

## COMMUNICATIONS REPORT

July 2020 Report to The Board of Directors

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### Report:

#### *Engaging Registrants*

This spring and summer, a strong focus was placed on engagement of registrants and other stakeholders through electronic means. As a result of this effort, increased engagement on social media was realized, which was represented by an increase in followers, comments and “likes”. The numbers of attendees to the virtual Board of Directors meeting in May also greatly increased, with over 75 people joining the webinar. In an effort to reach even more participants, the College will live stream the July Board meeting on YouTube.

#### *Emails to Registrants*

Since the last Board meeting, the Communications department sent 9 newsletters to Registrants and stakeholders, including a May Board meeting updates and a total of 8 COVID-19 updates.

#### *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.

At the May 11 Board of Directors meeting there was an inquiry about the percentage of our interactions on social media as a result of boosted content. For May and June 58% of our reach was a result of boosted content and 50% of engagements were the result of boosted content.

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

Platform	Q1 2020 Followers	Q2 2020 Followers
Facebook	149	247
Twitter	40	76
Instagram	323	530

#### **2020 Q2 Facebook Statistics**

30 Day Reach: 5153 (Q2 average)

Engagements: 1,239

#### **2020 Q2 Twitter Statistics**

Impressions: 9608

Visits to Profile: 105

Engagements: 253

### **2020 Q2 Instagram Statistics**

Impressions: 6926

Engagements: 421

**Engagement** is defined as the total number of times a user interacted with a Tweet. Includes retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

**Reach** is defined as the number of unique accounts that have seen any of your posts.

**Impressions** are the number of times a tweet shows up in somebody's timeline. That means every time it's served up, it counts as an **impression**. Sure, you need **impressions** for someone to see your tweet, but an **impression** does not mean it was actually seen.

### **Submitted by:**

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