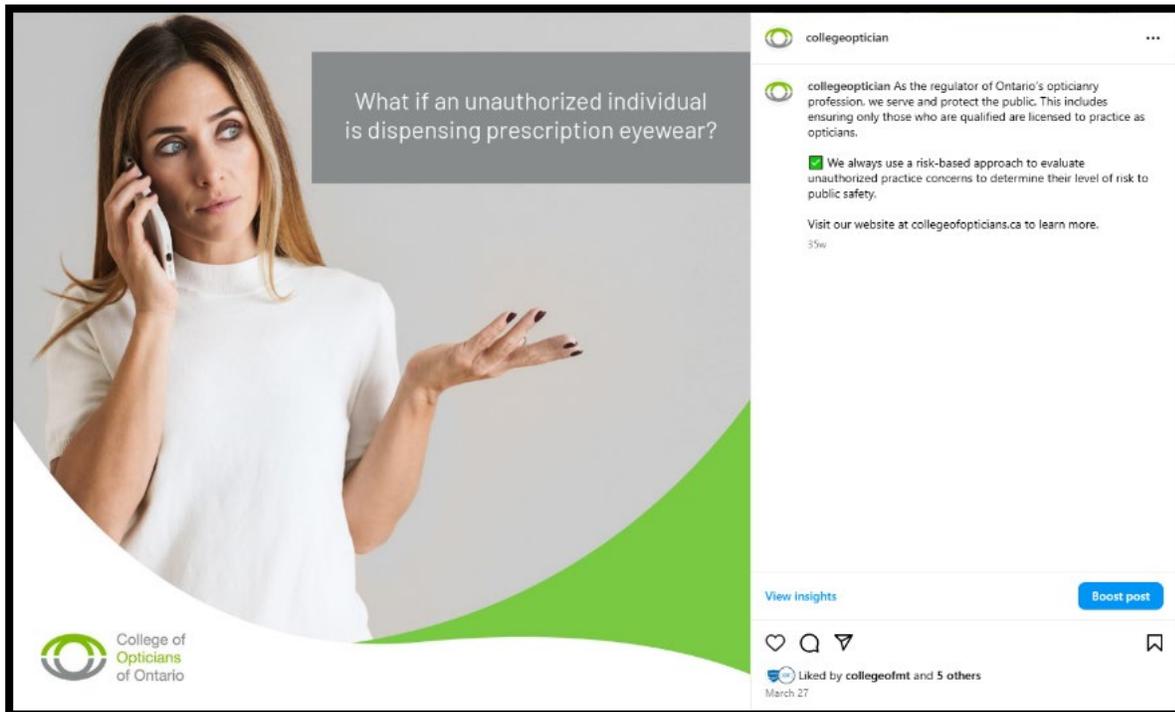


Over the past year, the COO has focused on educating the public on the role of the college as a healthcare regulator.

In 2024, 12 posts were about this topic.



Unauthorized Practice



The COO's key messages also include information about Unauthorized Practice, and educating the public about the complaints process in general. Four social media posts have focused on this in the last year.



Prior Learning Assessment and Recognition



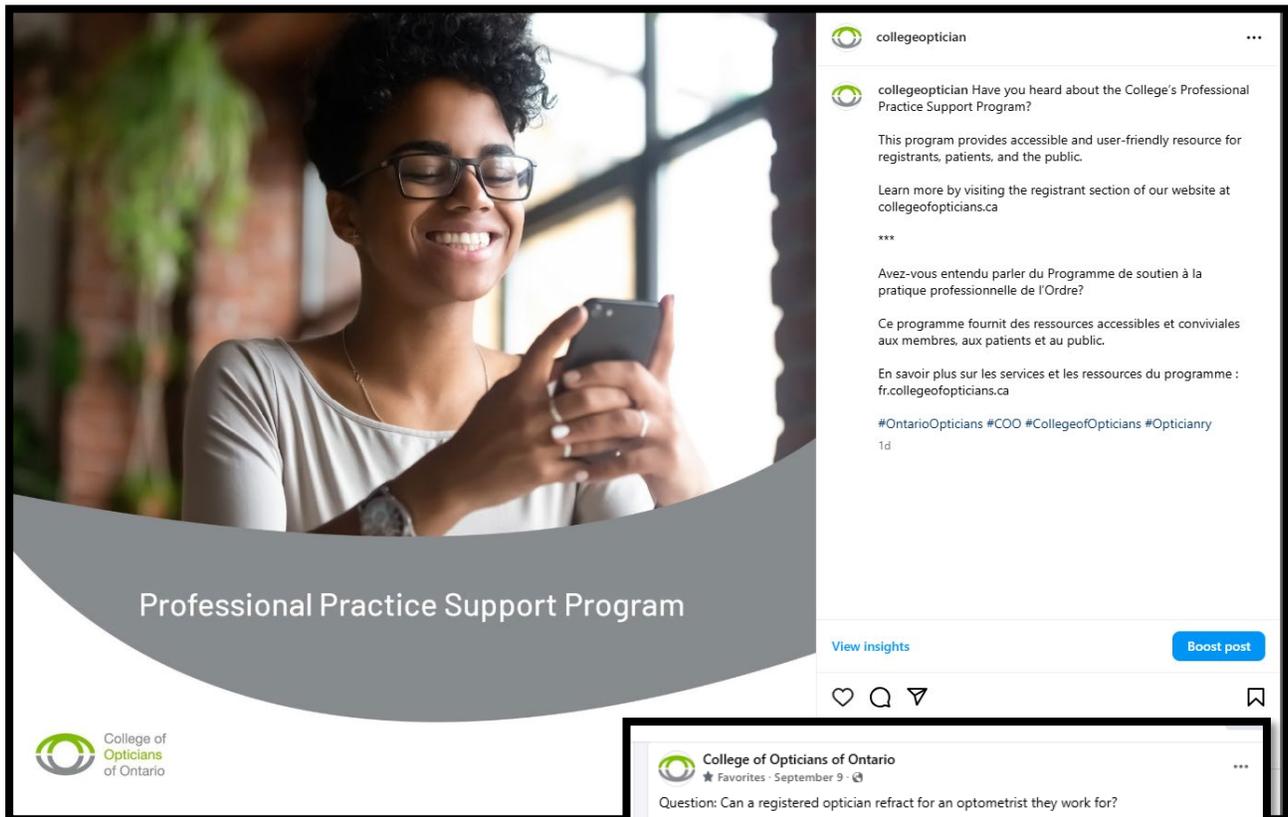
Since January, we have been focusing more on promoting PLAR on social media and have posted about it four times.

According to Google Analytics, the unaccredited applicant's page is the 19th most visited page on our website with 2,091 views since January.

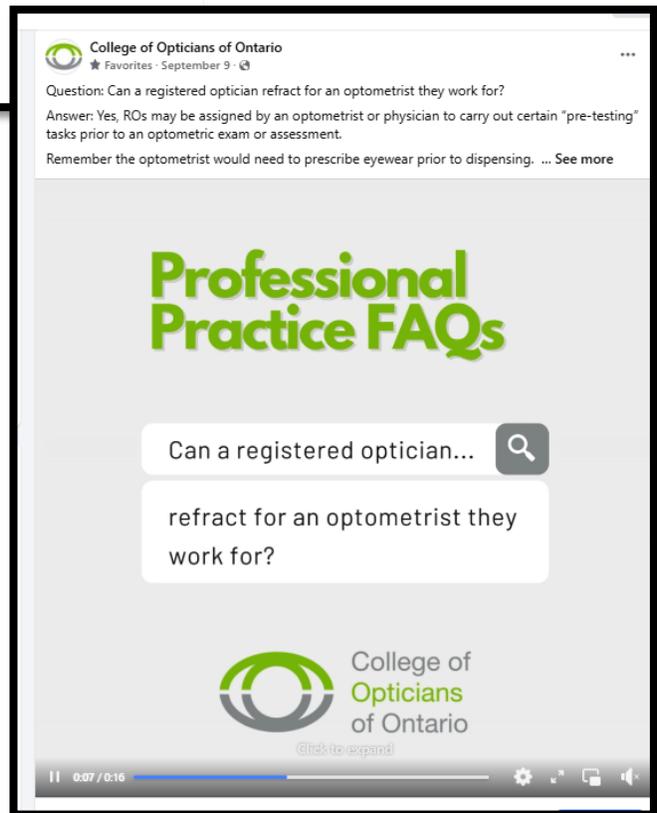


The average visit to the page is about two minutes, which suggests that people are there to read and find out more information.

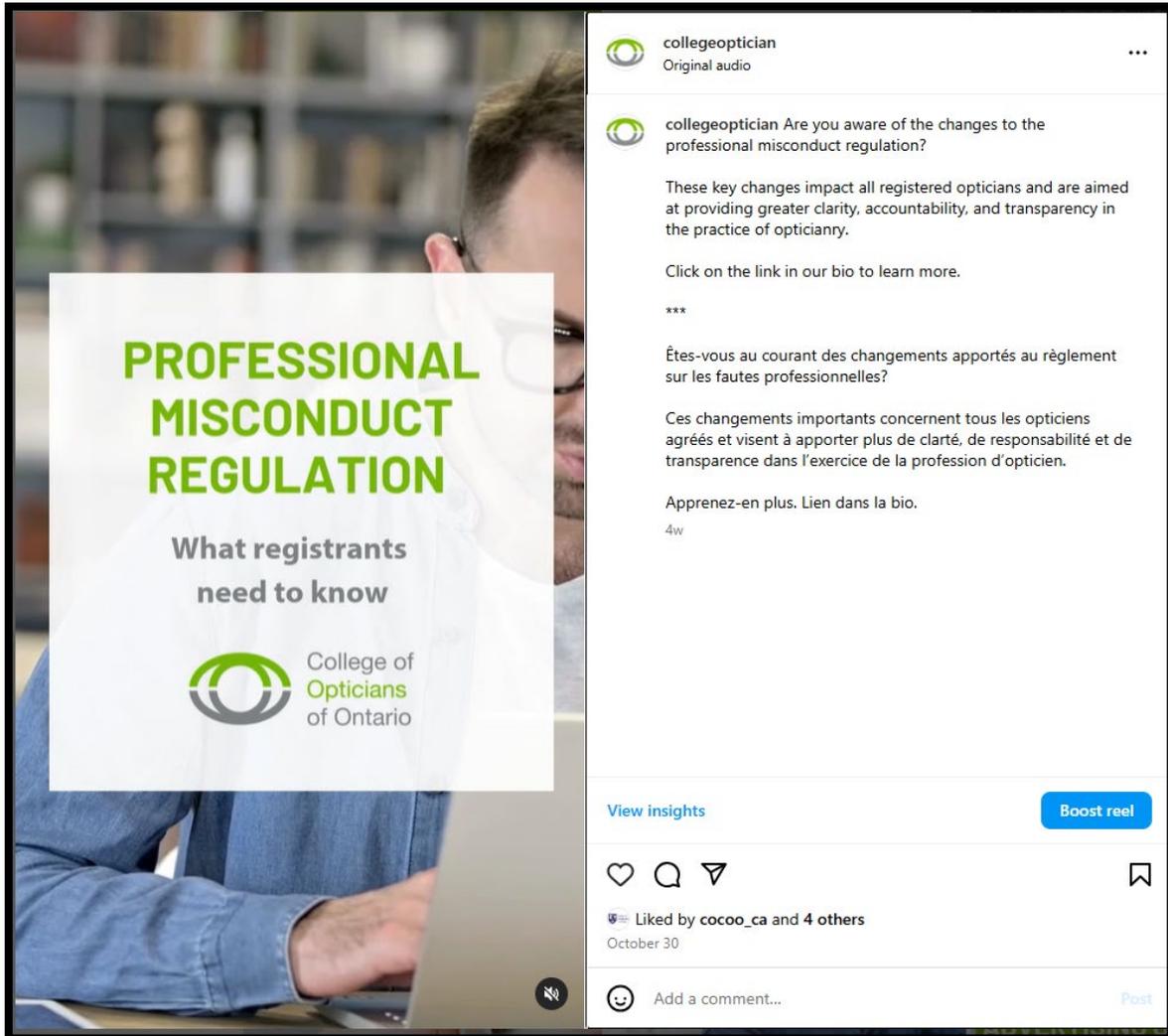
Practice Support



Practice advice questions and answers are regularly featured on our social media. In 2024, 14 posts were shared on social media about this topic.

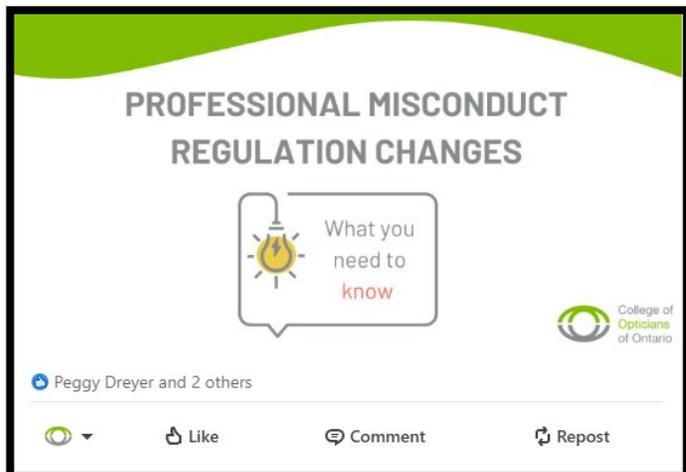


Keeping Registrants Updated on Policy Changes

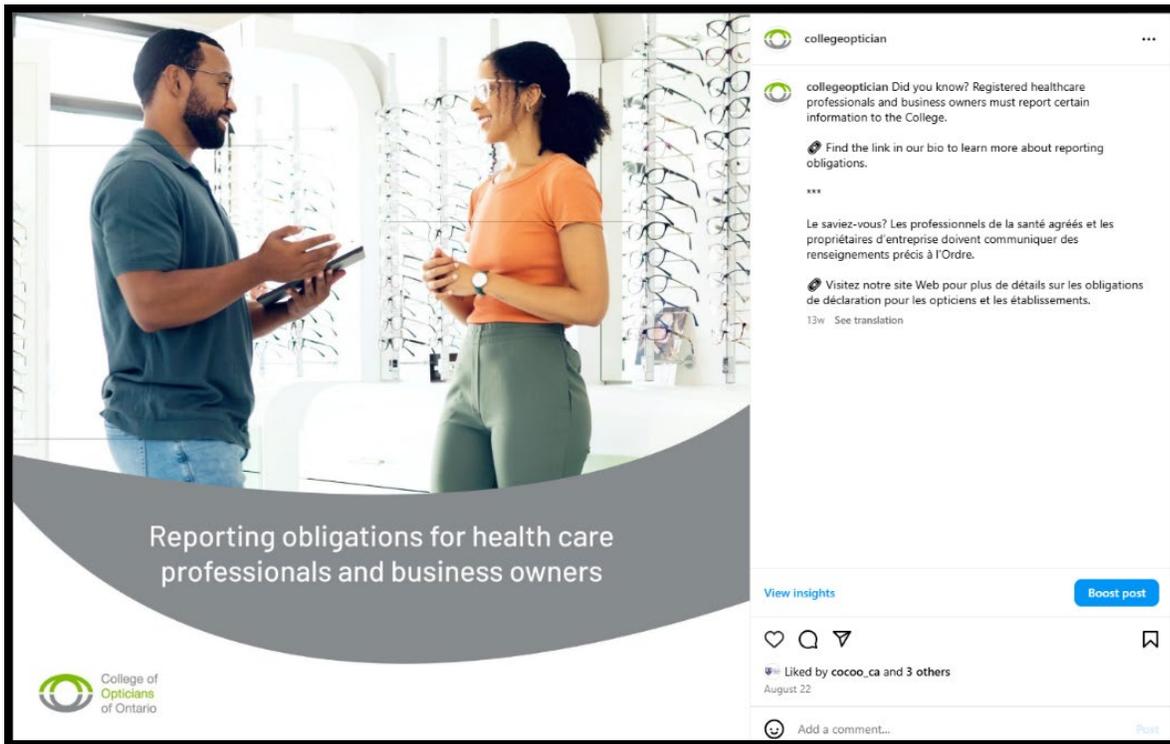


Information about changes to the Registration Regulation and Misconduct Regulation were communicated to registrants on social media in 11 posts.

Two blog posts were also part of the strategy to communicate more detailed information about the changes to registrants: [Staying Current: The New Ongoing Currency Requirement for Registered Opticians](#) and [Introducing the Inactive Class: A New Path for Opticians in Transition.](#)



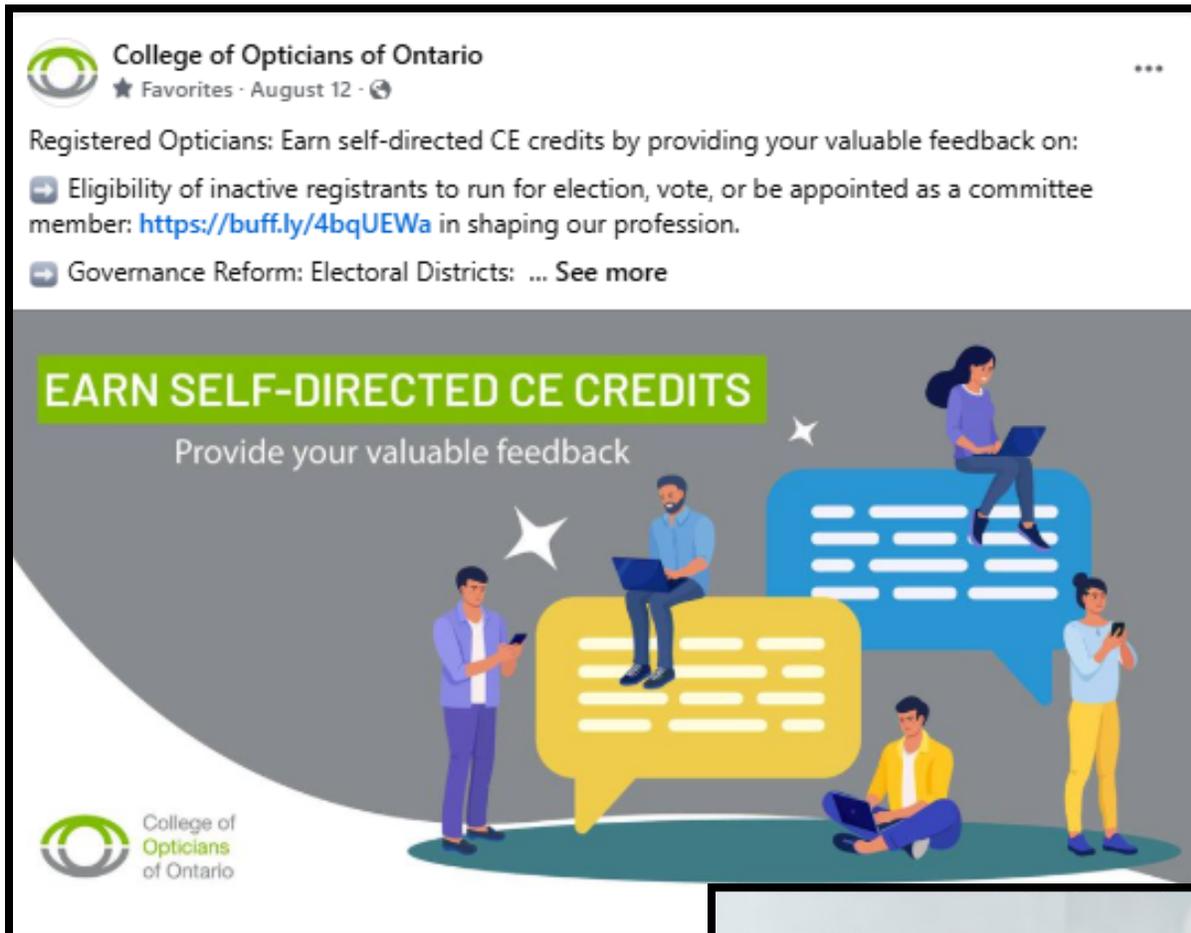
Resources for Employers and Business Owners



The College regularly posts content aimed at employers and business owners, educating them on their obligations as well as the obligations of their opticians and staff.



News From the College



College of Opticians of Ontario
★ Favorites · August 12 · 🌐

Registered Opticians: Earn self-directed CE credits by providing your valuable feedback on:

- ➡ Eligibility of inactive registrants to run for election, vote, or be appointed as a committee member: <https://buff.ly/4bqUEWa> in shaping our profession.
- ➡ Governance Reform: Electoral Districts: ... See more

EARN SELF-DIRECTED CE CREDITS
Provide your valuable feedback

College of Opticians of Ontario

The image shows a social media post with a white background and a grey header. The header contains the College of Opticians of Ontario logo and name, along with a star icon, the text 'Favorites · August 12 · 🌐', and a three-dot menu icon. Below the header, there is a main text block and two bullet points with right-pointing arrow icons. The main text says 'Registered Opticians: Earn self-directed CE credits by providing your valuable feedback on:'. The first bullet point is 'Eligibility of inactive registrants to run for election, vote, or be appointed as a committee member: https://buff.ly/4bqUEWa in shaping our profession.' The second bullet point is 'Governance Reform: Electoral Districts: ... See more'. Below the text is a large graphic with a grey background and a white curved shape on the left. The graphic features the text 'EARN SELF-DIRECTED CE CREDITS' in a green box, followed by 'Provide your valuable feedback'. There are several stylized human figures in various poses, some sitting on large speech bubbles (one yellow, one blue) and others standing or sitting on the ground. The College of Opticians of Ontario logo is in the bottom left corner of the graphic.

We regularly post updates on social media reminding registrants to complete their renewal, complete their CE before the deadline, and share other important information that affects their registration.



Completing your professional portfolio
Check off Jurisprudence Chapter 1

College of Opticians of Ontario

The image shows a woman with curly hair, wearing a denim jacket, sitting at a desk and looking at a laptop. The background is a light-colored wall with a plant. The text 'Completing your professional portfolio' is in bold, and 'Check off Jurisprudence Chapter 1' is below it. The College of Opticians of Ontario logo is in the bottom left corner.

Submitted by:

Carolyn Robertson, Manager of Communications and Executive Office