College of Opticians of Ontario

Communications Report



December 2026

Prepared for the College of Opticians of Ontario Board of Directors



PURPOSE

This report outlines communications initiatives carried out by the College over the last quarter. To fulfill the Board's strategic objectives, the College participates in external events and creates social media content that support the registrant base as well as educating the public on the role of the college, the role of opticians as regulated health professionals and the complaints process.



Highlights

FOR YOUR CONSIDERATION:

The report is divided into the following sections, giving examples of the communications efforts by communications platform.

- Statistics by platform
- Public and registrant engagement
- Social media campaigns
- Website traffic
- Eblasts
- Consultations



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, X, Instagram, and LinkedIn with direction from senior staff. The COO's social media content is published in both English and French.

Statistics by platform

We are continuing to grow our social media reach

Facebook

- 726 followers, 0.27% ⬆ in Q3
- 133 posts in 2026

Instagram

- 967 followers, 1.57% ⬆ in Q3
- 133 posts in 2026

LinkedIn

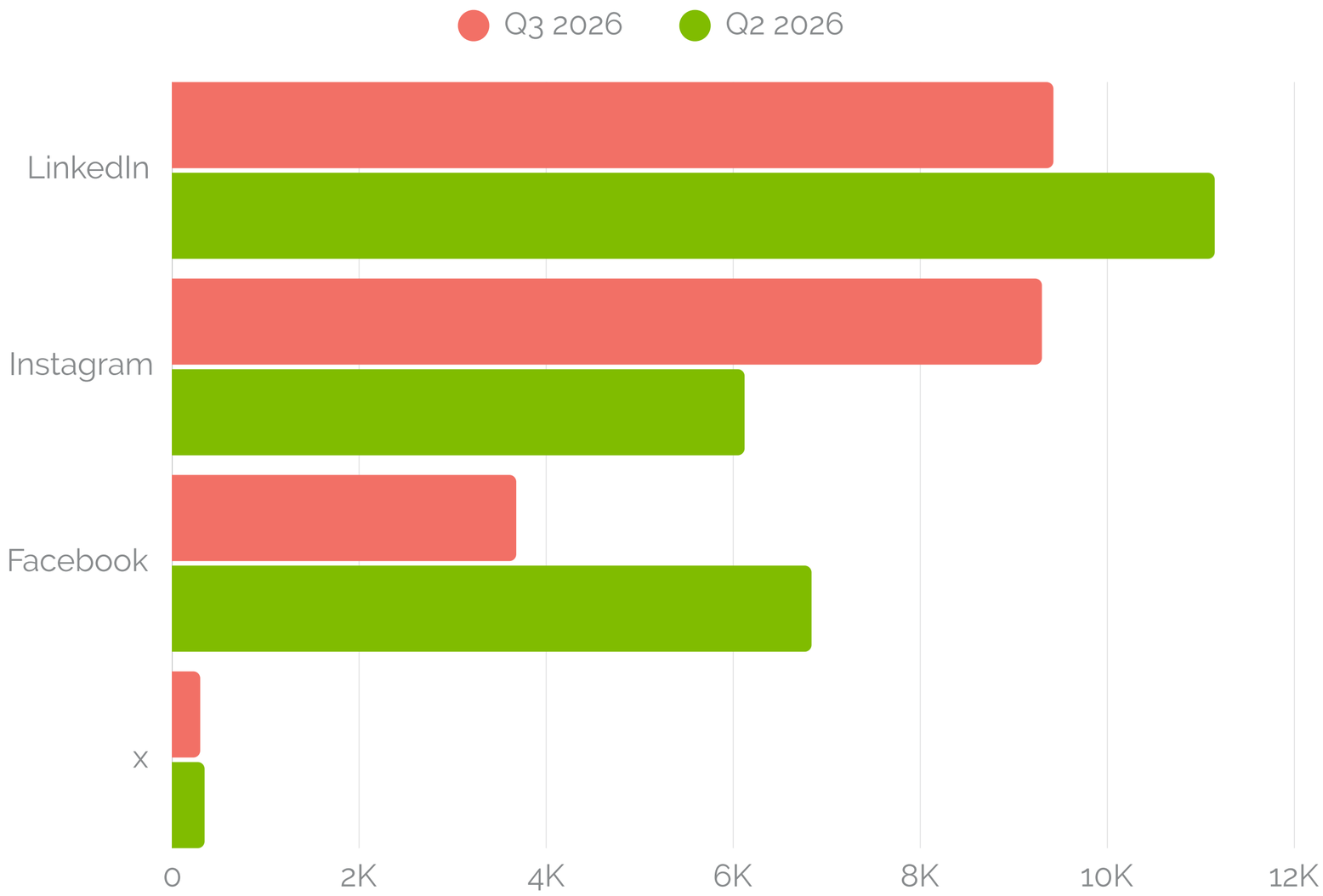
- 1,871 followers, 3% ⬆ in Q3
- 133 posts in 2026

X

- 131 followers, 1.55% ⬆ in Q3
- 133 posts in 2025

IMPRESSIONS

#OF TIMES CONTENT WAS DISPLAYED

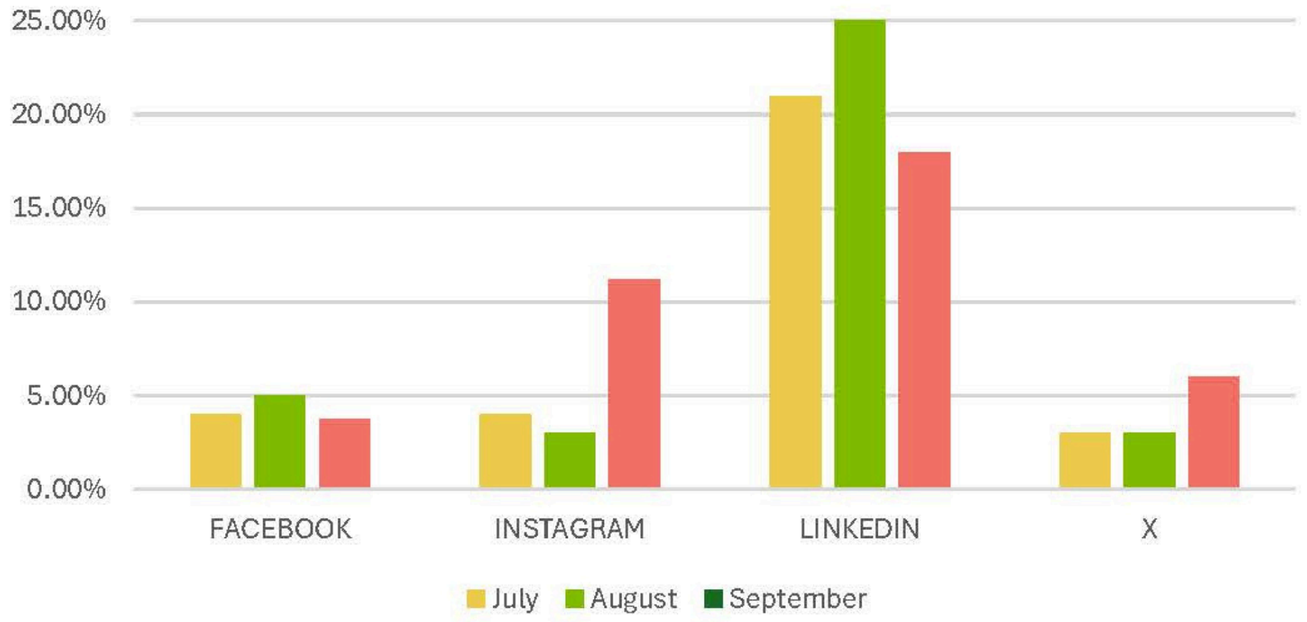


ENGAGEMENT RATE Q3 2026

AUDIENCE INTERACTIONS WITH COO POSTS, INCLUDING LIKES, COMMENTS, CLICK AND SHARES

COO average engagement rates

- Facebook: 4%
- Instagram: 6.07%
- LinkedIn: 21.33%
- X: 4%



BENCHMARK PROVIDED FOR COMPARISON WITH OTHER INDUSTRIES:

Source: Hootsuite

Average healthcare engagement rates

LinkedIn: 3.3%

Instagram 3.7%

X: 2.3%

Facebook: 1.9%

Average government Engagement Rates

LinkedIn: %2.7

Instagram 3.5%

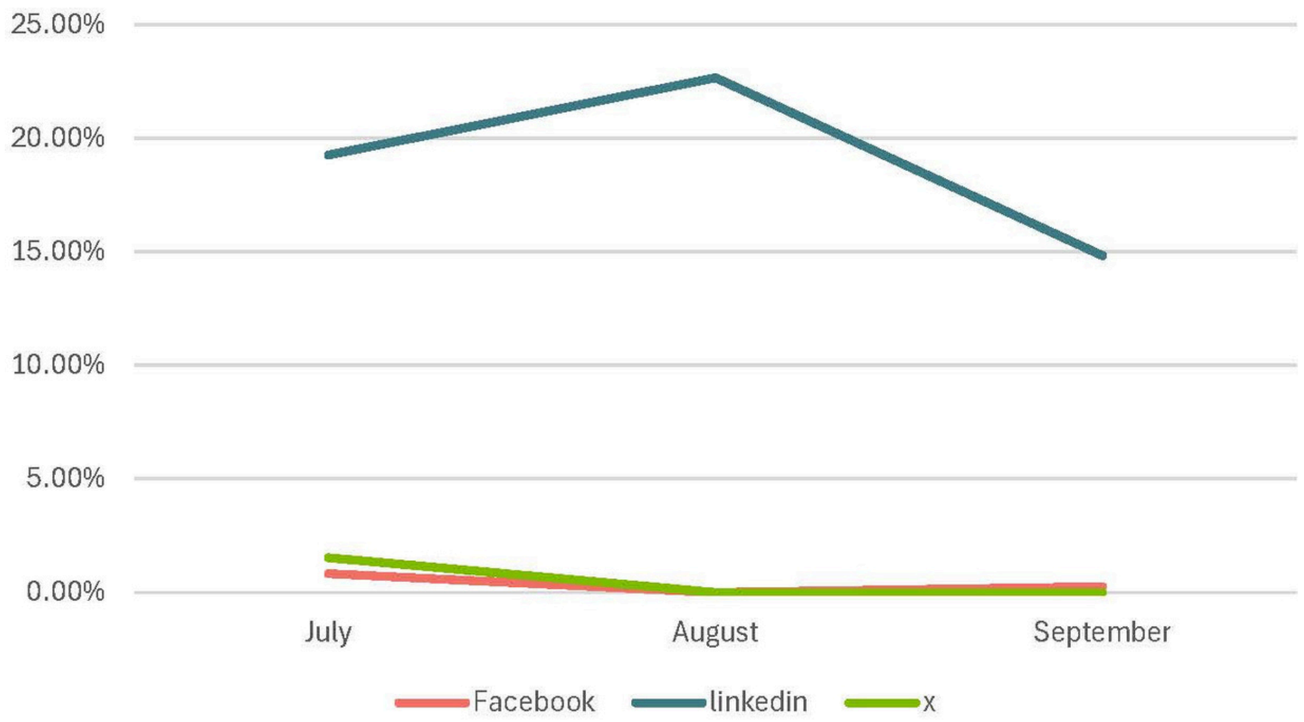
X: 1.7%

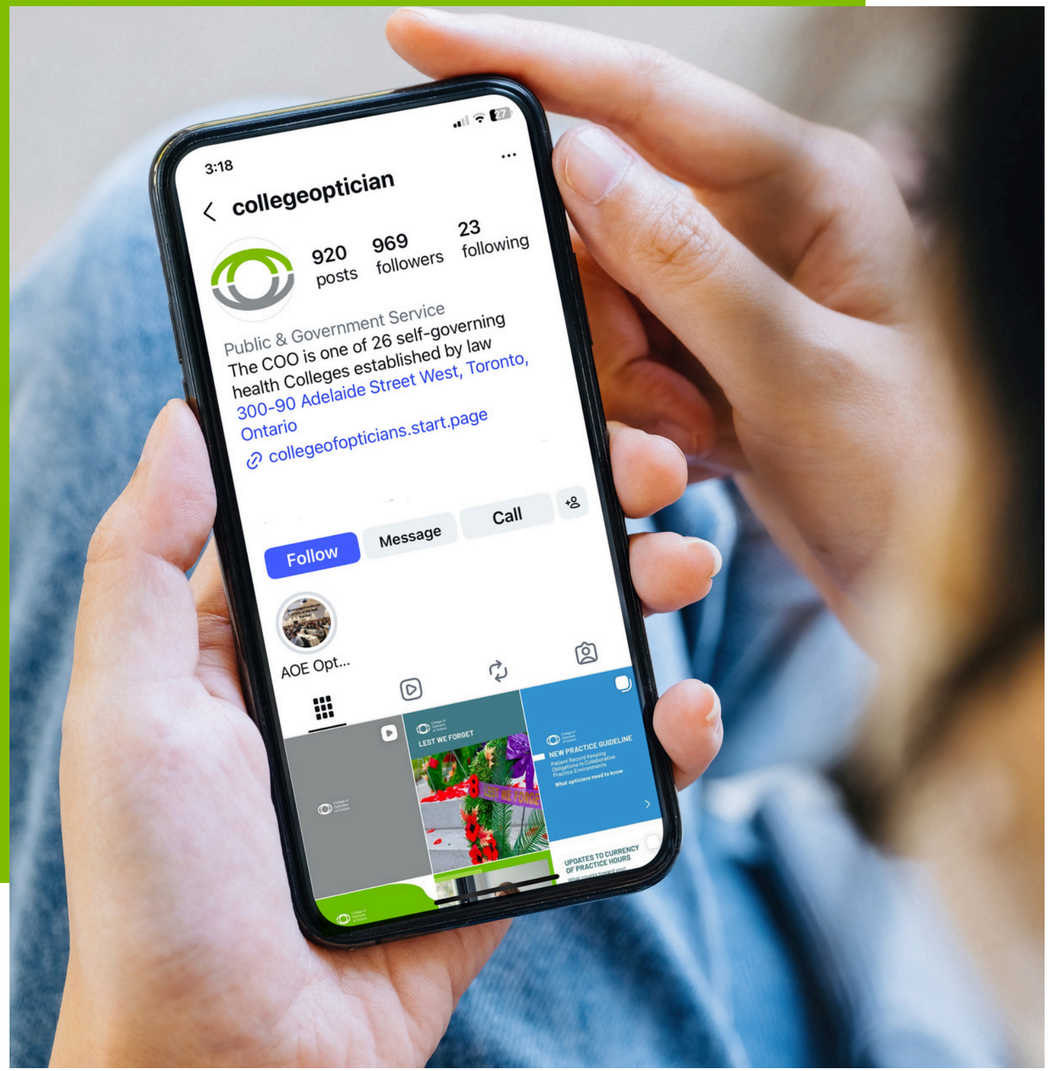
Facebook: 1.5%

Q3 AVERAGE CLICK THROUGH RATE

CLICK THROUGH RATE AVERAGE CALCULATED BASED ON TOTAL # OF CLICKS TO LINKS & REACH

Click through rate measures how effectively a social media post, drives users to click a link to a destination like a website, a blog post, or an email signup. It measures the percentage of people who click on a link or call-to-action after viewing the content.





Social media campaigns

TOP PERFORMING CONTENT, BROKEN DOWN INTO THREE MAIN CATEGORIES:

- EDUCATING THE PUBLIC
- NEWS FROM THE COLLEGE
- PRACTICE SUPPORT

HOW TOP PERFORMING CONTENT WAS MEASURED

Each social media platform measures audience engagement differently. We use platform-specific key performance indicators (KPIs) to identify top-performing content based on how audiences interact with posts on each channel.

Facebook: Content interactions

Top-performing content is determined by the total number of interactions, including likes and reactions, saves, comments and shares, minus any deleted or removed interactions.

Instagram: Content interactions

Top-performing content is determined by the total number of interactions, including likes and reactions, saves, comments and shares, minus any deleted or removed interactions.

LinkedIn: Engagement rate

Top-performing content is determined by engagement rate, calculated by LinkedIn using the following formula: (Clicks + Likes + Comments + Reposts + Follows) / Impressions.

X: Engagement rate

Top-performing content is determined by engagement rate, which measures the percentage of post impressions that resulted in an interaction. This includes likes, reposts and replies, providing an indication of how the College's audiences engage with content.

EDUCATING THE PUBLIC

Below is a list of the top performing content in Q2 &3, 2026 organized by platform.

TOP PERFORMING FACEBOOK POSTS

Tune in to the College's Board meeting Sept. 28 (graphic) - 3 content interactions
Complaints Process FAQs (carousel) - 3 content interactions
Reporting unauthorized practice (reel) - 3 content interactions

TOP PERFORMING INSTAGRAM POSTS

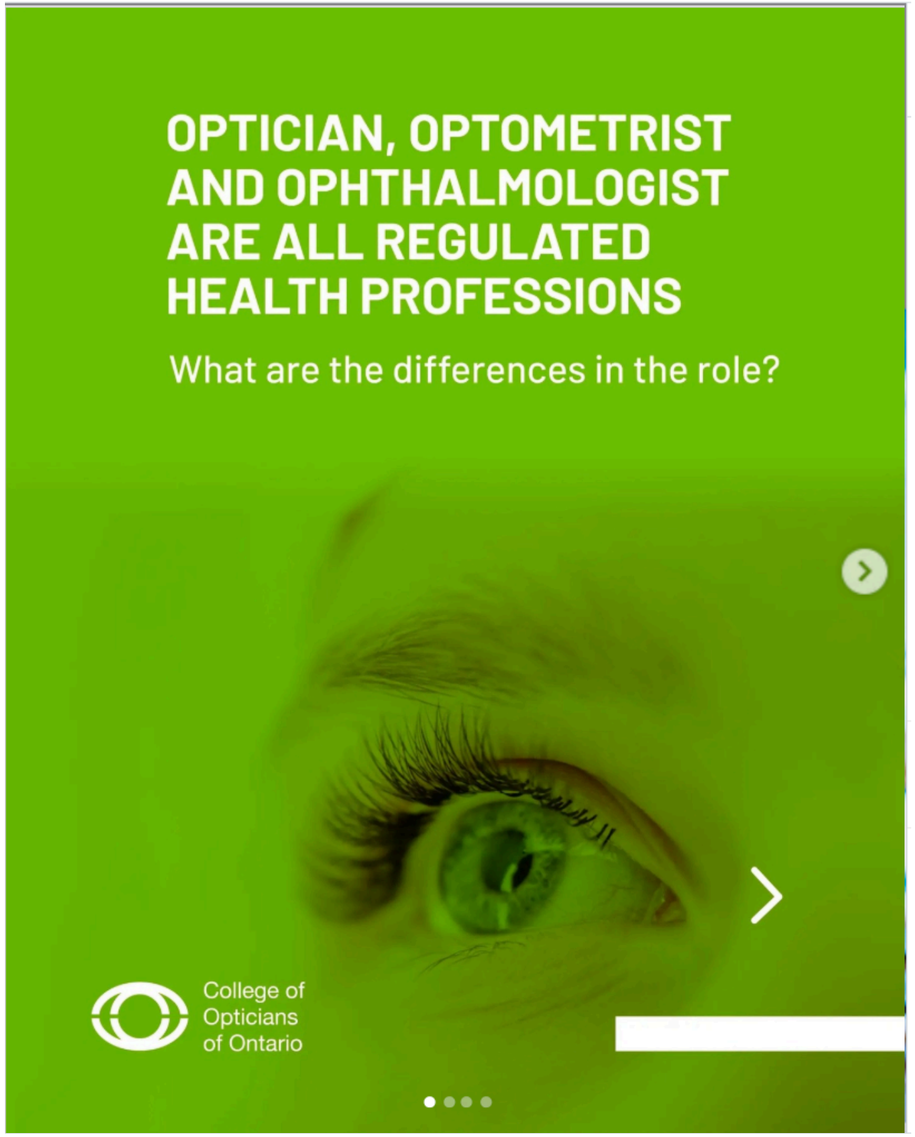
What Opticians do (carousel) - 14 content interactions
Verify an optician is authorized to practice (reel) - 13 content interactions
Verify you're working with a licensed optician this summer (graphic) - 12 content interactions

TOP PERFORMING LINKEDIN POSTS

Reporting unauthorized practice (carousel) - 48.90% engagement rate
What opticians do (carousel) - 47.70% engagement rate
Complaints process FAQs (carousel) - 46.60% engagement rate

TOP PERFORMING X POSTS

Reporting unauthorized practice (reel) - 10.00% engagement rate
Regulating Ontario's opticianry profession (graphic) - 5.00% engagement rate
Tune in to the College's Board meeting Sept. 28 (graphic) - 0.00% engagement rate



WHAT OPTICIANS DO (CAROUSEL)

NEWS FROM THE COLLEGE

Below is a list of the top-performing content in Q2 and Q3, 2026, organized by platform.

TOP PERFORMING FACEBOOK POSTS

Voting is now open for the 2026 Board Election (reel) - 6 content interactions
2026 board election meet the candidates (reel) - 5 content interactions
Committee member recruitment (graphic) - 2 interactions

TOP PERFORMING INSTAGRAM POSTS

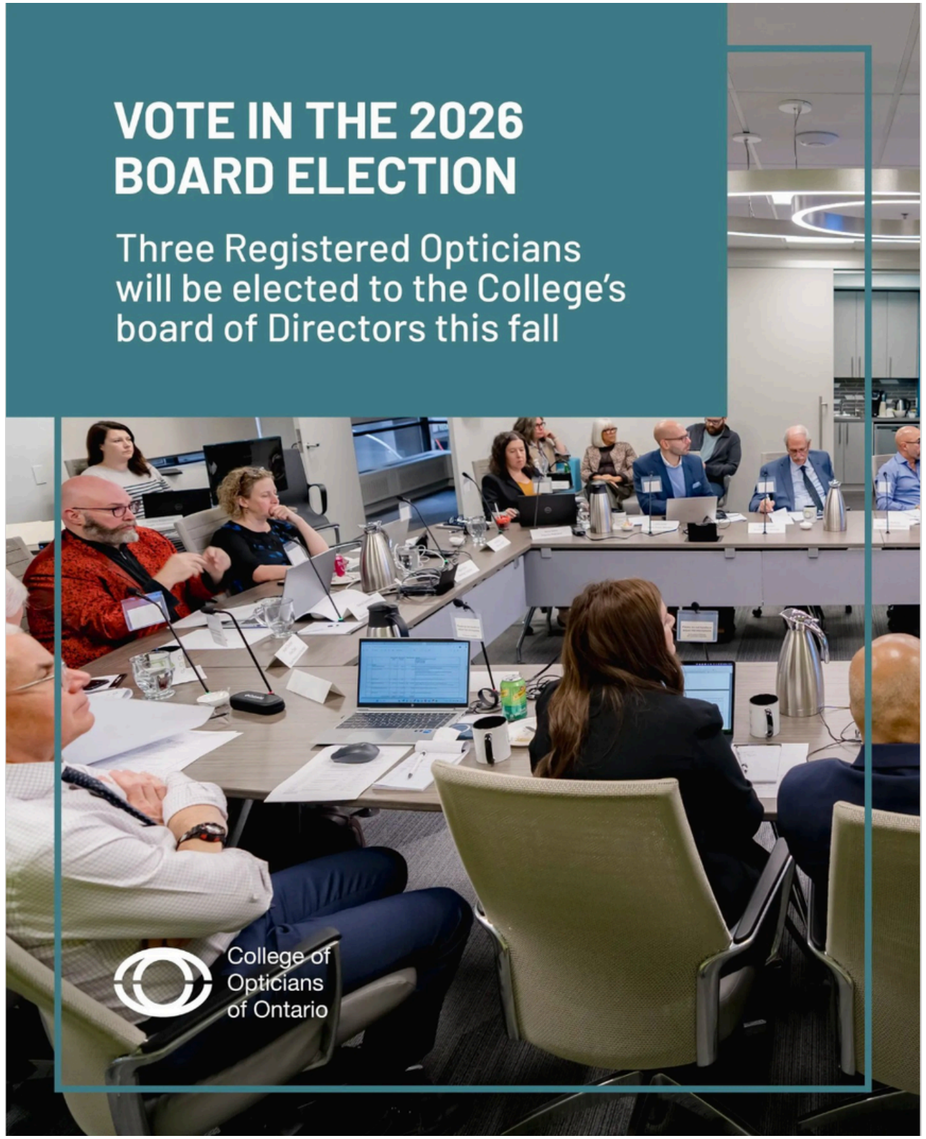
2026 board election one week left (graphic) - 14 interactions
2026 board election meet the candidates (carousel) - 12 content interactions
Committee member recruitment (graphic) - 12 content interactions

TOP PERFORMING LINKEDIN POSTS

2026 board election meet the candidates (carousel) - 33.30% engagement rate
2026 board election voting now open (reel) - 8.94% engagement rate
Committee member recruitment (graphic) - 7.80% engagement rate

TOP PERFORMING X POSTS

Committee member recruitment (graphic) - 22.00% engagement rate
Vote in the 2026 board election (graphic) - 20.00% engagement rate
2026 board election voting now open (reel) - 13.00% engagement rate



2026 BOARD ELECTION ONE WEEK LEFT

PRACTICE SUPPORT

Below is a list of the top performing content in Q2 and Q3, 2026, organized by platform.

TOP PERFORMING FACEBOOK POSTS

Spousal Exemption (carousel) - 5 content interactions
Students review entry-to-practise requirements (reel) - 5 content interactions
More ways to earn self-directed CE hours (reel) - 2 interactions

TOP PERFORMING INSTAGRAM POSTS

Annual requirements (carousel) - 16 content interactions
Continuing Education (reel) - 14 content interactions
Professional practice scenario (carousel) - 13 content interactions

TOP PERFORMING LINKEDIN POSTS

Professional practice scenario (carousel) - 64.60% engagement rate
Inactive class of registration (carousel) - 52.0% engagement rate
Opticians review the changes to the standards of practice (carousel) - 44.80% engagement rate

TOP PERFORMING X POSTS

Spousal Exception (carousel) - 10.00% engagement rate
Update your Professional Portfolio (reel) - 7.00% engagement rate
Continuing Education (reel) - 7.00% engagement rate



SPOUSAL EXCEPTION

KEY SOCIAL MEDIA TAKEAWAYS/SUMMARY

Q3 TOP-PERFORMING CONTENT

- Educational content resonated with all audiences.
- Posts explaining regulatory processes, professional requirements and public protection consistently ranked among the top performers across all platforms.

- Carousels drove strong engagement, particularly on LinkedIn.
- Posts breaking down complex topics appeared frequently among the top-performing content.
- Posts helping the public understand how to verify an optician’s registration, identify unauthorized practice and understand the role of opticians consistently ranked among Instagram and LinkedIn’s top performers.

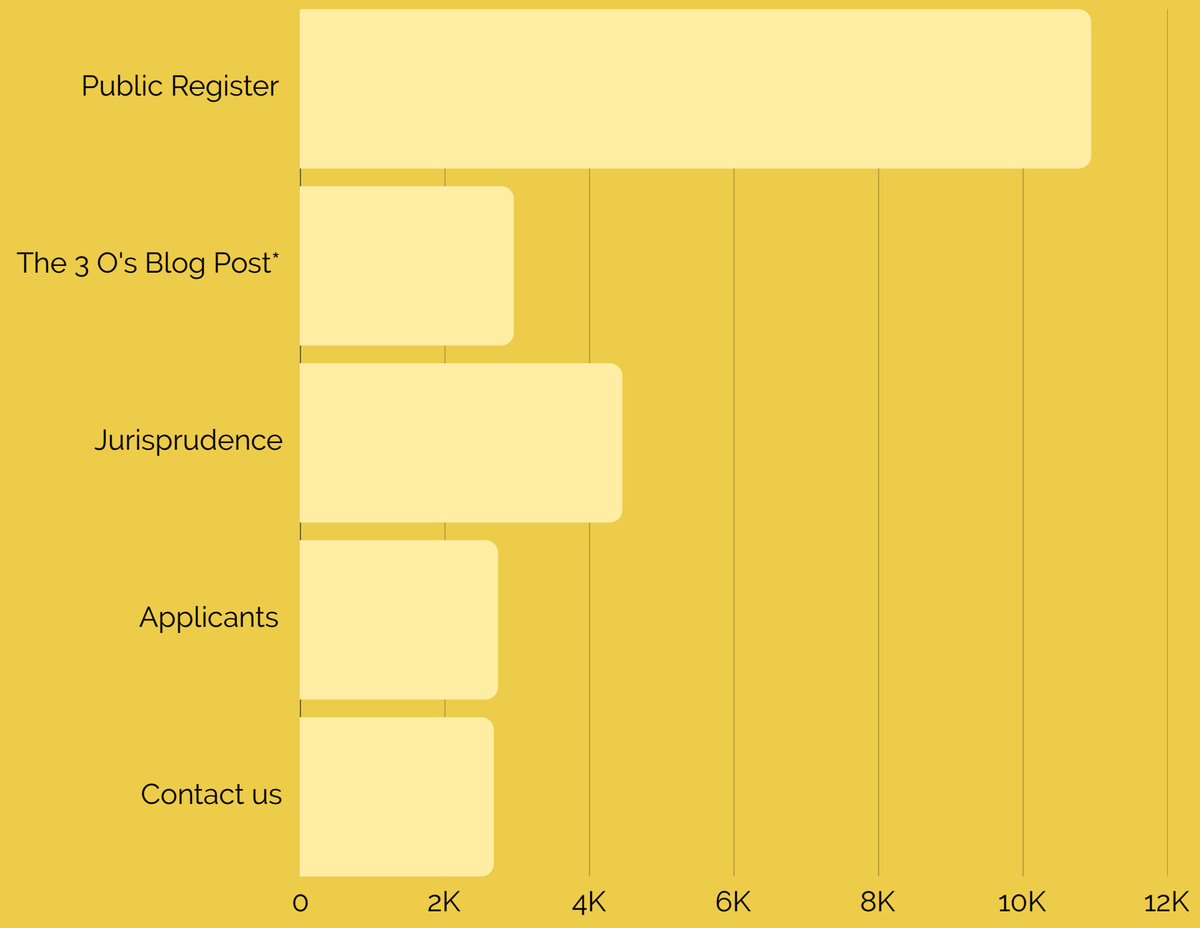


Website traffic

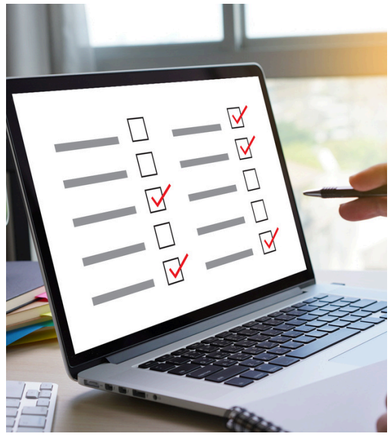
COLLEGEOFOPTICIANS.CA

The most visited landing pages from November 3, 2025, to November 3, 2026. A landing page is the page a user first visits on the website.

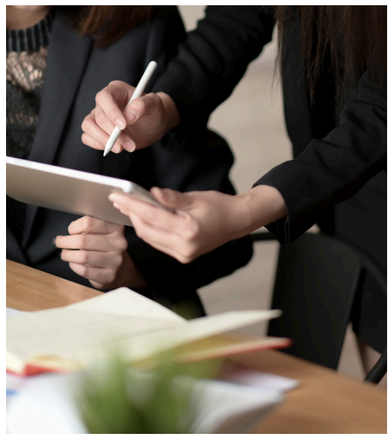
*Refers to COO public blog post: “Optician, Optometrist, Ophthalmologist? Do you know the difference?”



EBLASTS







Since the last Board meeting in September, we have been busy keeping registrants updated. The following communications were sent to registrants during this time.

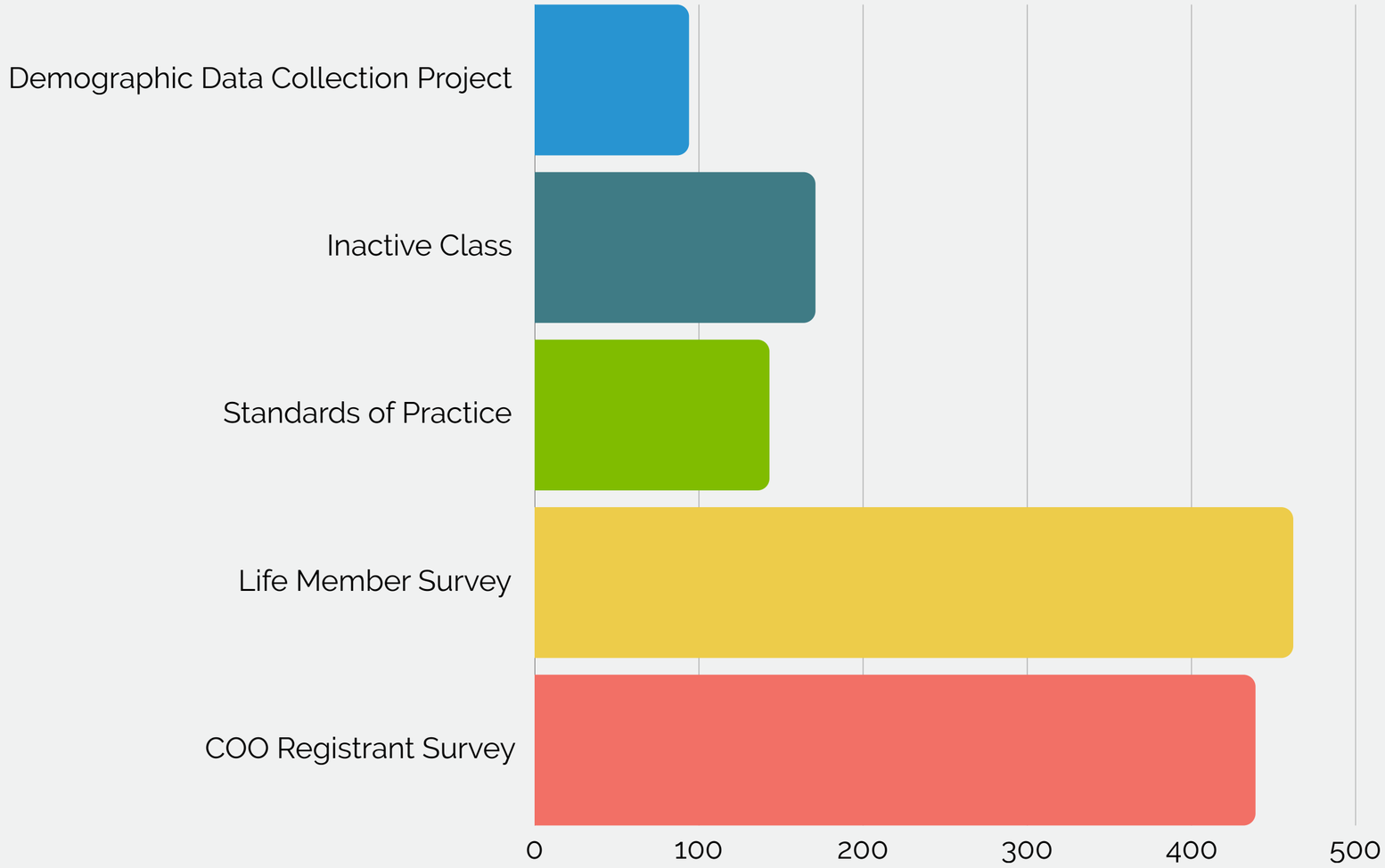
NEWS FROM THE COLLEGE

Notice to OOA Professional Liability Insurance Holders | October 16
Appointed Member Information Session | October 1
Call for Appointed Members | September 28
Election Results Announcement | September 25
Reminder to Vote in COO Election | September 27 & 25
COO Board Election | September 10
OOA email to Registrants | September 8

CONSULTATION & FEEDBACK

The COO seeks regular feedback from registrants and system partners on proposed policy changes.

RESPONSE RATES TO SURVEYS IN 2025 & 2026



Let's get social!

Board and Appointed Members can support the COO's communication efforts by following us, liking posts, or sharing them on your feed.

While we also welcome your comments, we recommend ensuring all engagement is consistent with the social media appendix to the board and committee code of conduct.



On Instagram @ collegeoptician

On Facebook @ College of Opticians of Ontario

On LinkedIn @ @CollegeOptician

On x @ @CollegeOptician