


MEMORANDUM

DATE	August 31, 2017
TO	Board of Psychology
FROM	 Jason Glasspiegel Central Services Coordinator
SUBJECT	Agenda Item #19(c) – Website and Social Media Update

Website Background:

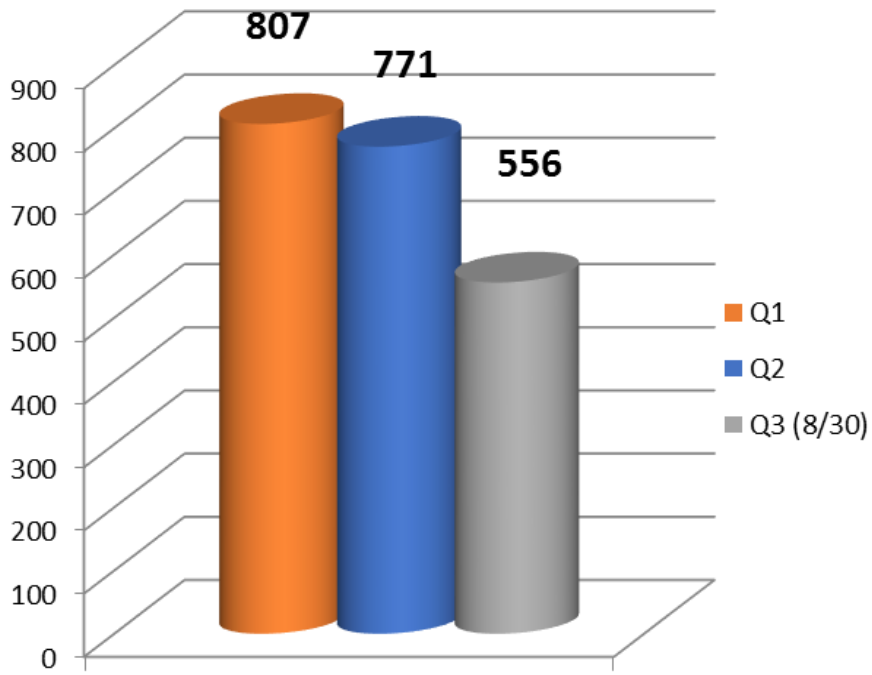
Website: www.psychology.ca.gov

Below and on the following pages please find the top five web pages viewed between July 1, 2017 and August 30, 2017.

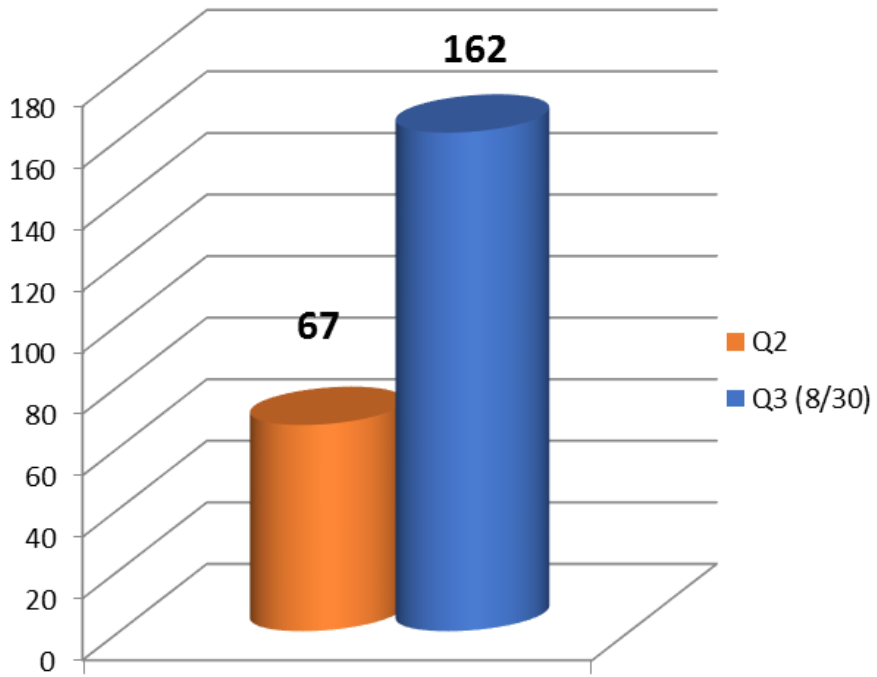
TOP FIVE PAGES	# OF VIEWS	CONTENT
/index.shtml	41,433	Home Page
/applicants/psychologist.shtml	11,764	Psychologist Applicant Page
/applicants/license.shtml	8,640	An Overview of Licensure as a Psychologist
/applicants/index.shtml	8,277	Applicant Information Page
/applicants/psychological_assistant.shtml	7,652	Psychological Assistant Application Page

Below please find the 2017 quarterly viewings for the following pages:

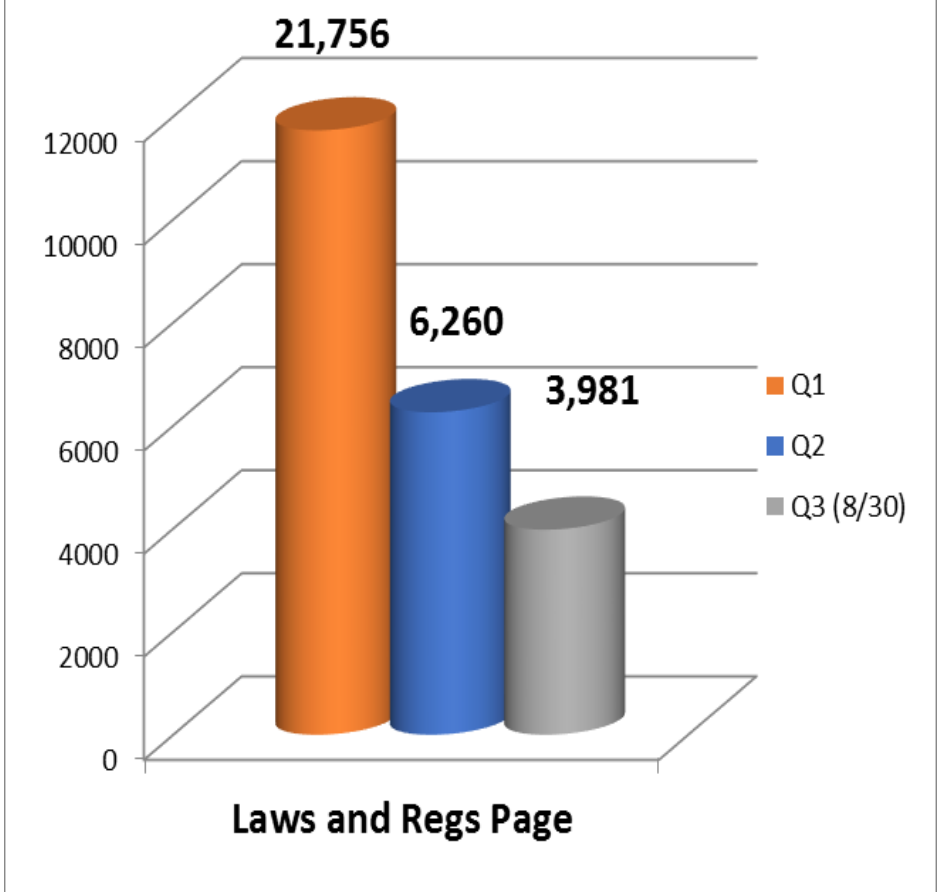
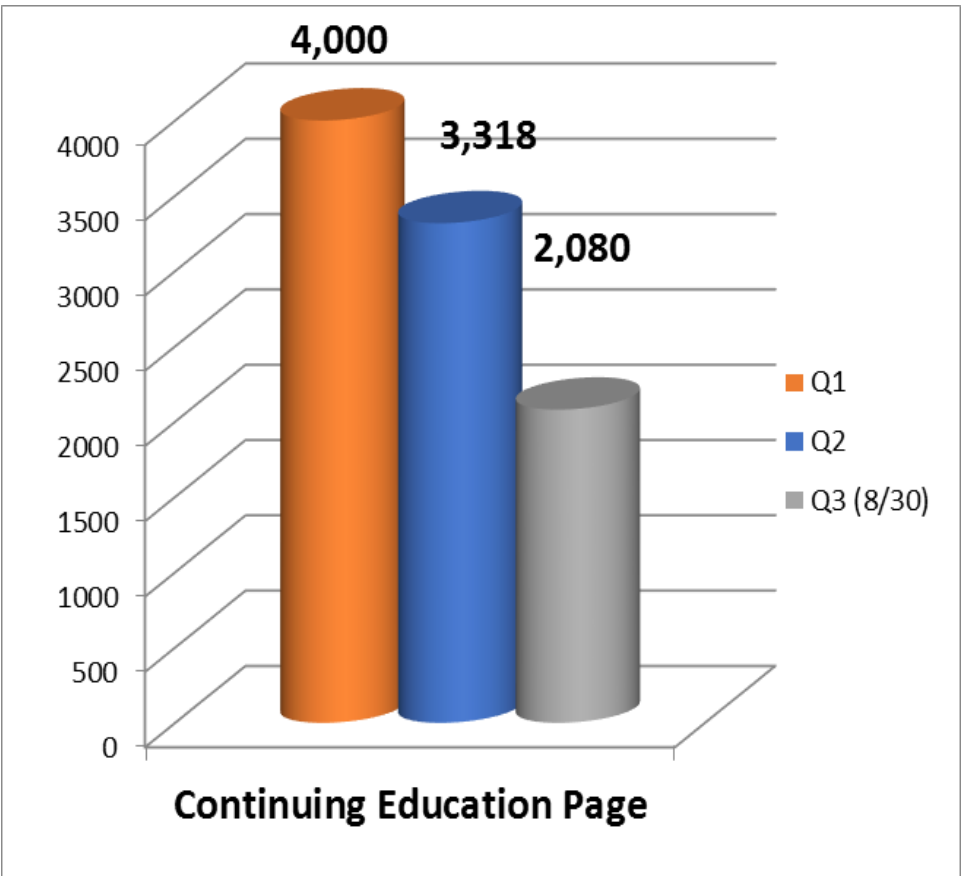
Newsletter page
 Most Recent News Letter (Spring)
 Continuing Education Page
 Laws and Regulations Page
 Filing a Complaint Page
 Applicant Information Page
 Disciplinary Actions Page

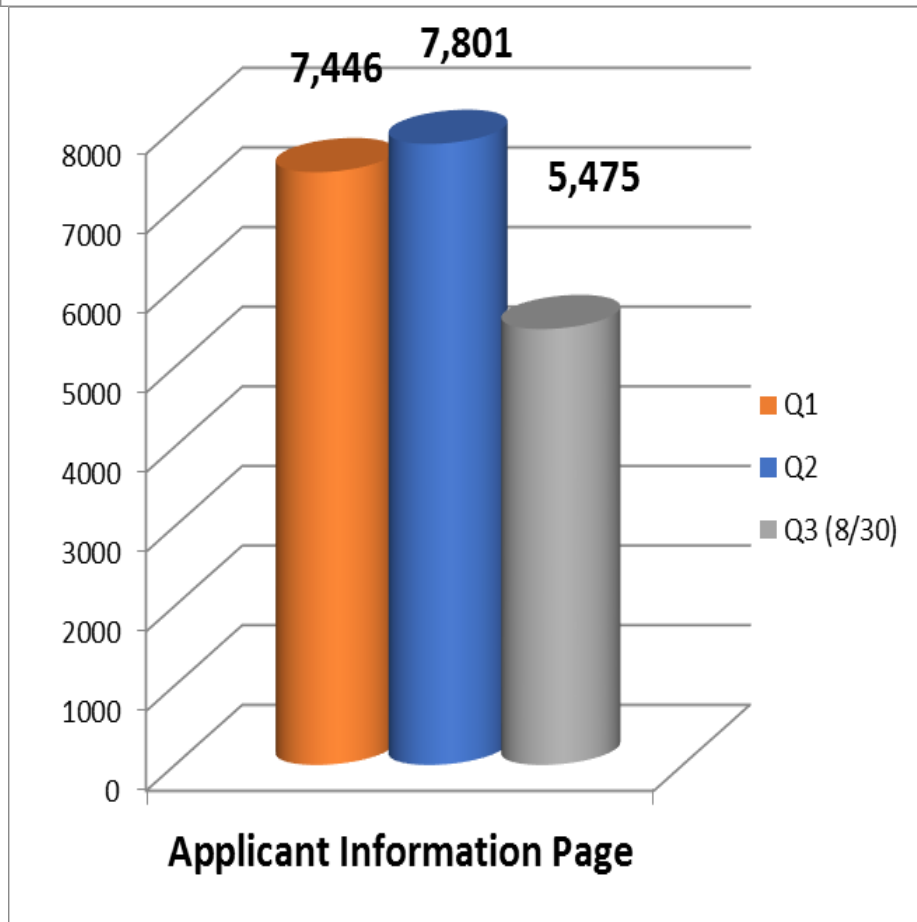
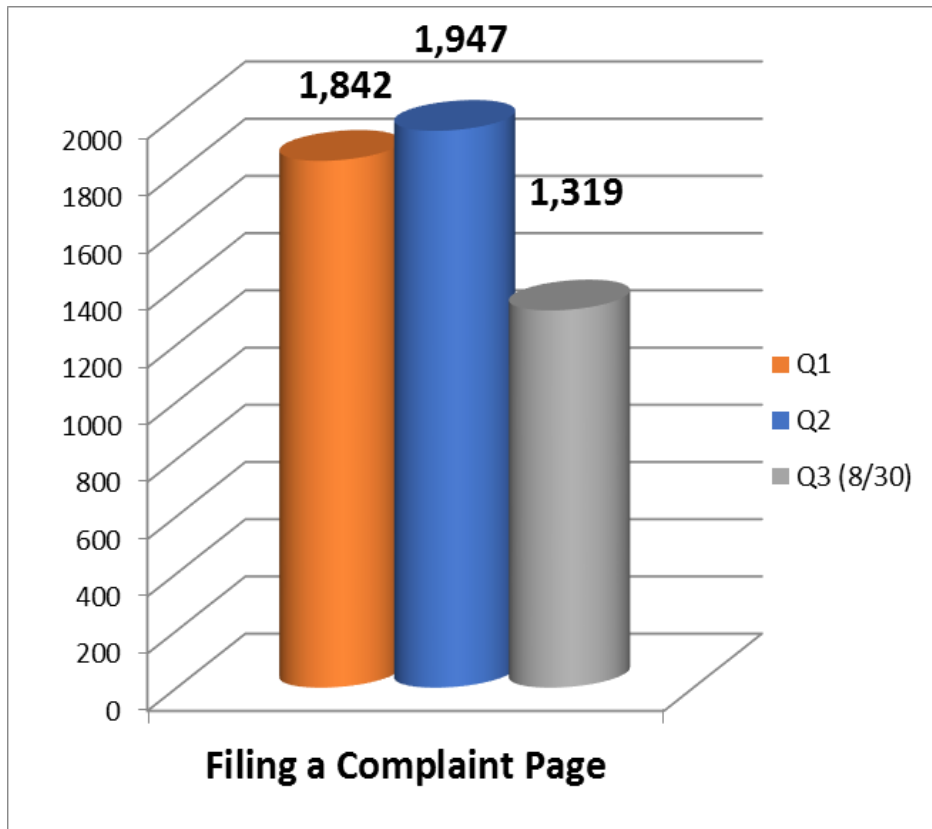


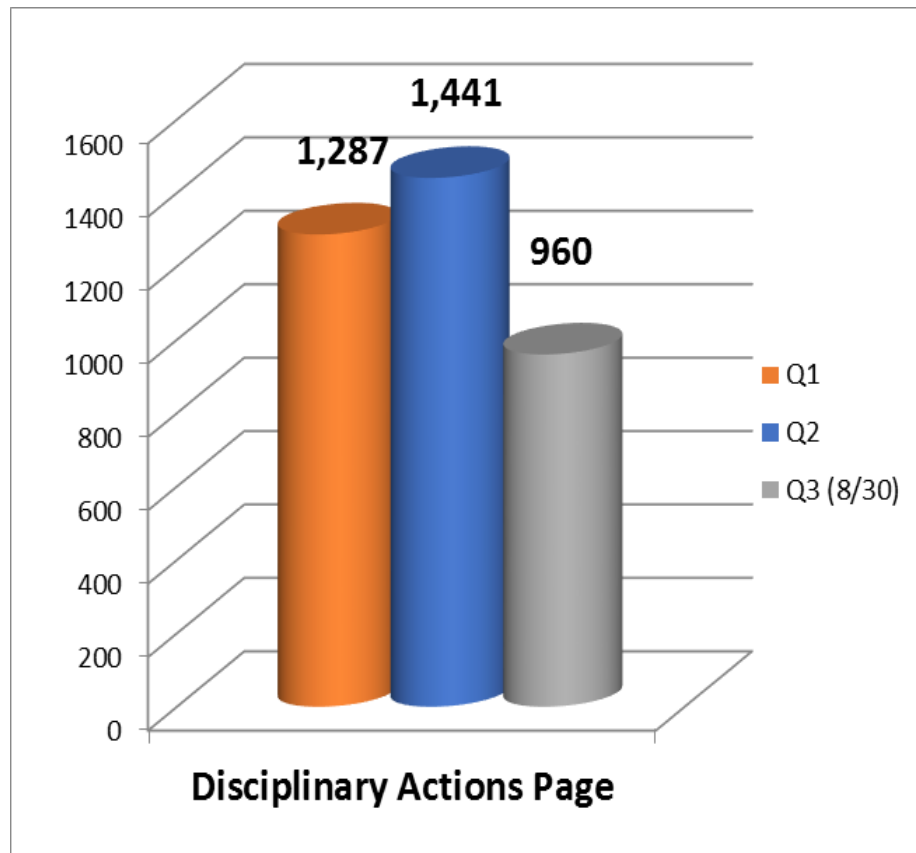
Newsletter Page 2017



Most Recent Newsletter







Social Media Background:

a) Facebook: <https://www.facebook.com/BoardofPsychology>

Total "Likes": 418 (For "Likes" over time, please see attached chart)

Most popular post since the last Board meeting: 08/11/2017 – "Psychologist Surrenders License Due to Sexual Misconduct" – 542 views, 207 "Post Clicks", 4 "Likes", 6 "Wow", 1 "Angry", 2 "Shares".

b) Twitter: <https://twitter.com/BDofPsychology>

Followers: 247 (For Followers over time, please see attached chart)

Following: 398

Total Tweets: 521

c) Board Meeting Webcast:

2017

June 15th – 179 Views

June 16th – 99 Views

February 9th – 781 Views

February 10th – 60 Views (I believe this day was taken down and put back up for some reason as previous to the current number I had a record of 133)

2016

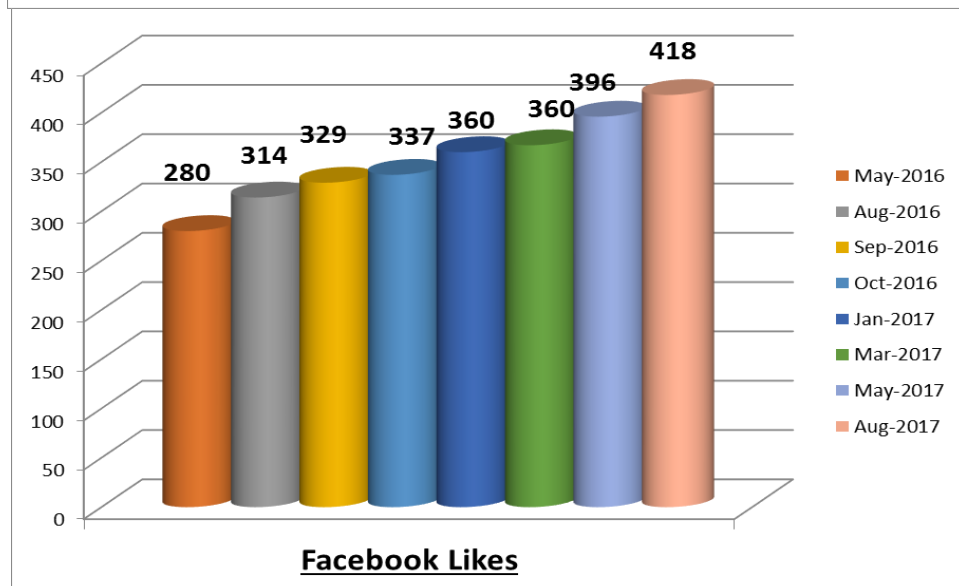
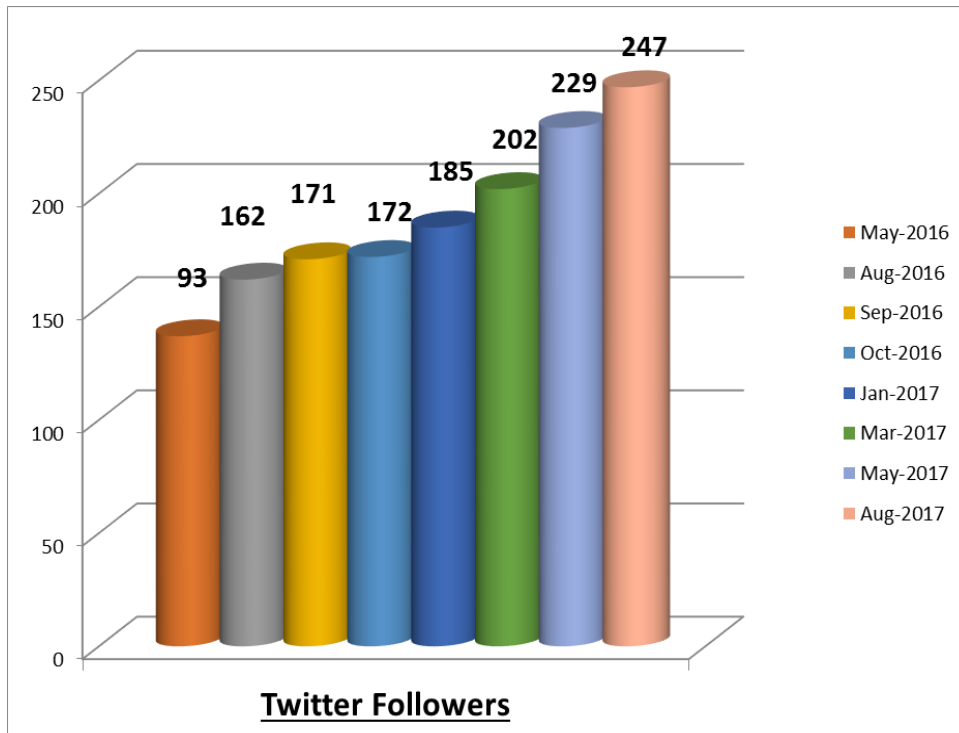
November 17th – 90 Views
November 18th – 115 Views

August 18th – 3,098 Views
August 19th – 368 Views

d) YouTube:

All videos have been removed from the website due to changes in the application process made by the passage of the Board's sunset extension bill (SB 1193). The Board is working with DCA's Office of Public Affairs to update the videos and re-post as soon as possible.

SOCIAL MEDIA CHARTS



Action Requested:

This item is for information purposes only. No action is required.