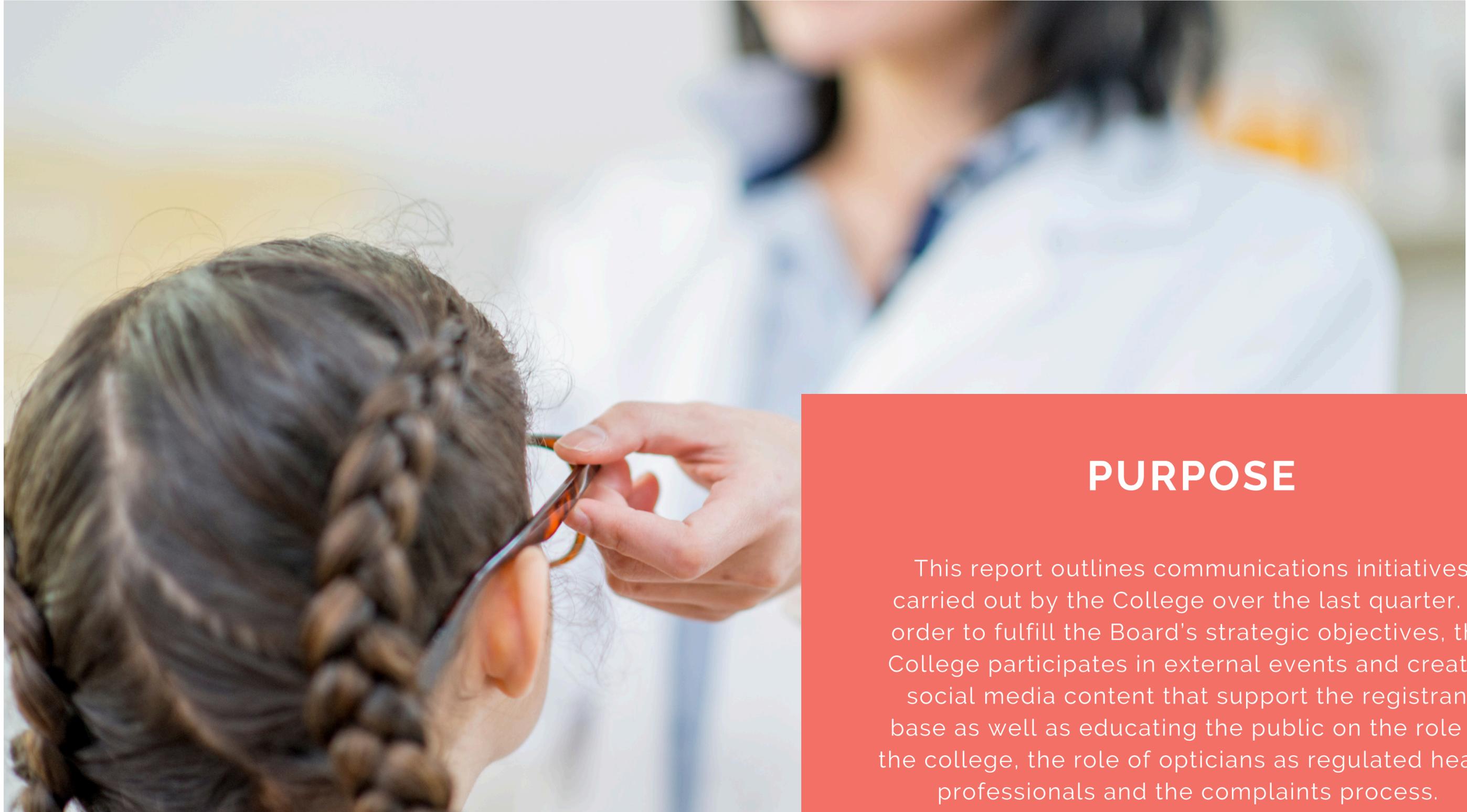


Communications

Report

June 2, 2025

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 now in both English and French.

Statistics by Platform

We are continuing to grow our social media reach:

Facebook

- 690 followers 2.8%  in Q1
- 56 posts in 2025



Instagram

- 869 followers 14%  in Q1
- 56 posts in 2025



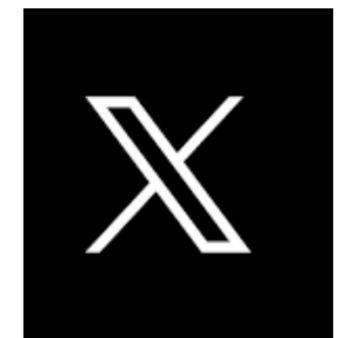
LinkedIn

- 1,555 followers 31%  in Q1
- 56 posts in 2025



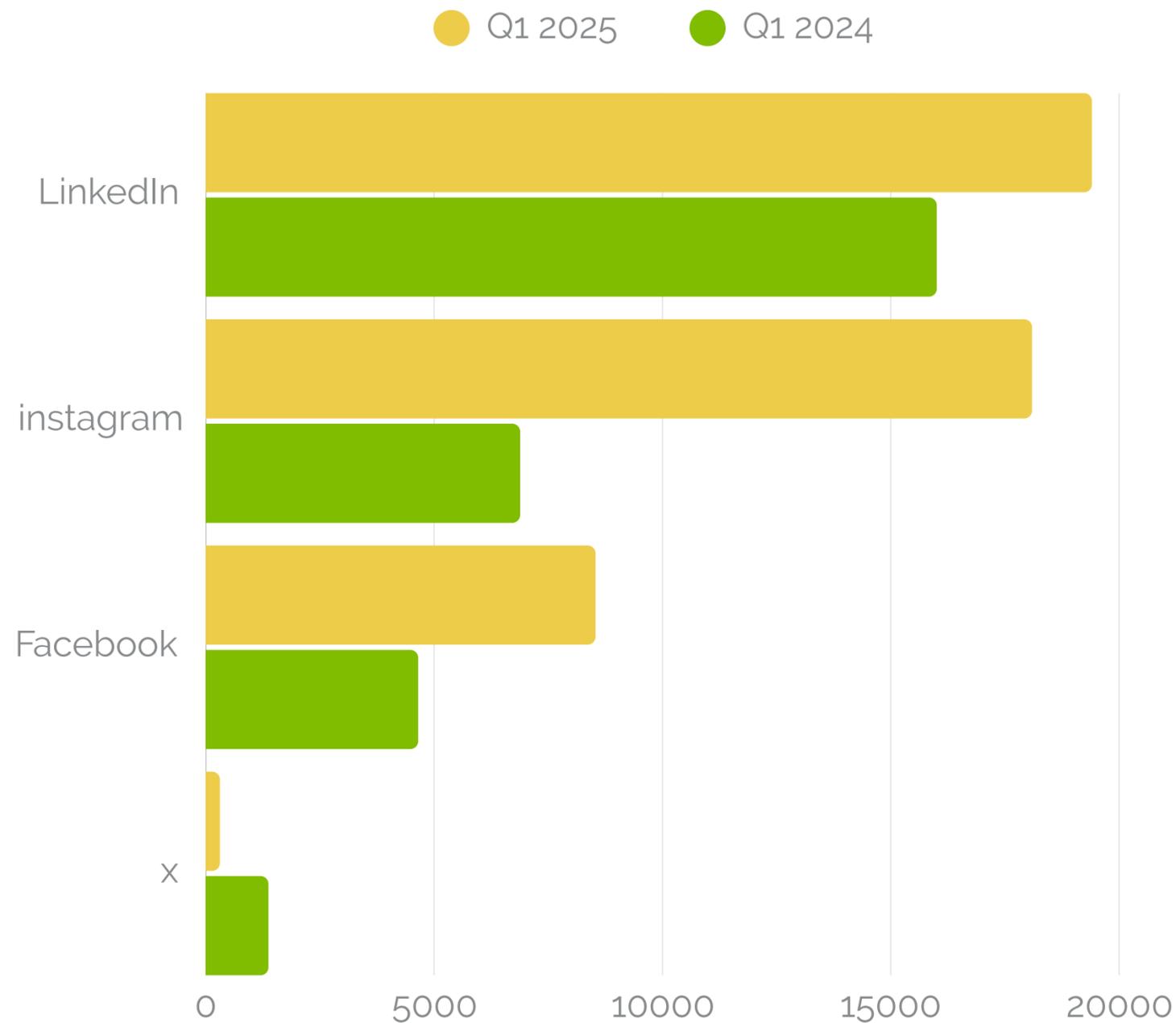
X

- 119 followers 1.7%  in Q1
- 56 posts in 2025



IMPRESSIONS

#OF TIMES CONTENT WAS DISPLAYED



1.3K views from February 10 to April 18, on Instagram Stories, demonstrating sustained audience interest in short videos the COO is sharing.

ENGAGEMENT RATE Q1 2025

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

COO Average Engagement Rates

Facebook: 2.9%

Instagram: 3.32%

LinkedIn: 7.64

X: 26.1%

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

For Comparison

Average Healthcare Engagement Rates

LinkedIn: 3.3%

Instagram 3.7%

X: 2.3%

Facebook: 1.9%

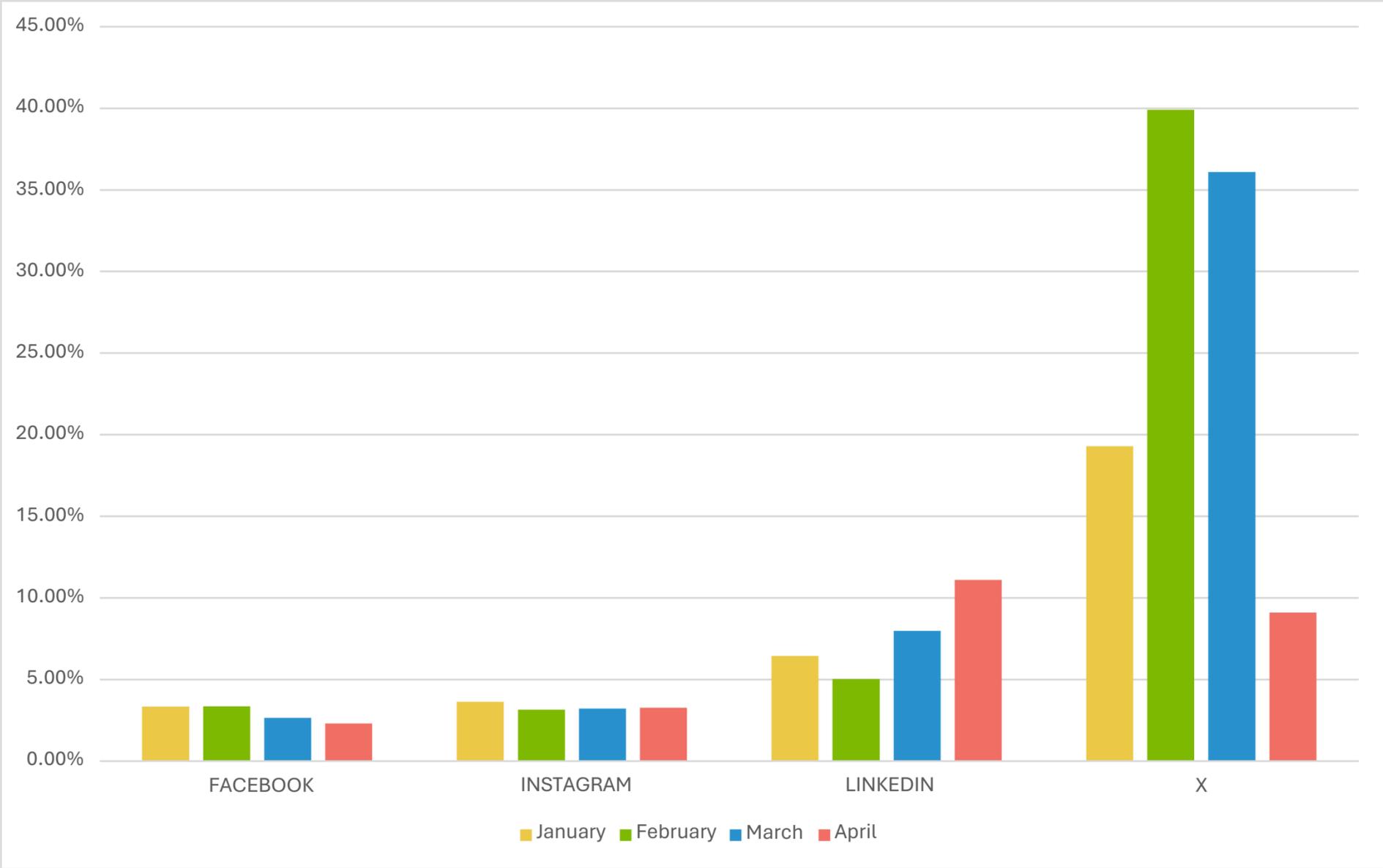
Average Government Engagement Rates

LinkedIn: %2.7

Instagram 3.5%

X: 1.7%

Facebook: 1.5%

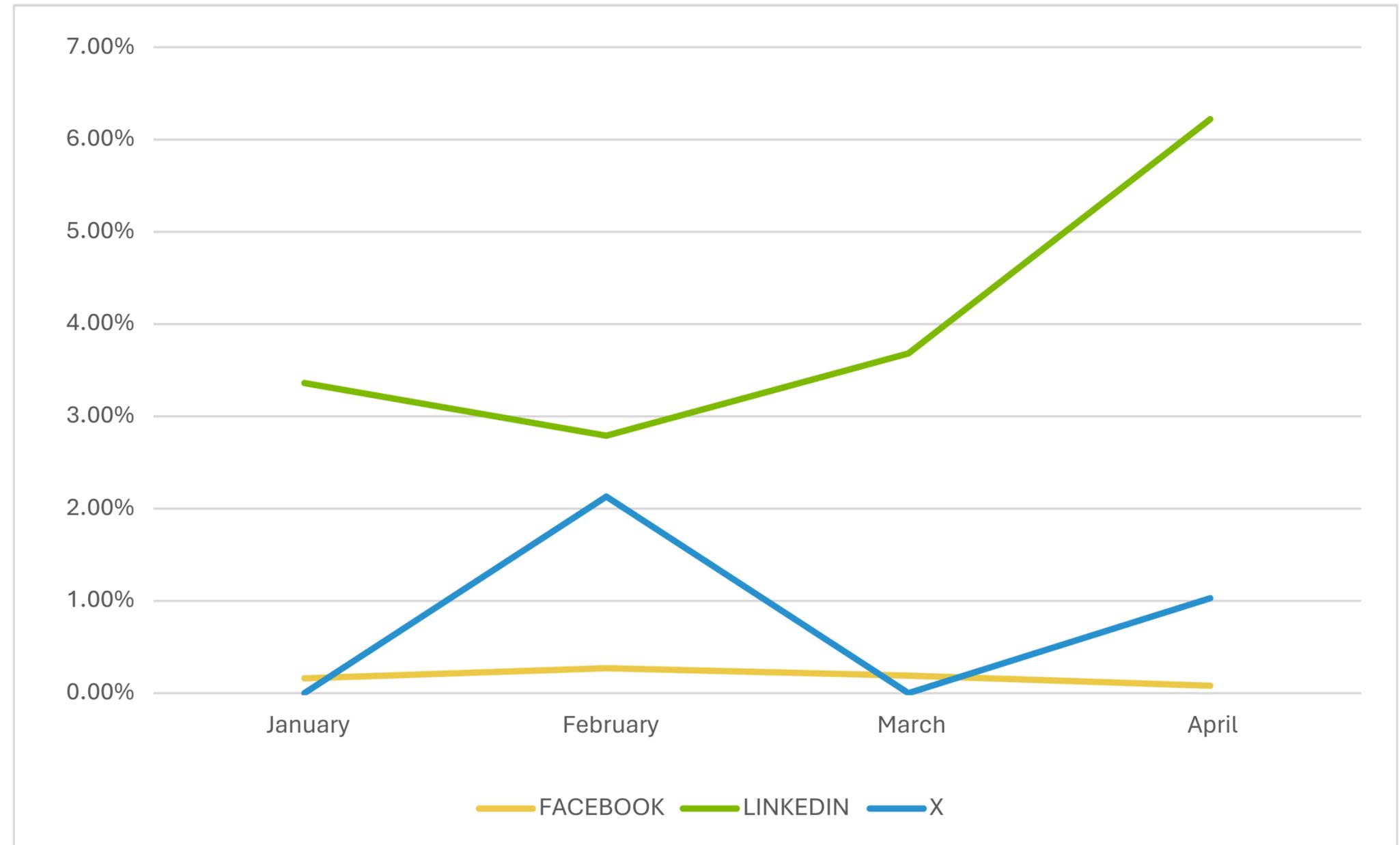


Source: Hootsuite

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

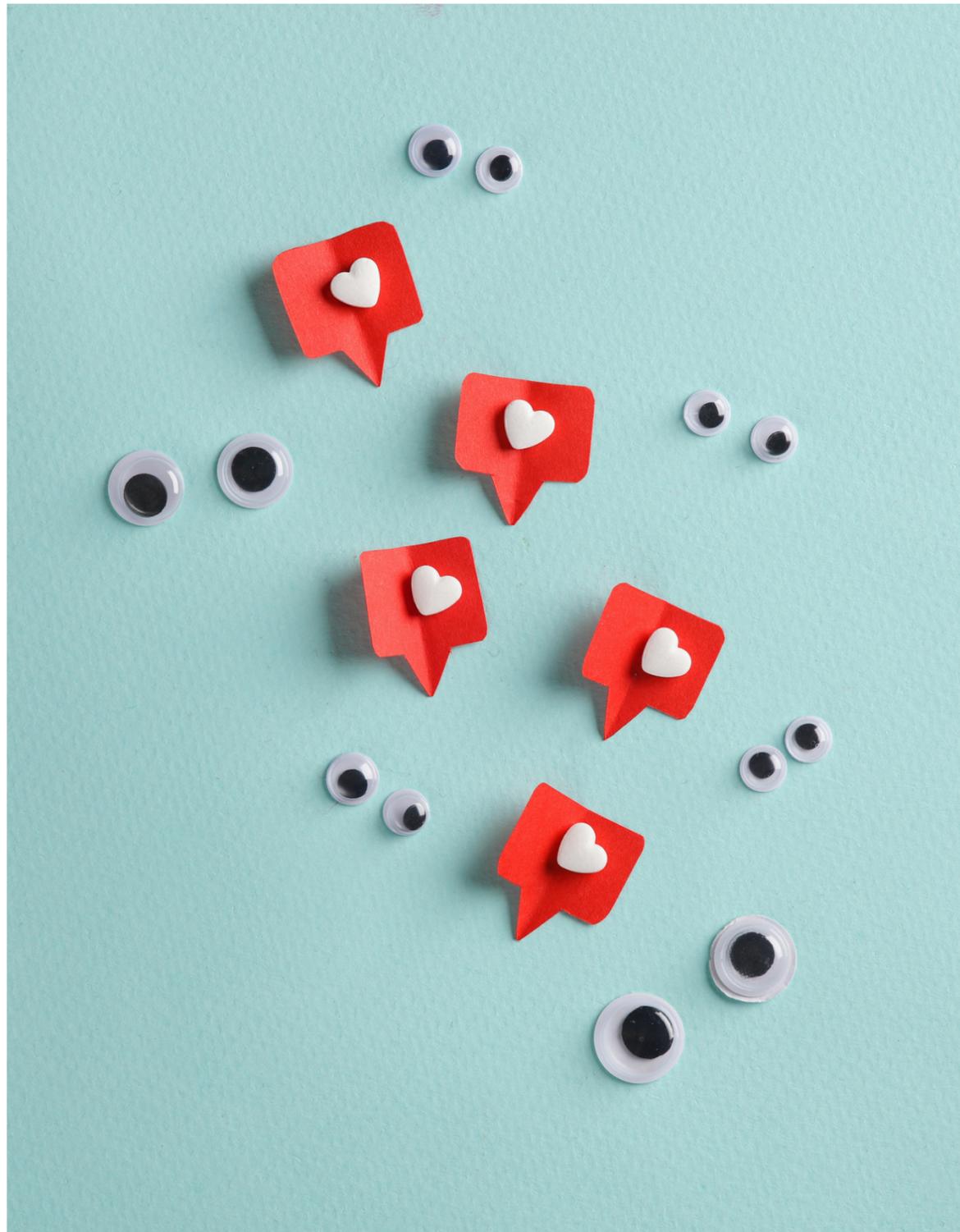
Since the March Board Meeting, COO staff attended the following events:

- March 11, 2025: Seneca Trade Show
- March 23, 2025: AOE Trade Show, Markham
- April 6, 2025: OOA Trade Show, Richmond Hill

Social Media Campaigns

TOP PERFORMING CONTENT BASED ON ENGAGEMENTS

AN ENGAGEMENT IS A MEASURE OF USER INTERACTION WITH A POST INCLUDING LIKING, COMMENTING, SHARING OR CLICKING ON A LINK.



EDUCATING THE PUBLIC

Posts on educating the public had some of the highest numbers of engagements in Q1.

Q1 FACEBOOK POSTS WITH THE HIGHEST ENGAGEMENTS

[Visiting an Optician](#) | 188 engagements

[COO's public protection role](#) | 248 engagements

[Final year of the COO's Strategic Plan](#) | 144 engagements

Q1 INSTAGRAM POSTS WITH THE HIGHEST ENGAGEMENTS

[COO's public protection role](#) | 499 engagements

Q1 LINKEDIN POSTS WITH THE HIGHEST ENGAGEMENTS

[COO's Regulatory Role](#) | 288 engagements

Q1 X POSTS WITH THE HIGHEST ENGAGEMENTS

[Role of the College's Board](#) | 15 engagements

[Join the COO's Board meeting](#) | 9 engagements

2023-2025 COO STRATEGIC PRIORITIES



COLLEGE OF OPTICIANS.CA



Safer and more inclusive patient care



The College is relational accessible and responsive to changes in technology and evolving patient expectations



The College demonstrates regulatory leadership through governance excellence

[FINAL YEAR OF THE COO'S STRATEGIC PLAN](#) | 144 ENGAGEMENTS

NEWS FROM THE COLLEGE

Below is a list of posts with the highest number of engagements in Q1 organized by platform.

Q1 FACEBOOK POSTS WITH THE HIGHEST ENGAGEMENTS

[AOE Conference post](#) | 193 engagements

[January is Glaucoma Awareness Month](#) | 161 engagements

Q1 INSTAGRAM POSTS WITH THE HIGHEST ENGAGEMENTS

[2025 Renewals and Decals](#) | 419 engagements

[AOECE Event Follow Up](#) | 366 engagements

Q1 LINKEDIN POSTS WITH THE HIGHEST ENGAGEMENTS

[Glaucoma Awareness Month](#) | 467 engagements

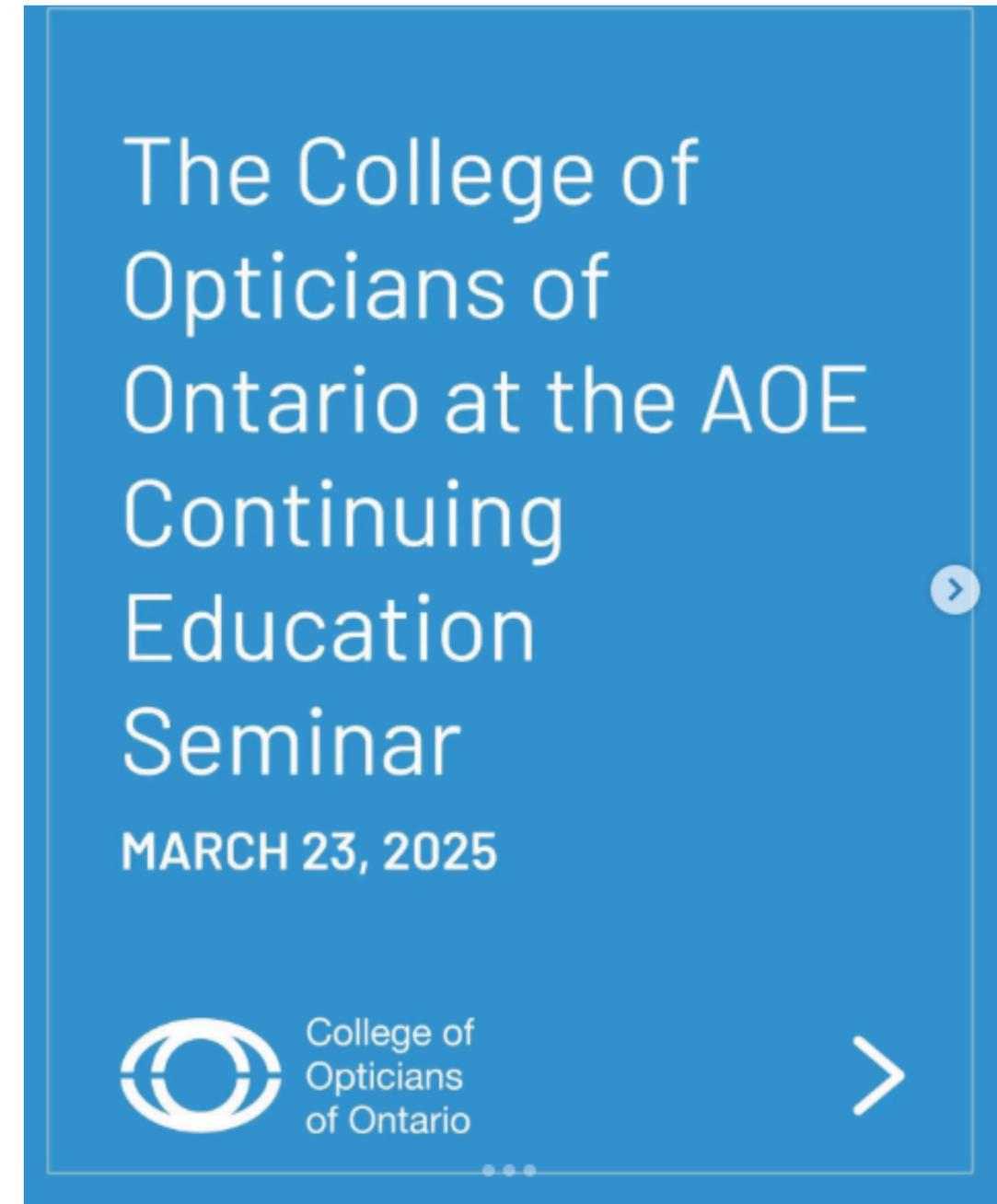
[Seneca Polytechnic's Optical Tradeshow](#) | 454 engagements

[Pursuing Opticianry in Ontario?](#) | 316 engagements

Q1 X POSTS WITH THE HIGHEST ENGAGEMENTS

[Delivery of your 2025 Renewals and Decals](#) | 34 engagements

[Life Membership Designation](#) | 14 engagements



[AOECE EVENT FOLLOW UP | 366 ENGAGEMENTS](#)

PRACTICE SUPPORT

Posts about practice support were among the highest-performing content in terms of number of engagements in Q1.

Q1 FACEBOOK POSTS WITH THE HIGHEST ENGAGEMENTS

[FAQ Dispensing prescription eyewear](#) | 1,200 engagements

[FAQ: Valid prescription?](#) | 288 engagements

[FAQ: Contact lens follow-up](#) | 184 engagements

[CE Renewal reminder inactive class](#) | 160 engagements

Q1 INSTAGRAM POSTS WITH THE HIGHEST ENGAGEMENTS

[FAQ: Valid prescription?](#) | 840 views

[Thinking of opening an eyewear store?](#) | 573 engagements

[FAQ: Contact lens follow-up](#) | 406 engagements

[Renewal deadline](#) | 377 engagements

[FAQ: Sharing patient file](#) | 338 engagements

Q1 LINKEDIN POSTS WITH THE HIGHEST ENGAGEMENTS

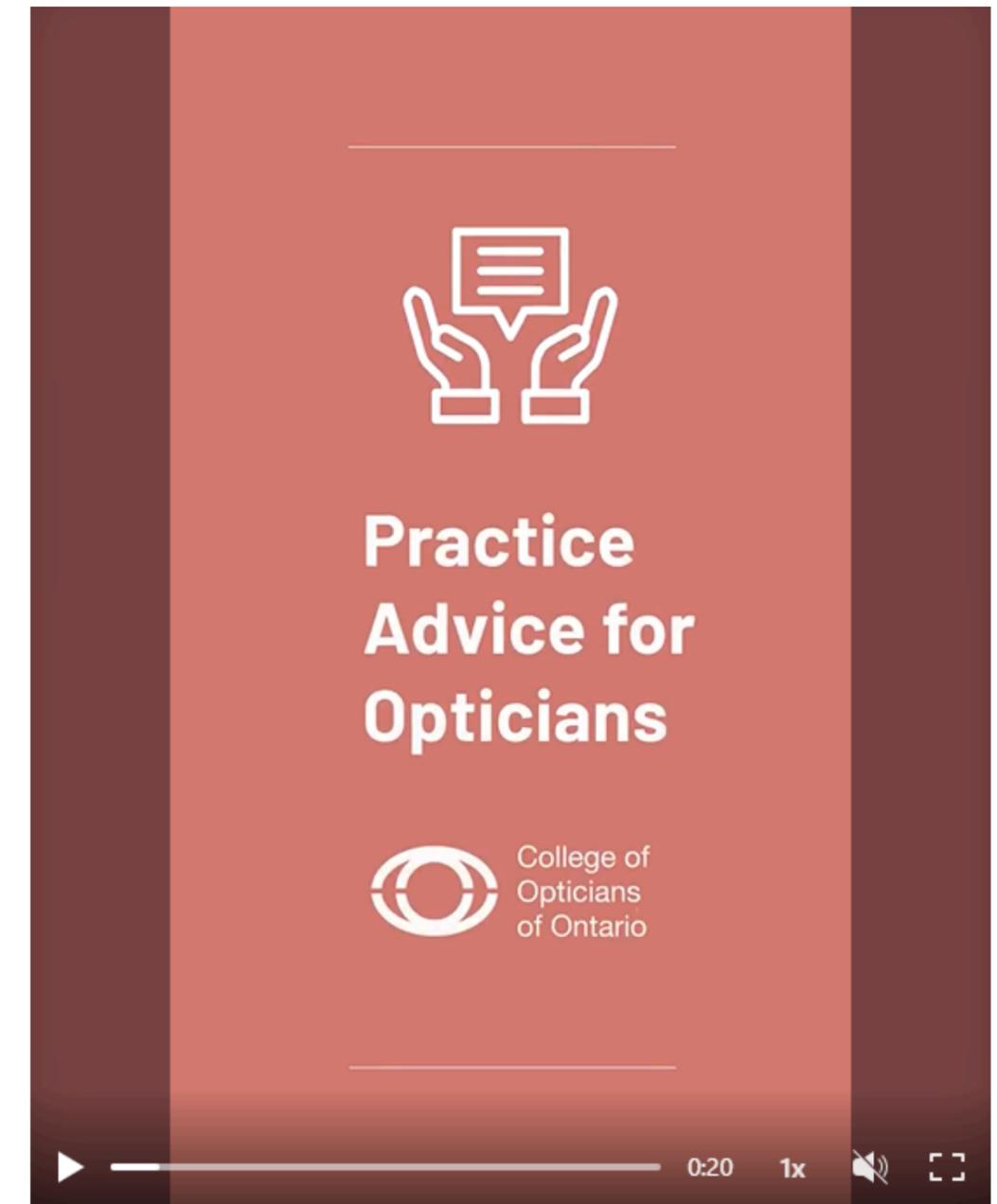
[Thinking of opening an eyewear store?](#) | 522 engagements

[FAQ: Dispensing prescription eyewear](#) | 511 engagements

[FAQ: Sharing patient file](#) | 345 engagement

Q1 X POSTS WITH THE HIGHEST ENGAGEMENTS

[Thinking of opening an eyewear store?](#) | 8 engagements



[FAQ: SHARING PATIENT FILE | 345 ENGAGEMENT](#)

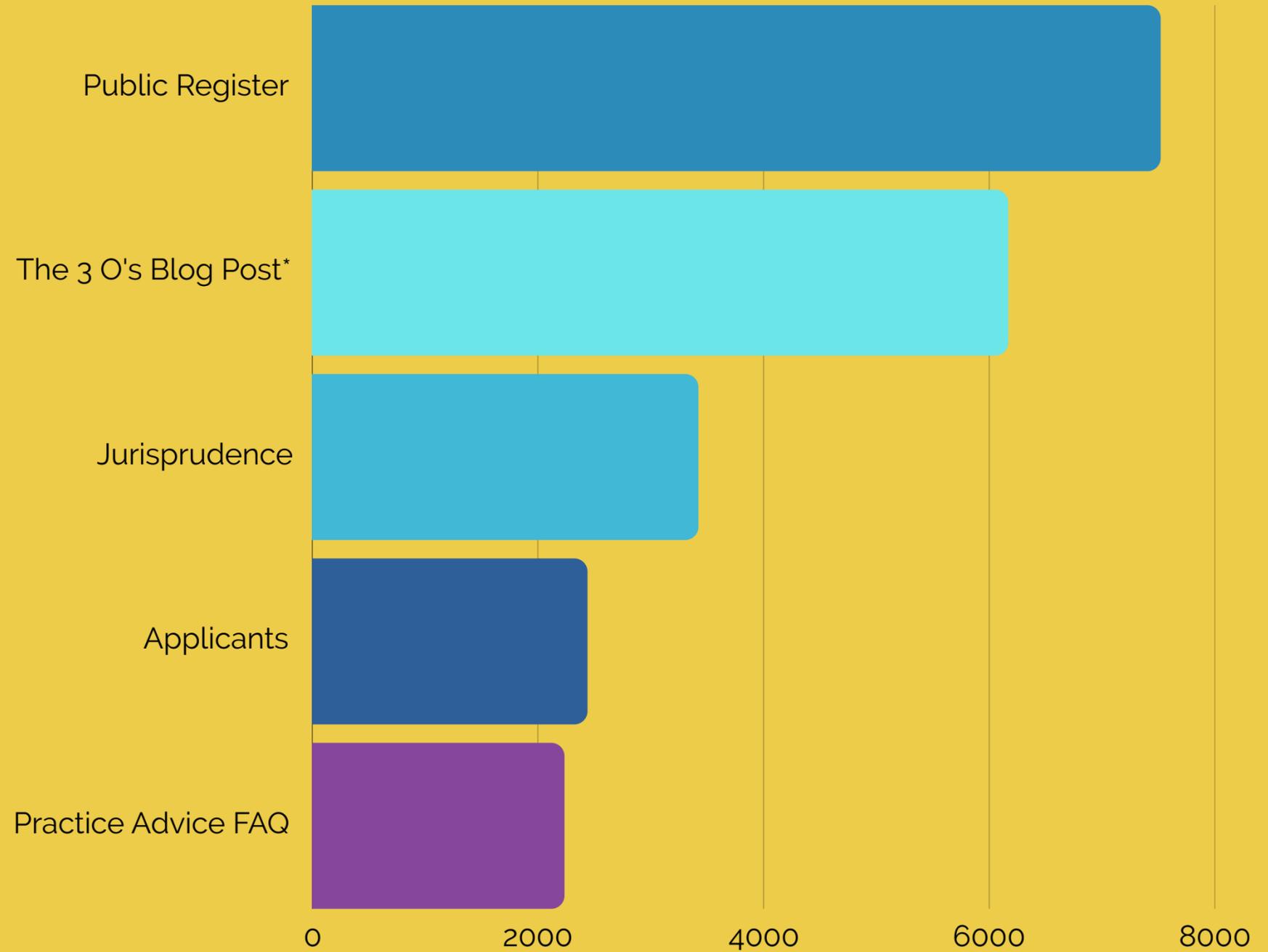


Website Traffic

COLLEGEOPTICIANS.CA

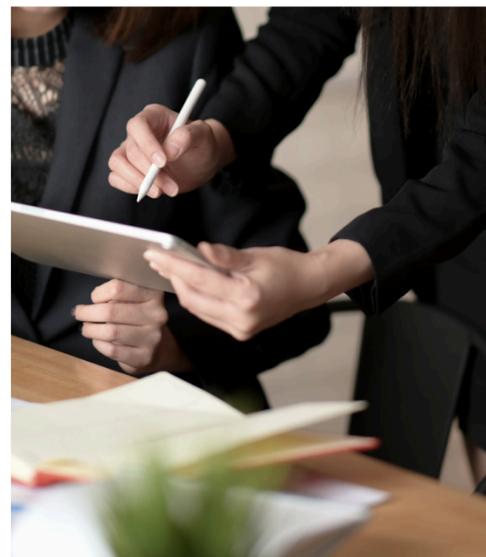
The most visited landing pages from May 15, 2024, to May 15, 2025. A landing page is the page a user first visits on the website.

*Refers to COO public blog post: "[Optician, Optometrist, Ophthalmologist? Do you know the difference?](#)"



EBLASTS

Since the last report we have been busy! 11 eblasts were sent to registrants and system partners.



WEBINAR SERIES

COO Equity Webinar Part 2 - Recording now Available | May 6
Webinar Series | March 11
Webinar Series Reminder | March 21 | 392

QUALITY ASSURANCE

2025 CRE Process | March 13

ELECTIONS

Second Nominations Reminder District 4 | May 21
Second Nominations Reminder District 6 | May 21
Second Nominations Reminder District 7 | May 21
Board Elections District 4 | May 14
Board Elections District 6 | May 14
Board Elections District 7 | May 14
Nominations now open in District 4 | April 23
Nominations now open in District 6 | April 23
Nominations now open in District 7 | April 23

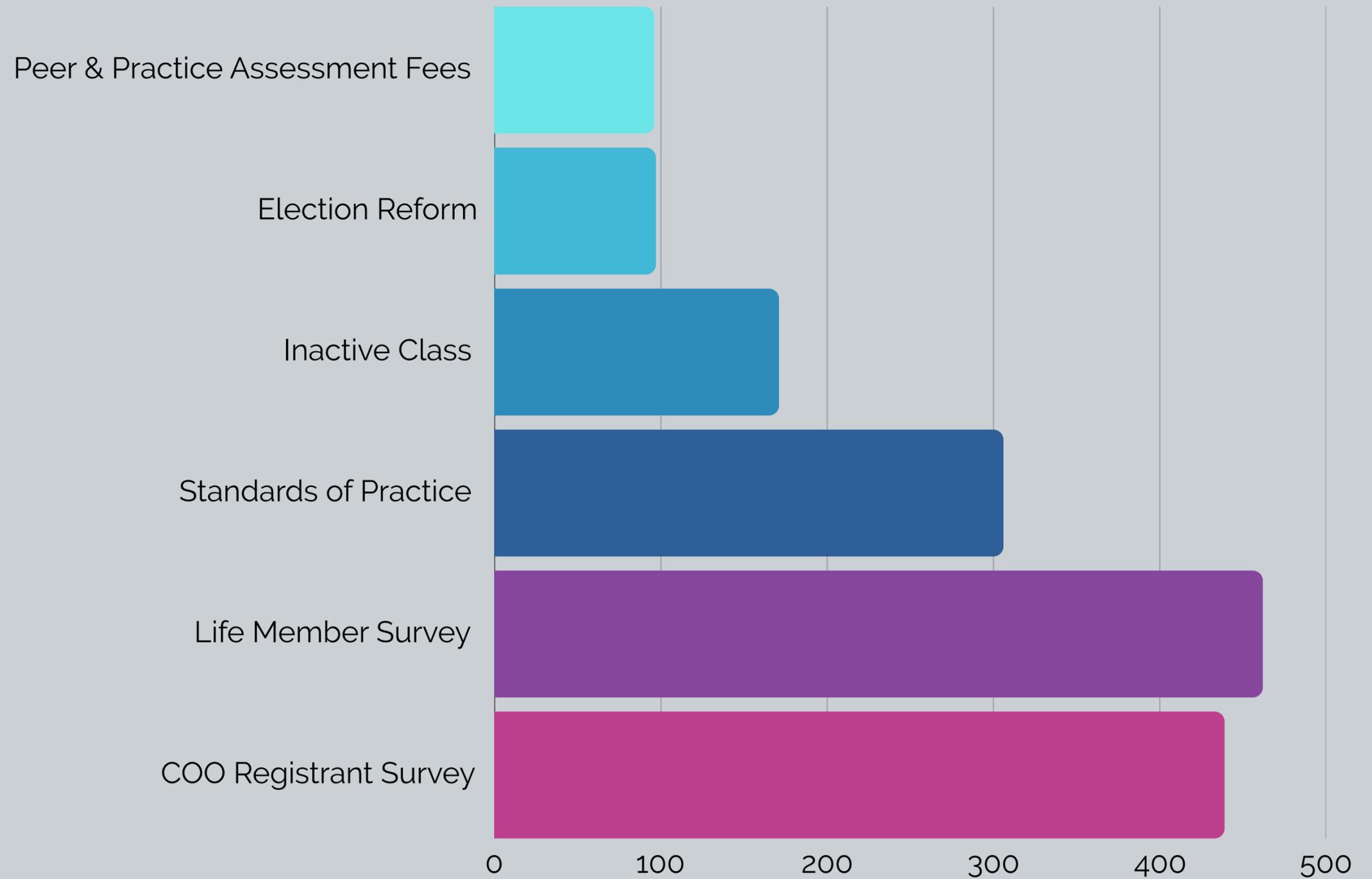
FROM REGISTRATION

Notice of Intent to Revoke | May 20
Suspension Reminder under 3 years | March 5
Suspension Reminder over 3 years | March 5

CONSULTATION & FEEDBACK

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

RESPONSE RATES TO SURVEYS IN 2024 AND TO DATE IN 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.

