

## COMMUNICATIONS REPORT

May 2022 Report to The Board of Directors

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### 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 February Board meeting, the following eblasts were sent to registrants and stakeholders:

- Registration Regulation Stakeholder Feedback, March 25, 2022
- Registrant Focus Group Eblast, March 28, 2022
- Covid-19 Update 47, March 16, 2022
- Covid-19 Update 46, March 11, 2022
- Covid-19 Update 45, March 2, 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, with direction from senior staff. We have recently updated our presence on LinkedIn and started posting regularly on this platform.

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

Platform	Q1 2022 Followers	Q2 2022 Followers
Facebook	554	596
Twitter	97	97
Instagram	695	712

#### *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 and have added a similar campaign in Bing in parallel. The aim of the Bing campaign is to target a slightly different user in hopes of broadening the audience.

### Submitted by:

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