

COMMUNICATIONS REPORT

October 2022 Report to The Board of
Directors

Report:

Emails to Registrants

The college continues to provide registrants with relevant and timely updates regarding COVID-19, policy and professional practice changes and other important information affecting their practice. Since the May Board meeting, the following eblasts were sent to registrants and stakeholders:

- Suspended Registrant Survey Reminder, September 15, 2022
- Suspended Registrant Survey, August 25, 2022
- Reminder: Elections Nominations Closing, August 23, 2022
- Elections Nominations Open, August 3, 2022
- Quality Assurance Program, July 28, 2022
- Elections Information Session, July 22, 2022
- Elections Call for Nomination, July 12, 2022
- COVID-19 Update 50, June 13, 2022
- COVID-19 Update 49, June 10, 2022
- News From the College, May 24, 2022

Social Media

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

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

| Platform | Q2 2022 Followers | Q3 2022 Followers |
|-----------|----------------------|----------------------|
| Facebook | 596 | 612 |
| Twitter | 97 | 99 |
| Instagram | 712 | 721 |

Google ads

In 2021 the college, the college engaged a consultant to run a Google ads campaign, The focus of the ads campaign is to drive traffic to the public Register and to the Complaints page. The campaign for the public register was very successful. For 2022, the college will be continuing the campaign google

adds.

Submitted by:

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