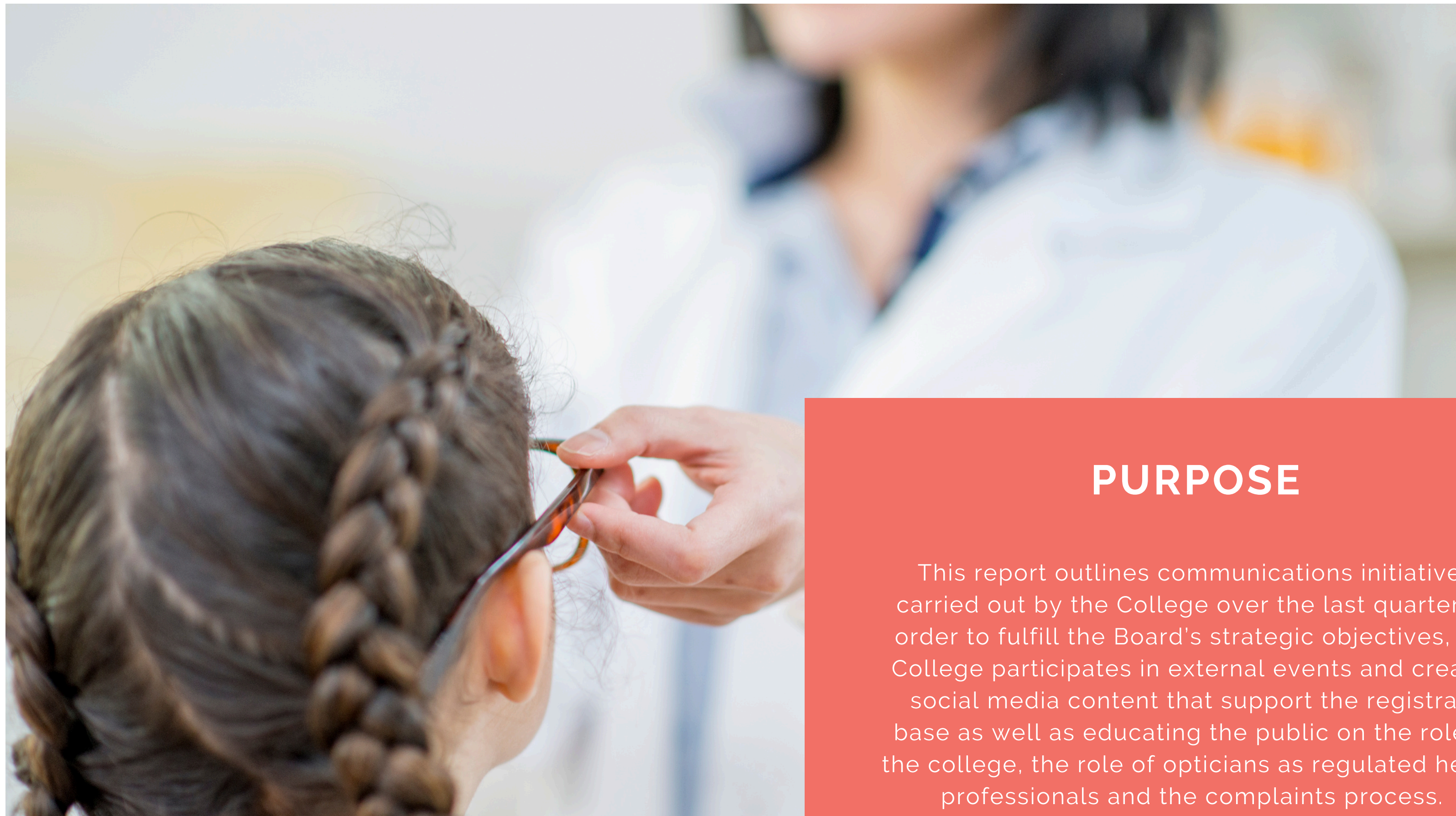


Communications Report

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




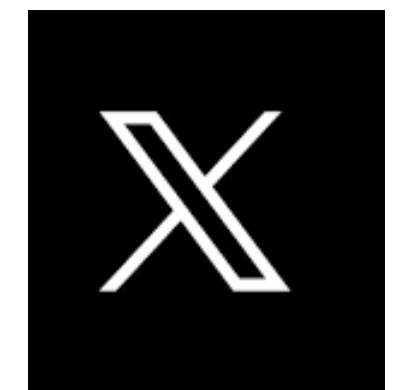
LinkedIn

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



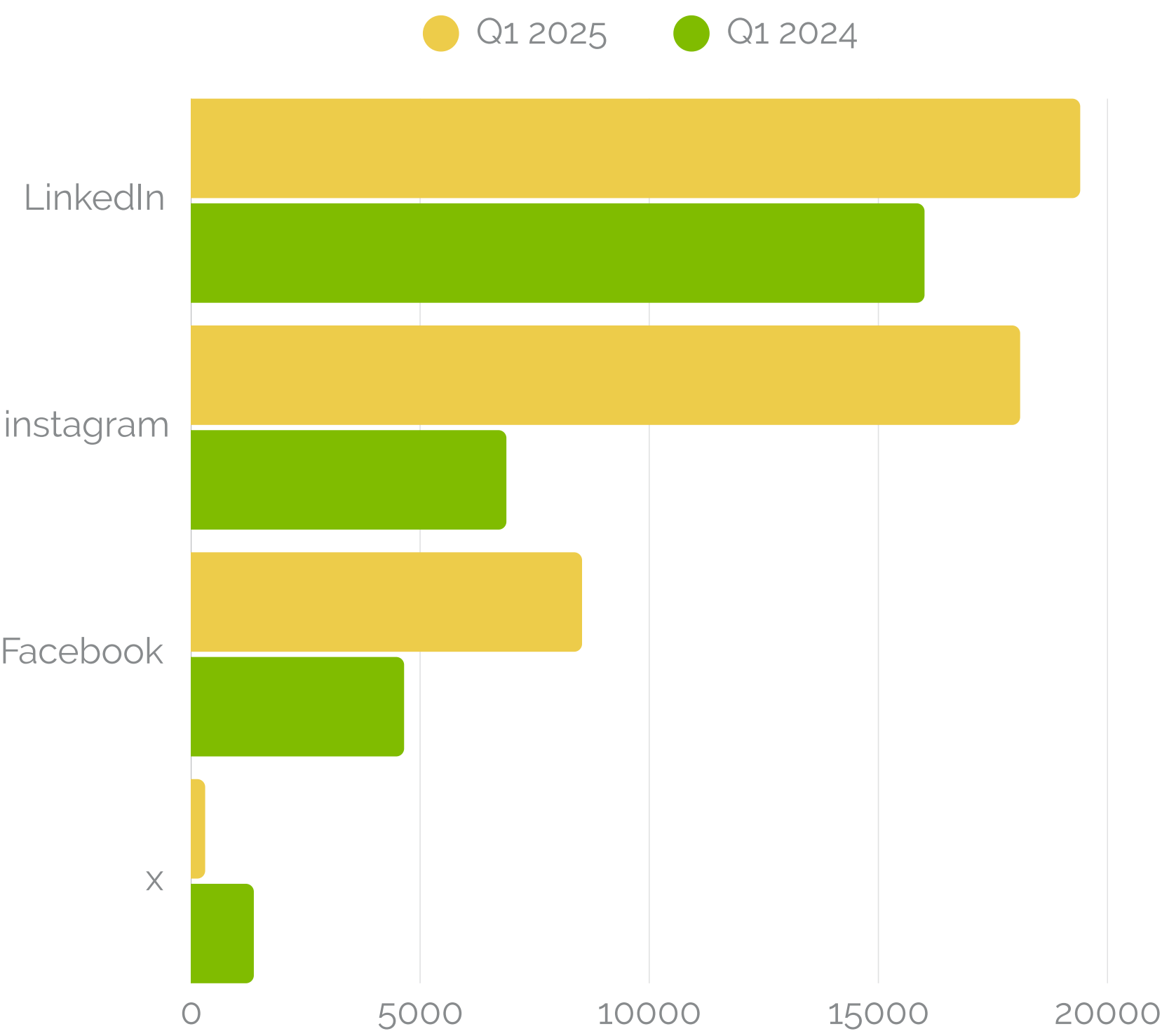
X

- 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%

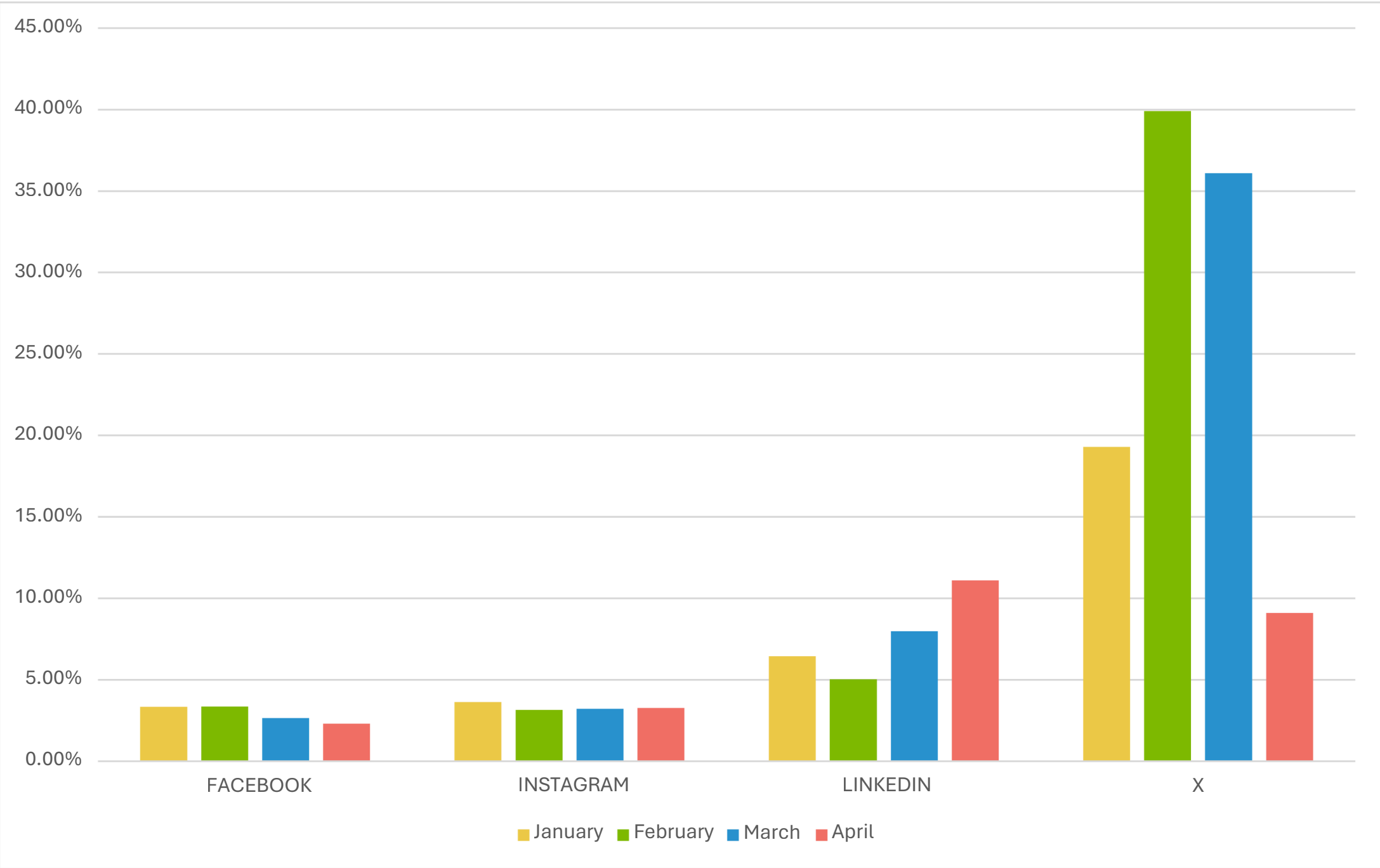
Average Government Engagement Rates

LinkedIn: %2.7

Instagram 3.5%

X: 1.7%

Facebook: 1.5%

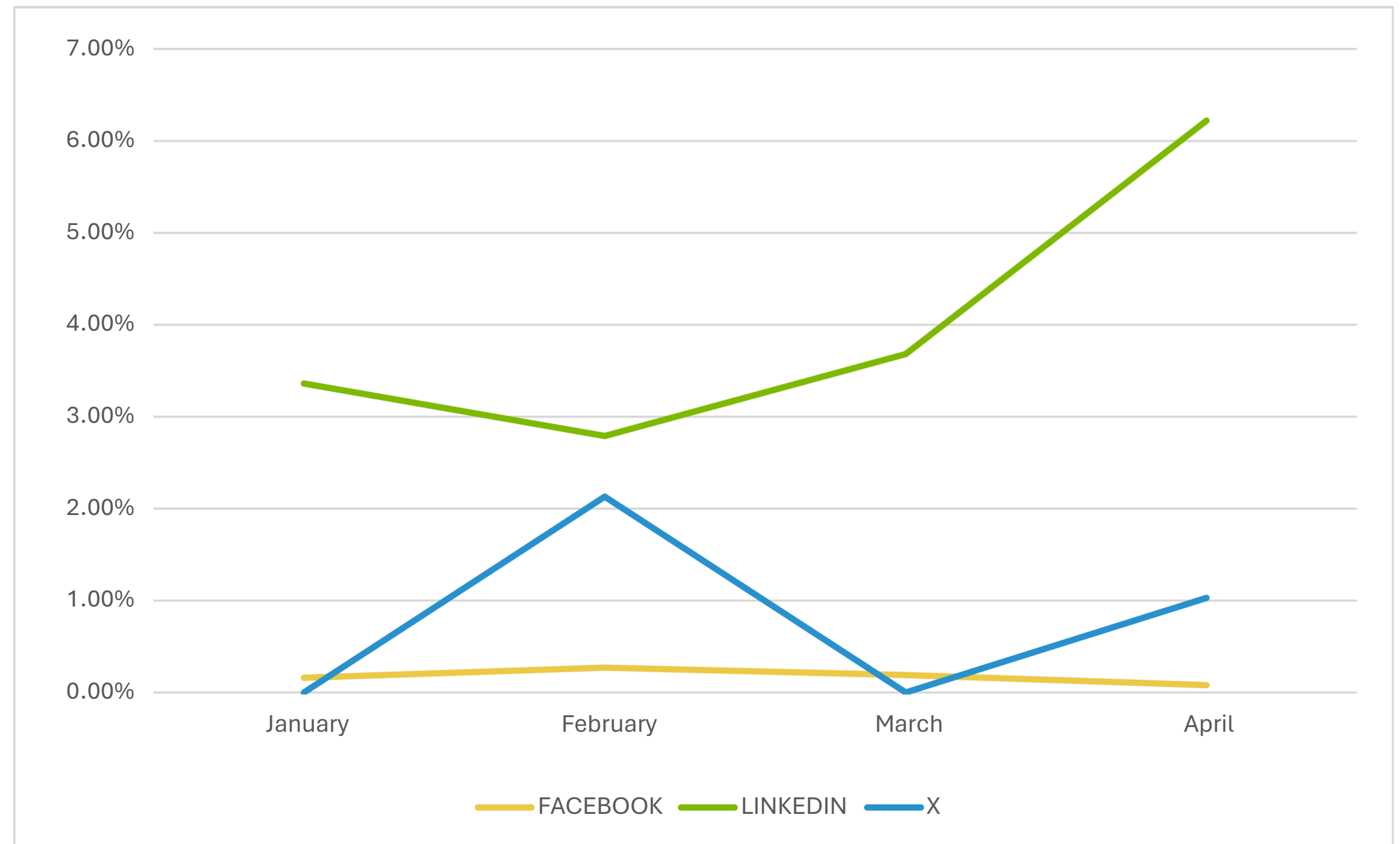


Source: Hootsuite

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.

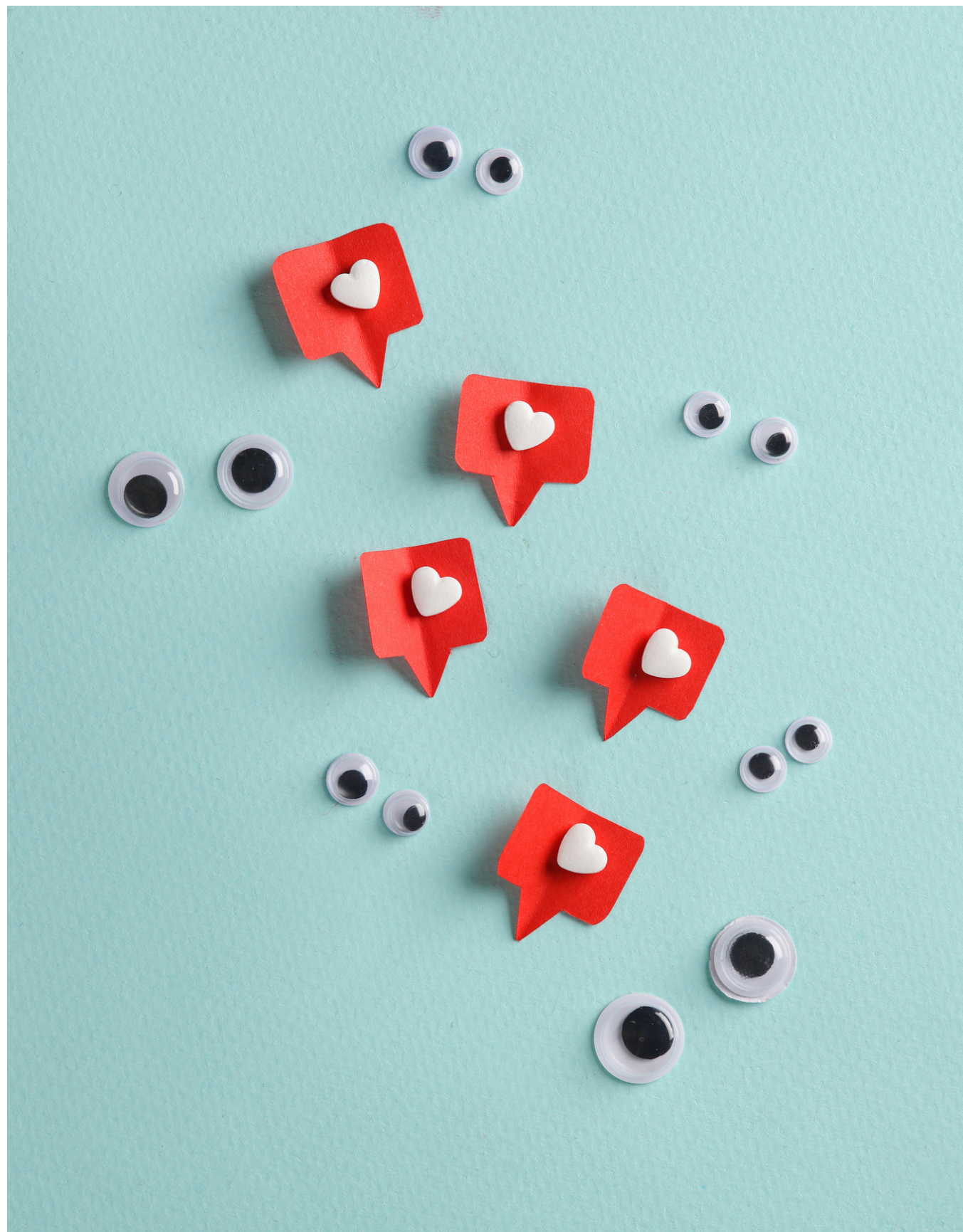




PUBLIC & REGISTRANT ENGAGEMENT

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

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

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

TOP PERFORMING FACEBOOK POSTS

- [Visiting an Optician](#) | 188 impressions
- [COO's public protection role](#) | 248 impressions
- [Final year of the COO's Strategic Plan](#) | 144 impressions

TOP PERFORMING INSTAGRAM POSTS

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

TOP PERFORMING LINKEDIN POSTS

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

TOP PERFORMING X POSTS

- [Role of the College's Board](#) | 15 impressions
- [Join the COO's Board meeting](#) | 9 impressions

2023-2025

COO STRATEGIC PRIORITIES



College of
Opticians
of Ontario

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 IMPRESSIONS

NEWS FROM THE COLLEGE

Below is a list of top performing content for Q1 organized by platform.

TOP PERFORMING FACEBOOK POSTS

[AOE Conference post](#) | 193 impressions

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

TOP PERFORMING INSTAGRAM POSTS

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

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

TOP PERFORMING LINKEDIN POSTS

[Glaucoma Awareness Month](#) | 467 impressions

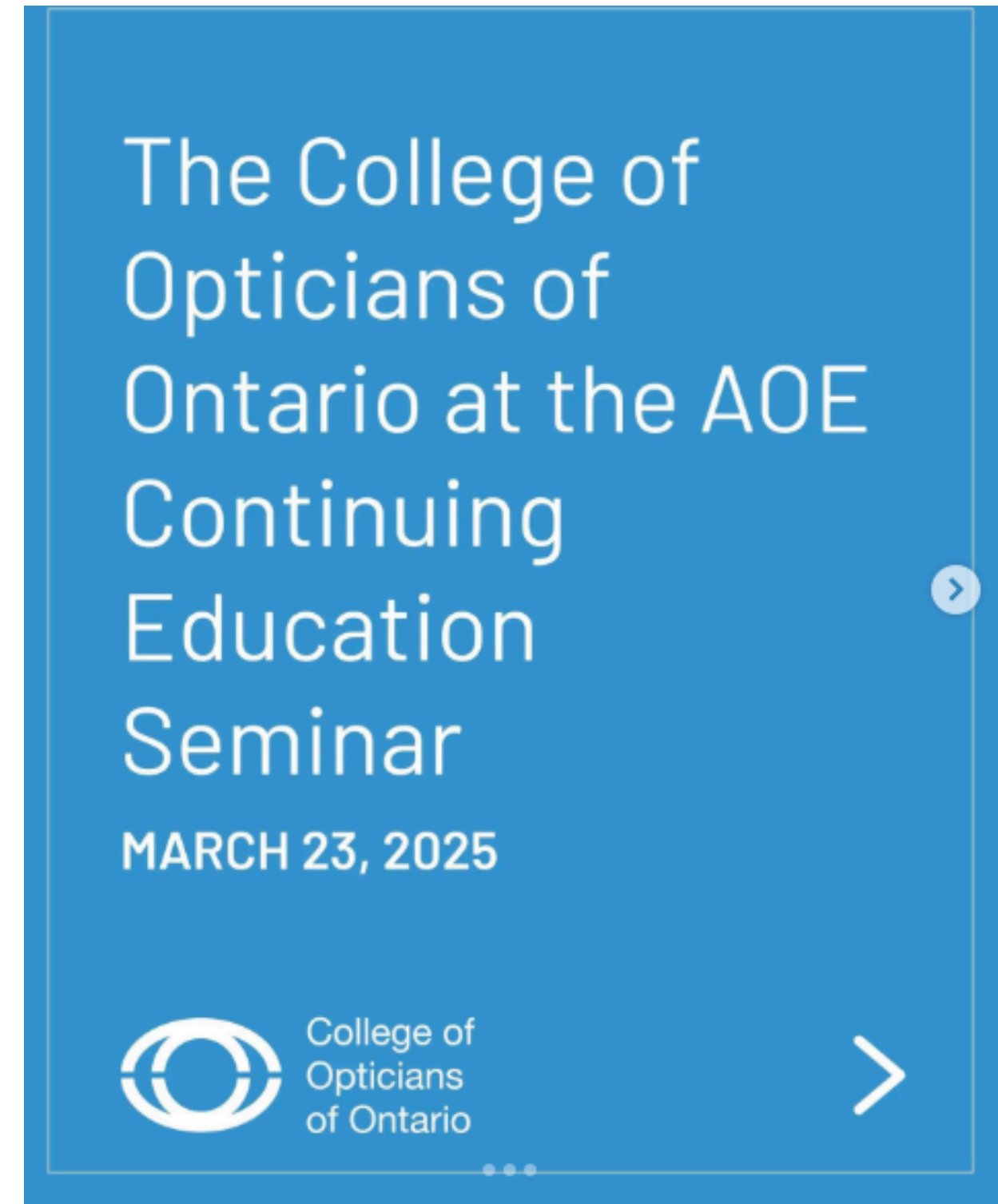
[Seneca Polytechnic's Optical Tradeshow](#) | 454 impressions

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

TOP PERFORMING X POSTS

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

[Life Membership Designation](#) | 14 impressions



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

PRACTICE SUPPORT

Posts about practice support were among the highest-performing content in Q1.

TOP PERFORMING FACEBOOK POSTS

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

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

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

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

TOP PERFORMING INSTAGRAM POSTS

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

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

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

[Renewal deadline](#) | 377 impressions

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

TOP PERFORMING LINKEDIN POSTS

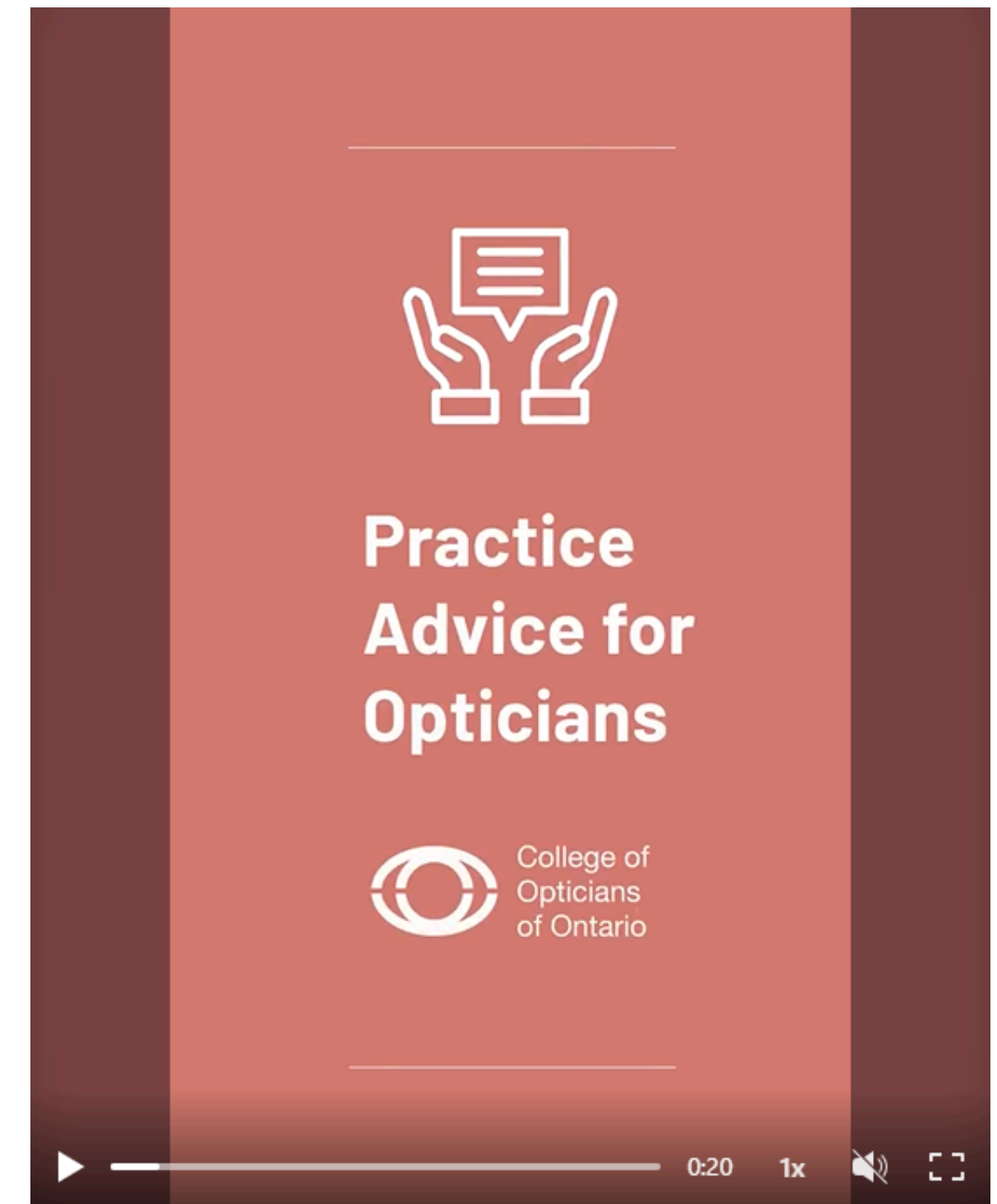
[Thinking of opening an eyewear store?](#) | 522 impressions

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

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

TOP PERFORMING X POSTS WITH

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



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

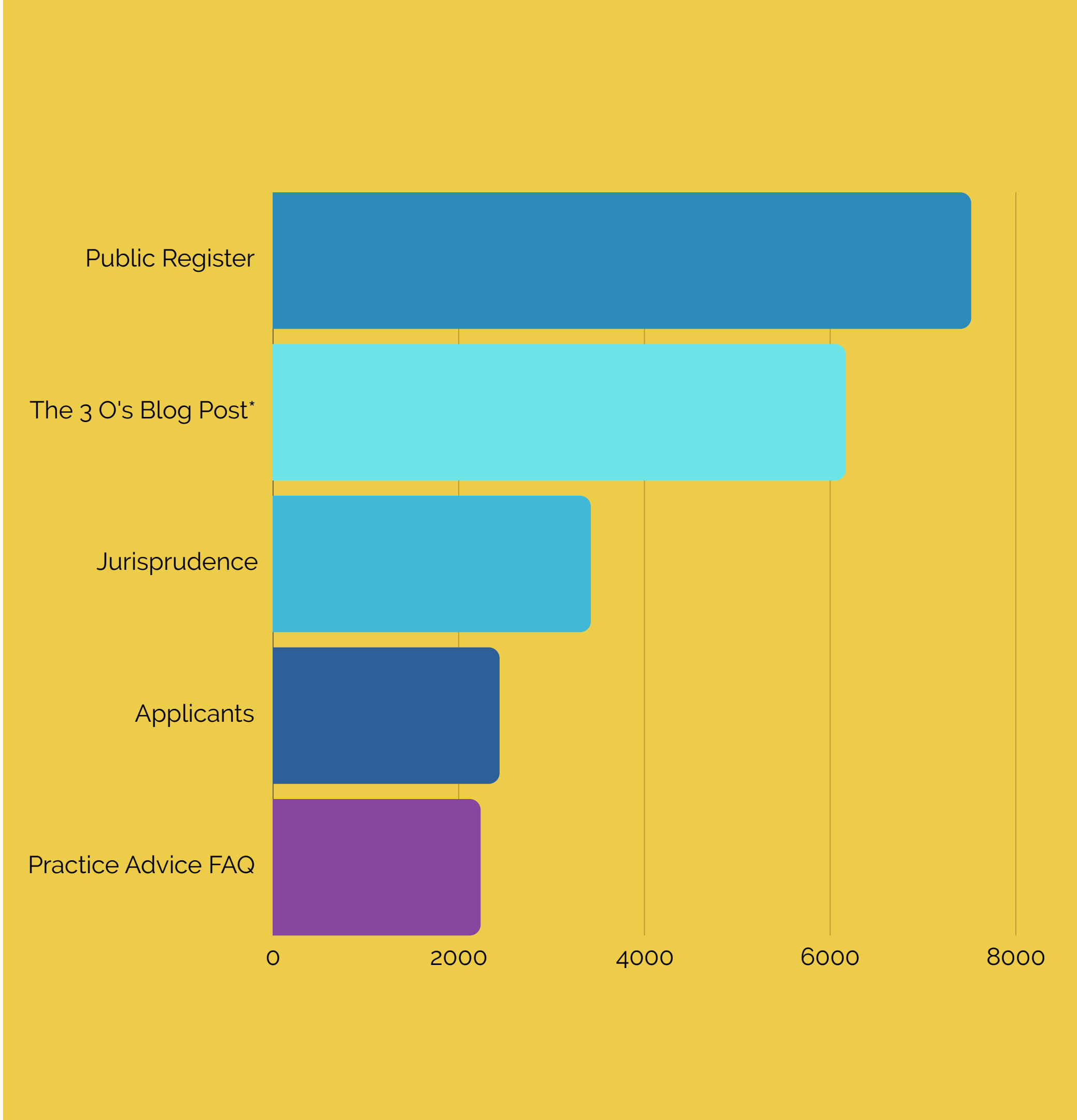


Website Traffic

COLLEGEOPTICIANS.CA

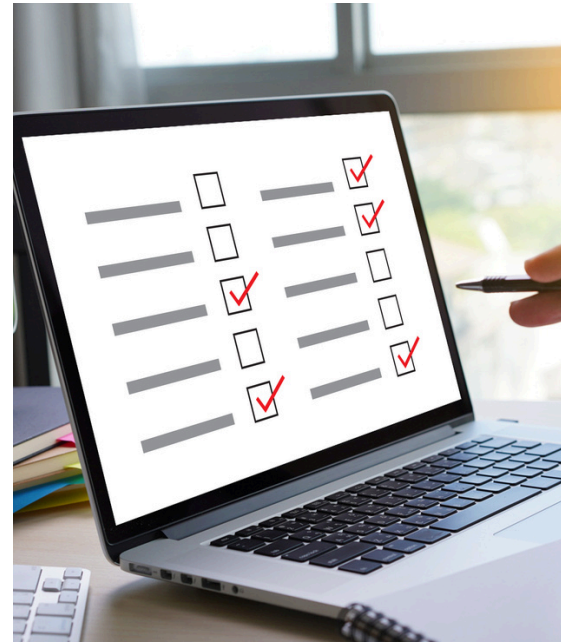
The most visited landing pages from May 15, 2024, to May 15, 2025. A landing page is the page a user first visits on the website.

*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

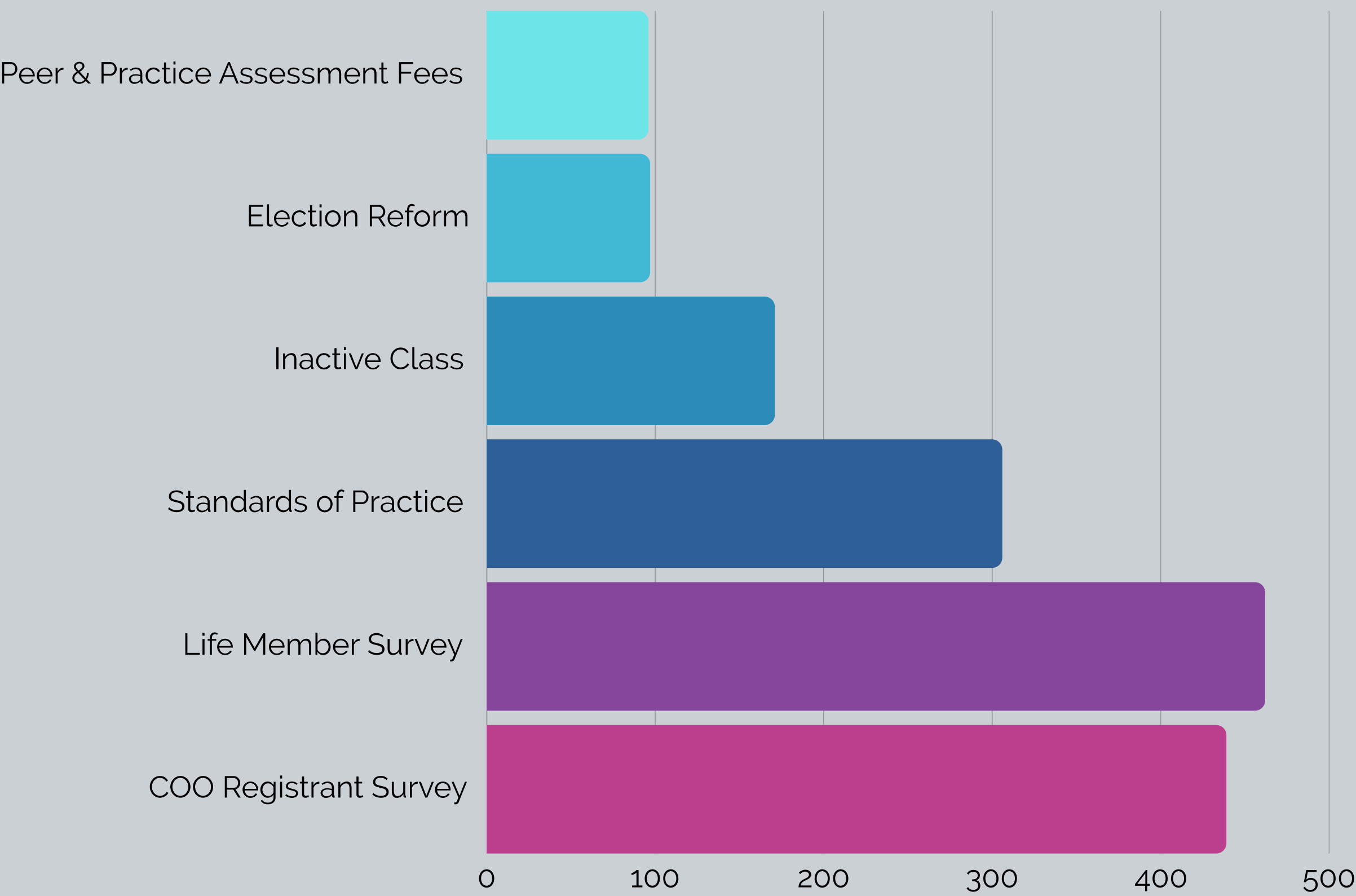
FROM REGISTRATION

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.



On Instagram @
collegeoptician



On Facebook @
College of Opticians of Ontario



On LinkedIn @
@CollegeOptician



On x @
@CollegeOptician

