



# Communications Report

March, 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. In order 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, Twitter, Instagram, and LinkedIn with direction from senior staff. The COO's social media content is in both English and French.



# Statistics by Platform

We are continuing to grow our social media reach:

## Facebook

- 710 followers 24%  in Q4
- 56 posts in 2025



## Instagram

- 918 followers 2.6%  in Q4
- 56 posts in 2025



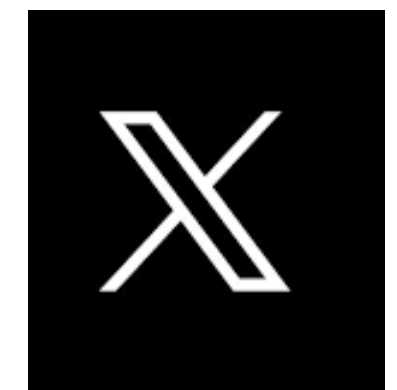
## LinkedIn

- 1,702 followers 2.8%  in Q4
- 56 posts in 2025



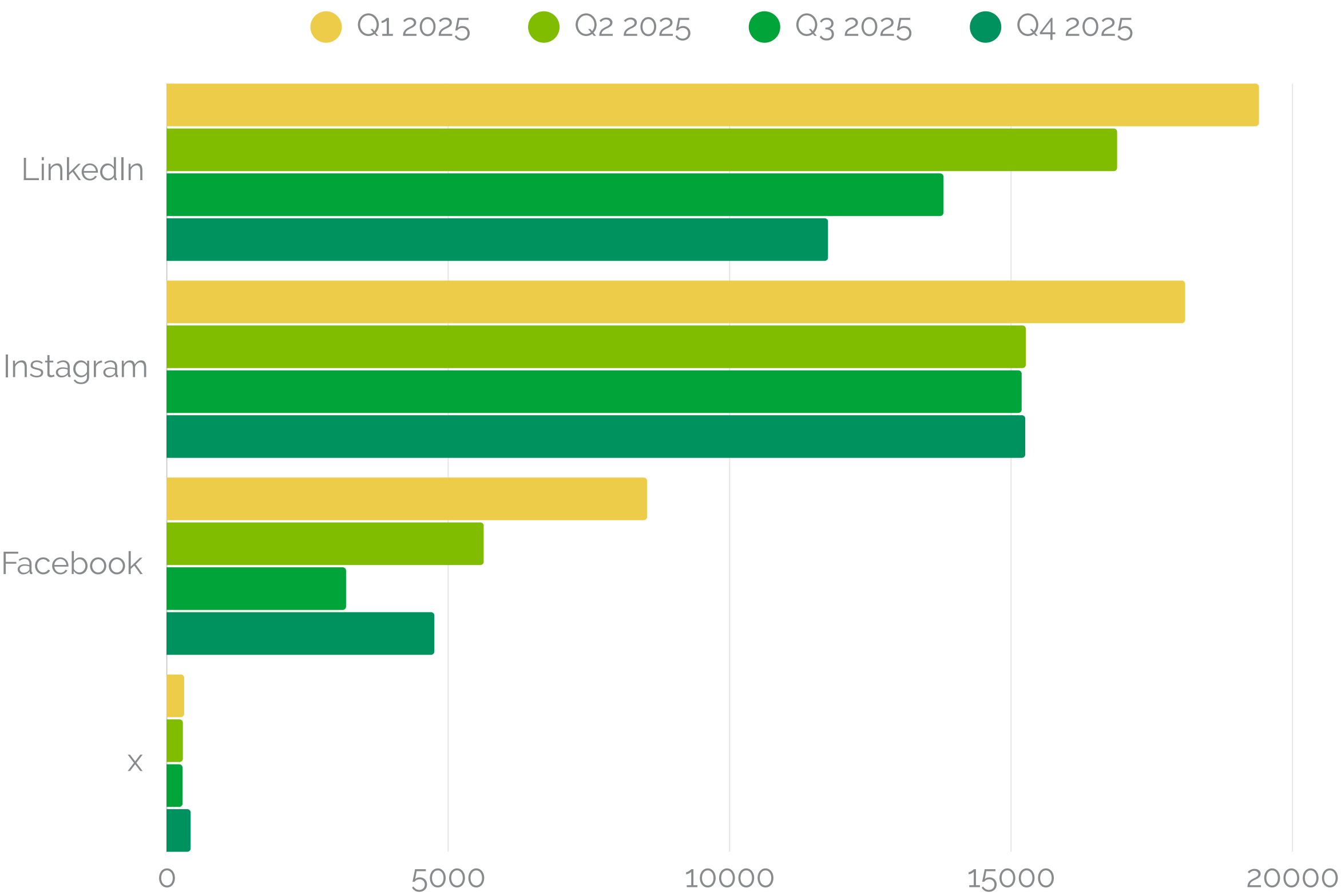
## X

- 128 followers 2.4%  in Q4
- 56 posts in 2025



# IMPRESSIONS

#OF TIMES  
CONTENT  
WAS  
DISPLAYED



# ENGAGEMENT RATE Q4 2025

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

## COO Average Engagement Rates

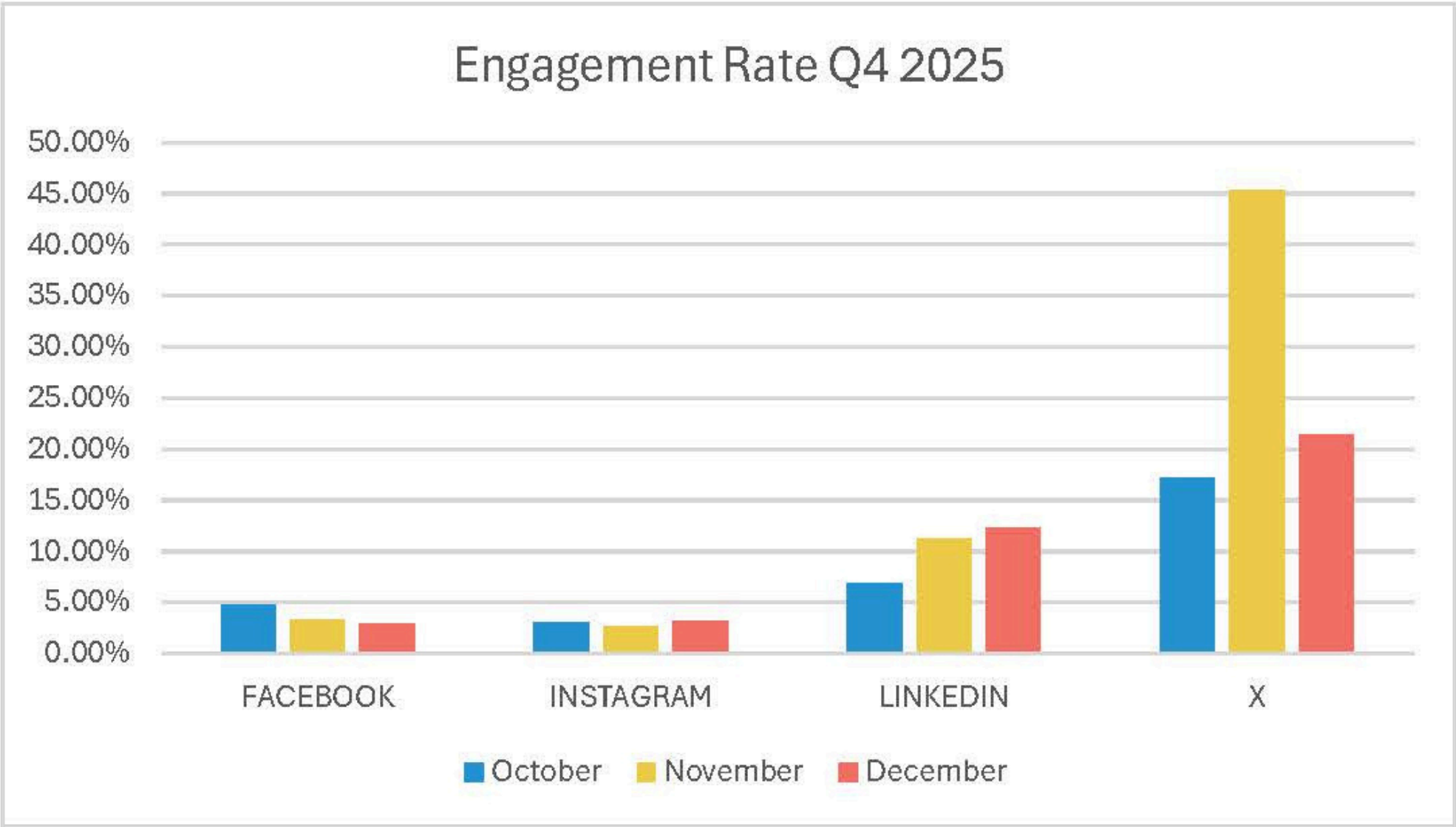
Facebook: 5.8%

Instagram: 2.96%

LinkedIn: 10.97%

X: 32.97%

(Note: Due to a smaller follower base on X, the engagement rate appears higher than on other platforms.)



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%

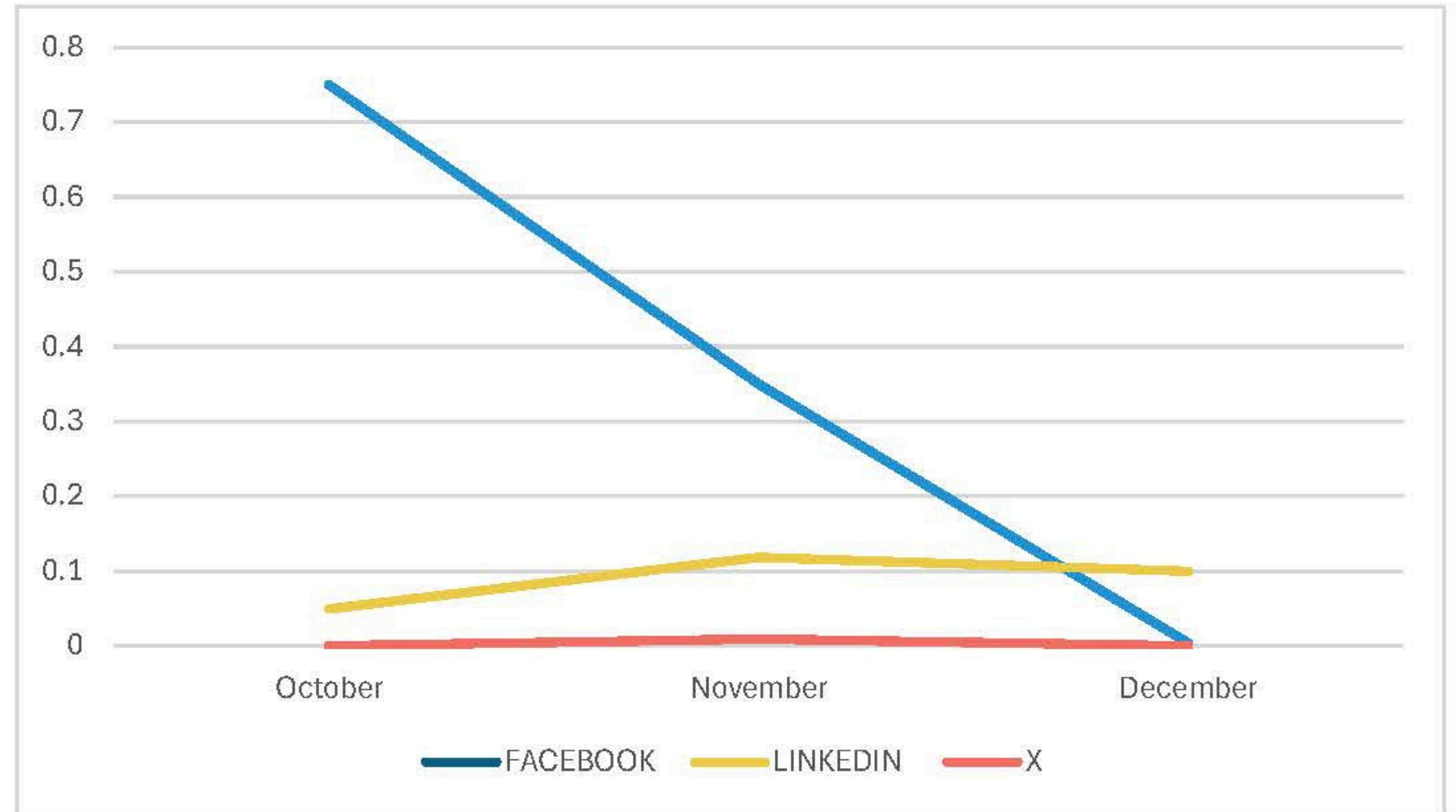
X: 1.7%

Facebook: 1.5%

# 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.





# PUBLIC & REGISTRANT ENGAGEMENT

The COO will attend the following events this Spring:

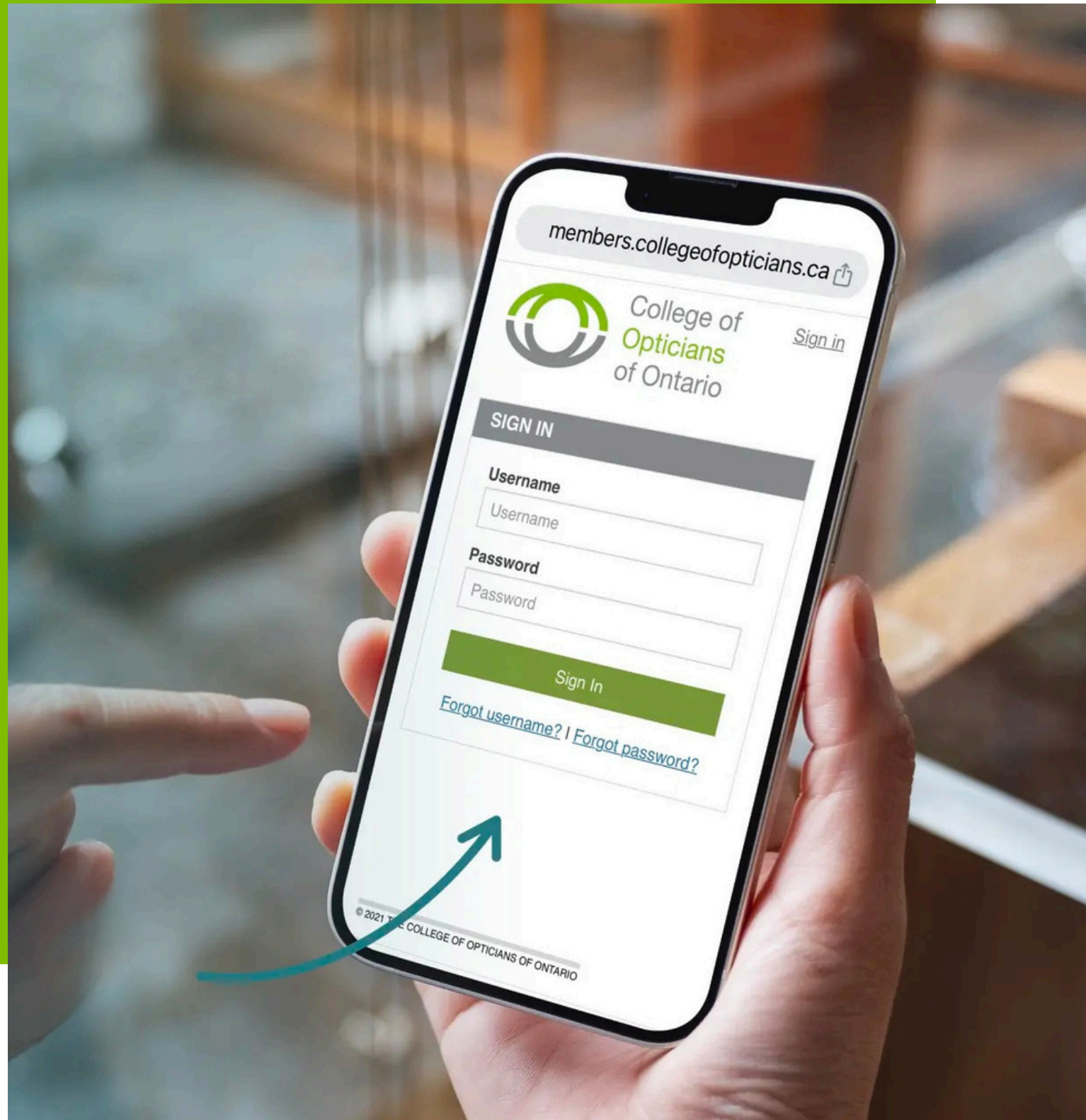
- February 5, 2026: Seneca Polytechnic Student Opticians Trade Show, Toronto
- February 9, 2026: Seneca Polytechnic Student Presentation
- February 19, 2026: COO Standards of Practice Lunch and Learn Webinar
- March 1, 2026: Independent Opticians Business Tradeshow, Toronto
- March 22, 2026: AOE Continuing Education and Tradeshow, Markham
- April 19, 2026: OOA Continuing Education and Tradeshow, Vaughan
- May 8, 2026: COO/OOA Queens Park Opticianry Awareness Day





# Social Media Campaigns

THE FOLLOWING PAGES LIST OUR TOP PERFORMING CONTENT, BROKEN DOWN INTO THREE MAIN CATEGORIES: EDUCATING THE PUBLIC, NEWS FROM THE COLLEGE, AND PRACTICE SUPPORT.





# EDUCATING THE PUBLIC

Below is a list of the top performing content IN Q4, 2025 organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Role of the College](#) | 182 impressions

[Behind the frames](#) | 88 impressions

## TOP PERFORMING INSTAGRAM POSTS

[Behind the Lenses](#) | 456 impressions

[Eye Injury Prevention Month](#) | 212 impressions

[Working with a Registered Optician](#) | 135 impressions

## TOP PERFORMING LINKEDIN POSTS

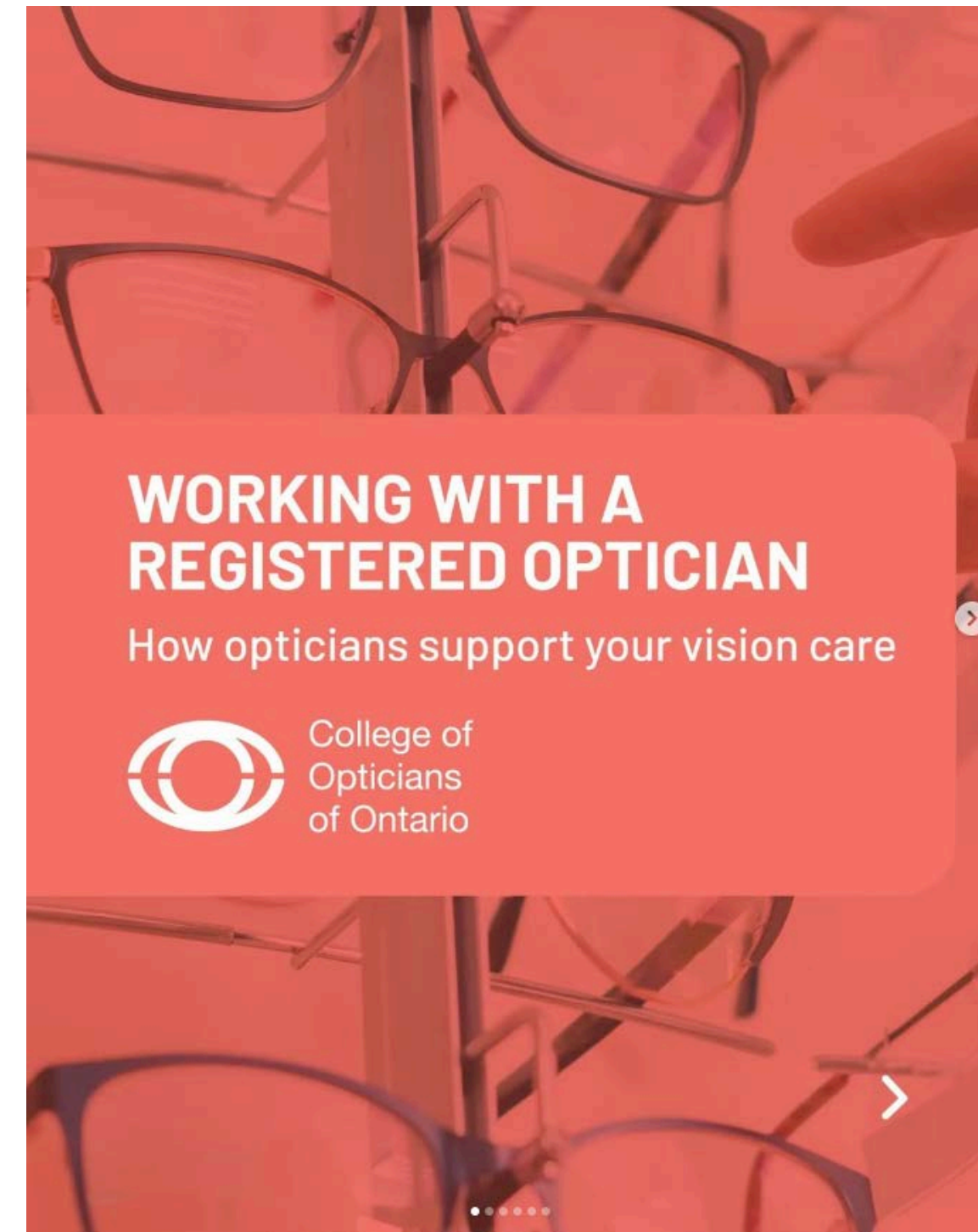
[Role of a Registered Optician](#) | 442 impressions

[Behind the lenses](#) | 320 impressions

[Behind the frames](#) | 314 impressions

## TOP PERFORMING X POSTS

[Eye Injury Prevention Month](#) | 13 impressions



WORKING WITH A REGISTERED OPTICIAN | 465 IMPRESSIONS

# NEWS FROM THE COLLEGE

Below is a list of the top-performing content in Q4, 2025, organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Optician Renewal Season](#) | 279 impressions

[Annual Report](#) | 215 impressions

[OOA Focus on Optics](#) | 199 impressions

## TOP PERFORMING INSTAGRAM POSTS

[Renewal Reminder](#) | 444 impressions

[2026 Renewal Scenario](#) | 379 impressions

[Canada Post Strike](#) | 313 impressions

## TOP PERFORMING LINKEDIN POSTS

[Inactive Class Renewal](#) | 335 impressions

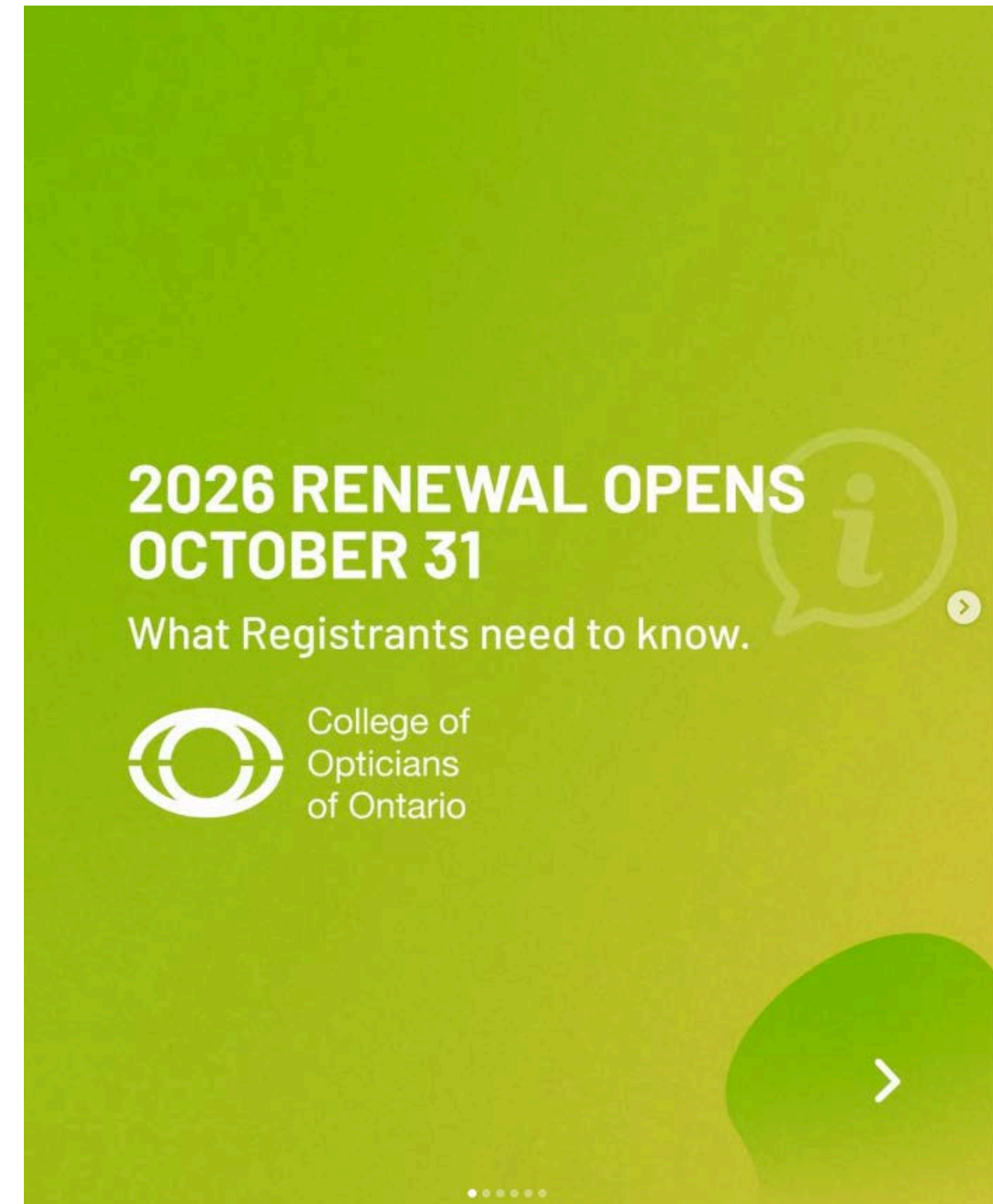
[OOA Focus on Optics](#) | 320 impressions

[Retire from Opticianry Practice in Ontario](#) | 239 impressions

## TOP PERFORMING X POSTS

[Canada Post Strike](#) | 56 impressions

[Addressing Ageism in Healthcare Webinar](#) | 18 impressions



[2026 RENEWAL OPENS](#) | [444 IMPRESSIONS](#)



# PRACTICE SUPPORT

Below is a list of the top performing content in Q4, 2025, organized by platform.

## TOP PERFORMING FACEBOOK POSTS

[Can a Layperson hand out contacts](#) | 156 impressions  
[Professional Practice Support Program](#) | 109 impressions  
[Spousal Exception](#) | 103 impressions

## TOP PERFORMING INSTAGRAM POSTS

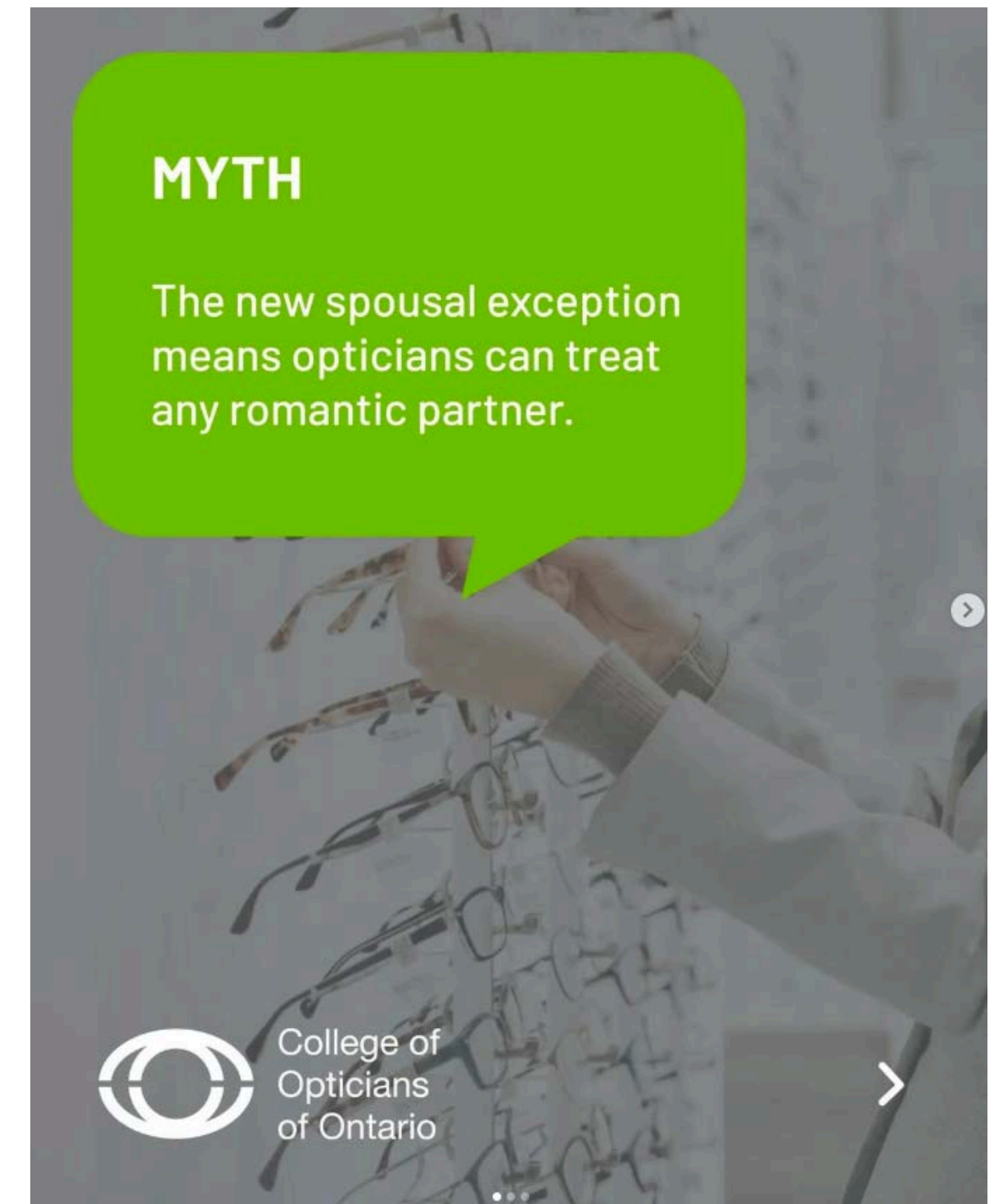
[Spousal Treatment Exception](#) | 390 impressions  
[Spousal Treatment Exception](#) | 426 impressions  
[Professional Practice Support Program](#) | 220 impressions

## TOP PERFORMING LINKEDIN POSTS

[Spousal Exemption](#) | 588 impressions  
[Standards of Practice](#) | 362 impressions

## TOP PERFORMING X POSTS

[Currency Practice Requirements](#) | 22 impressions  
[Understanding Unauthorized Practice](#) | 16 impressions



[SPOUSAL EXCEPTION](#) | [357 IMPRESSIONS](#)



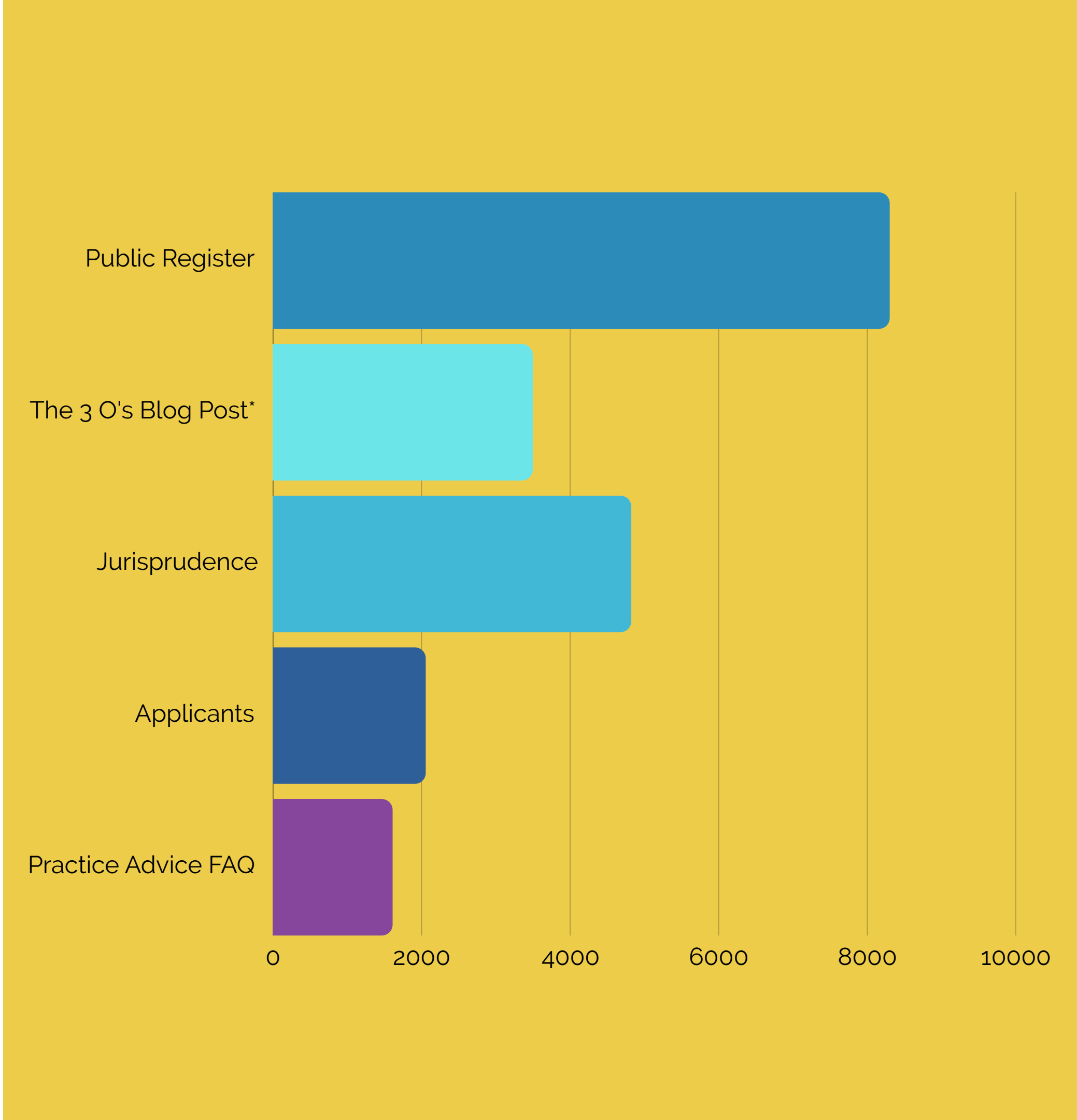
# Website Traffic



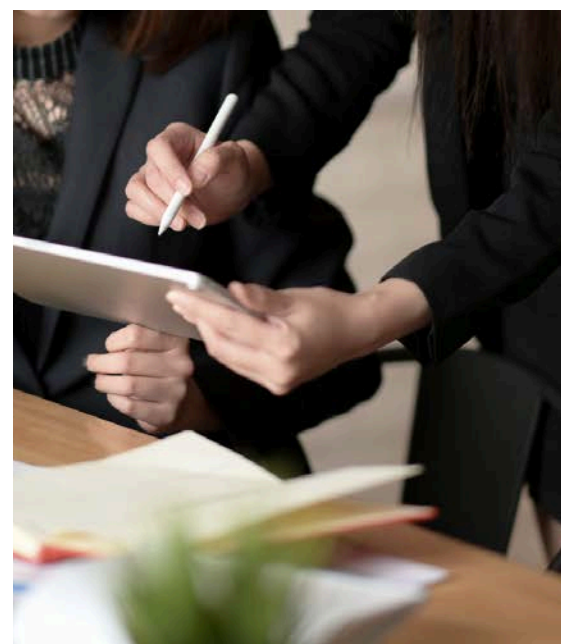
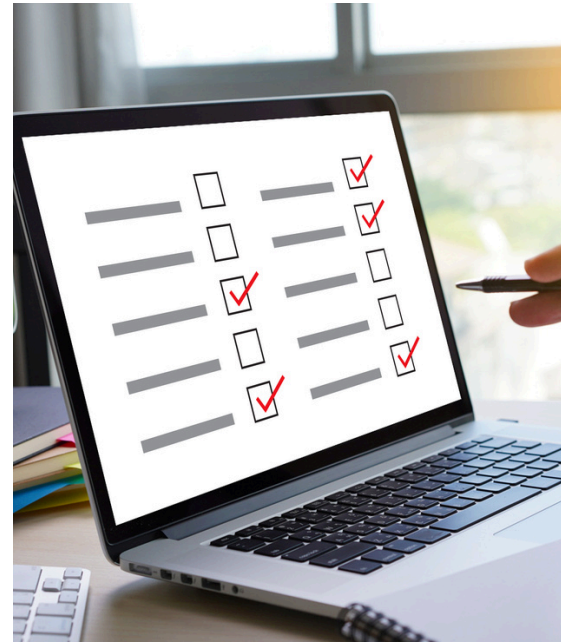
# COLLEGE OF OPTICIANS.CA

The most visited landing pages from May 15, 2024, to May 15, 2025. 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



## NEWS FROM THE COLLEGE

Holiday Hours | December 15

Updated Standards of Practice | January 12

News From the College | February 12

Standards of Practice Webinar Reminder | February 18

## QUALITY ASSURANCE

Missing Certificates for 2025 | February 2

Incomplete Professional Portfolio | February 2

Professional Portfolio Reminder | January 9

Professional Portfolio Reminder | December 12

## BY- ELECTION

Supplemental Nomination Period | November 20

Election Announcement | December 16

By Election Reminder to vote | January 23

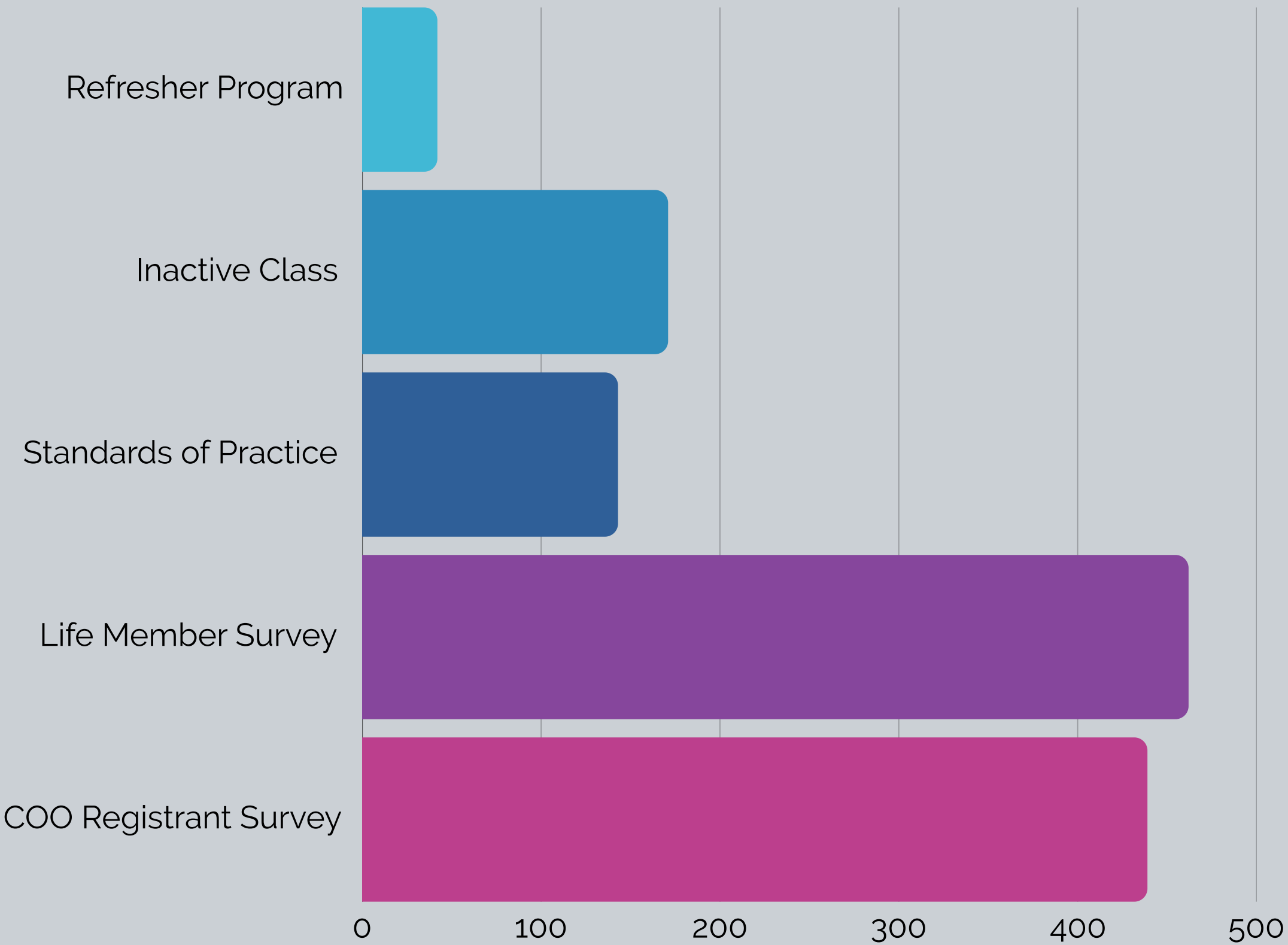
By Election Reminder to vote | February 2



# CONSULTATION & FEEDBACK

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

RESPONSE RATES TO SURVEYS IN 2024 & 2025.



# *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

