

COMMUNICATIONS REPORT

June 2024 Report to The Board of
Directors

Report:

Student and Registrant Engagement

It's been a busy spring with the COO attending the Academy of Ophthalmic Education tradeshow at the Academy of Ophthalmic Education tradeshow on March 24 and the Ontario Opticians Association Event on April 21. Staff from registration and quality assurance attended the booth at both events and answered questions from registrants.



Anna Jeremian, Manager, Registration at The Ontario Opticians Association Event.



Julie Borst, Coordinator, Professional Programs at The Ontario Opticians Association Event.

Fazal and Amy provided the College update presentation to over 500 registrants at the Ontario Opticians Association. This spring Amy and Fazal made a presentation to the Students at Georgian College with the Ontario Opticians Association.



Amy and Fazal presenting at Ontario Opticians Association Event.



Fazal and Jennifer Wicks at Georgian College.

Spring Webinar Series

The COO created a webinar series to share information with registrants about upcoming changes to the registration regulation and an information session about running for a seat on the Board. All three sessions were well attended. Registrants can claim the Elections webinar as a continuing education credit. Registrants who attended the registration regulation webinars will receive PG credits. The COO is working to create the necessary questionnaire to enable registrants to watch the videos on YouTube and complete the questionnaire to have them available on the website for registrants.

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice.

- Changes to the Registration Regulation, March 1, 2024
- 2024 COO Board Elections, March 8, 2024
- News from the College, April 15, 2024
- Stakeholder Feedback, Standards of Practice
- 2024 Competency Review and Evaluation process, April 26, 2024

Social Media

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. We wanted to share with you the increase in engagement since the beginning of the year.

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

Platform	Q1 2024 followers	Q2
Facebook	671	681
X	115	118
Instagram	760	800
YouTube	80	91
LinkedIn	1186	1358

LinkedIn

- Impressions¹ increased 67% from January to April
- Engagement² increased 47% from January to April

X (formerly Twitter)

- Impressions increased 55% from January to April
- Engagement increased 25% from January to April

¹ Impressions are the total number of times a social media post was displayed.

² Engagement measures all interactions with a post, likes, clicks, comments, and shares.

Facebook

- Engagement increased by 5.8% in the last 90 days vs the 90 days prior.

Instagram

- Reach³ increased by 71.9%. in the last 90 days.

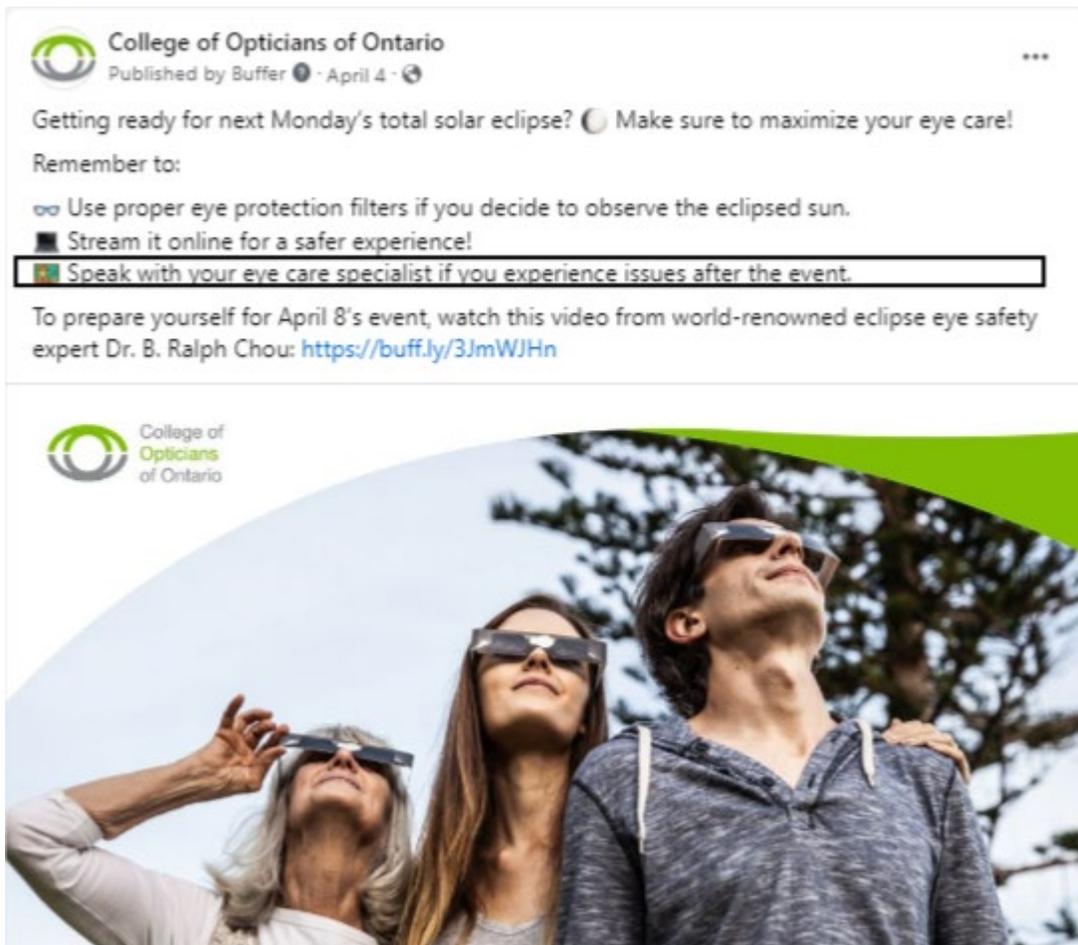
A few more highlights from LinkedIn

April 9, 2024 – 535 viewed this post regarding registration regulation changes
<https://www.linkedin.com/feed/update/urn:li:activity:7183554365452955648/>

April 23, 2024, Inside Optics video, 623 views 65 clicks, and 29 reactions.
<https://www.linkedin.com/feed/update/urn:li:activity:7188635347721846784/>

A few more highlights from Facebook

The following post from April 4, 2024, had a reach of 489 (561% higher than our median post reach of 74)



³ Reach is the number of unique people who see your social media post.

This post, from March 5, 2024, received 29 reactions which is 867% more than our median post's reactions (3)



Submitted by:

Carolyn Robertson, Manager of Communications and Executive Office