

## COMMUNICATIONS REPORT

### December 2019 Report to Council

---

#### **Report:**

##### *Newsletters*

During the third quarter, the Communications department sent out the following newsletters to the membership and stakeholders:

- 1) Elections / Upcoming Council / Renewals
- 2) Request for Stakeholder Feedback
- 3) News from the College
- 4) Response to the Court Decision

##### *Website*

Work is continuing on the new website, including adjustments to the new virtual boardroom to make it more user friendly and closer to the current layout.

##### *Social Media*

In keeping with our strategic priority of public engagement, the COO continues to work with a social media consultant. Currently, the consultant is managing our presence on Facebook, Twitter, and Instagram with direction from senior staff.

Over the year, we've continued to grow our social media reach:

Platform	Q1 Followers	Q2 Followers	Q3 Followers
Facebook	61	81	94
Twitter	28	30	31
Instagram	117	202	230

#### **Submitted by:**

Carolyn Robertson, Manager of Communications and Executive Office