

COMMUNICATIONS REPORT

June 2023 Report to The Board of
Directors

Report:

Emails to Registrants

The college continues to provide registrants with timely updates on policy, professional practice changes, and other important information affecting their practice. Since the March Board meeting, the following eblasts were sent to registrants and stakeholders:

- 2024-2028 Registration Fees, March 24, 2023 (Invitation for stakeholder feedback)
- Emergency Class of Registration, March 15, 2023 (Invitation for stakeholder feedback)
- Registration Policies, April 14, 2023 (Invitation for stakeholder feedback)
- Reminder: Welcome to the Profession Webinar, April 18, 2023
- Welcome to the Profession Webinar, April 6, 2023
- Reminder: Registrant Fees, April 26, 2023 (Invitation for stakeholder feedback)
- Reminder: Fee and Policy Feedback, May 4, 2023 (Invitation for stakeholder feedback)

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.

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

Platform	Q1 2023 Followers	Q2 2023 Followers
Facebook	631	638
Twitter	103	106
Instagram	733	755

Google ads

The College continues to run a Google ads campaign, directing web traffic to the public register and to the complaints page. The campaign tracks statistics collects demographic information on website traffic.

Submitted by:

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