


MEMORANDUM

DATE	January 28, 2018
TO	Board of Psychology
FROM	 Cherise Burns Central Services Manager
SUBJECT	Agenda Item #24(d) – Social Media Update

Social Media Background:

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

Total “Likes”: 473 (For “Likes” over time, please see attached chart)

Total “Followers”: 486 (For “Followers” over time, please see attached chart)

Most popular post(s) since the last Board meeting:

12/20/2017 – “The California Board of Psychology Licensing Committee will be meeting on January 22, 2018. The meeting will address, among other things, retired licenses, and the Board’s qualifications to be an examination subject matter expert...” – 130 views, 4 “Post Clicks”, 3 “Likes”, 2 “Shares”.

12/19/2017 – “The Board’s Fall Journal is now available! In this issue you will find an article discussing the Board’s upcoming changes to the minimum accreditation standards for licensure, as well as an article discussing the role of training in reducing the suicide rate in the United States...” – 120 views, 4 “Post Clicks”, 3 “Likes”, 1 “Shares”.

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

Followers: 278 (For Followers over time, please see attached chart)

Following: 440

Total Tweets: 623

- c) **Board Meeting Webcast:**

2017

November 16th – 86 Views

November 17th – 98 Views

September 14th – 143 Views
September 15th – 123 Views

June 15th – 207 Views
June 16th – 117 Views

February 9th – 872 Views
February 10th – 92 Views

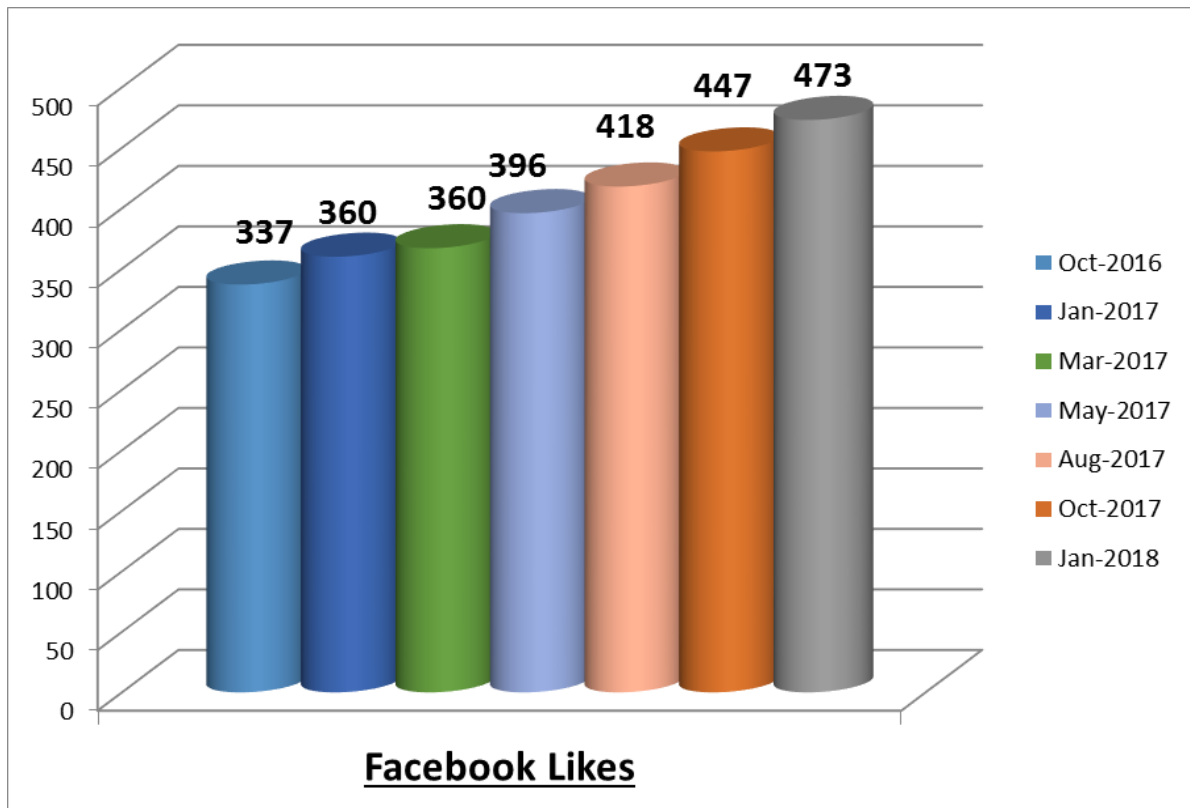
2016

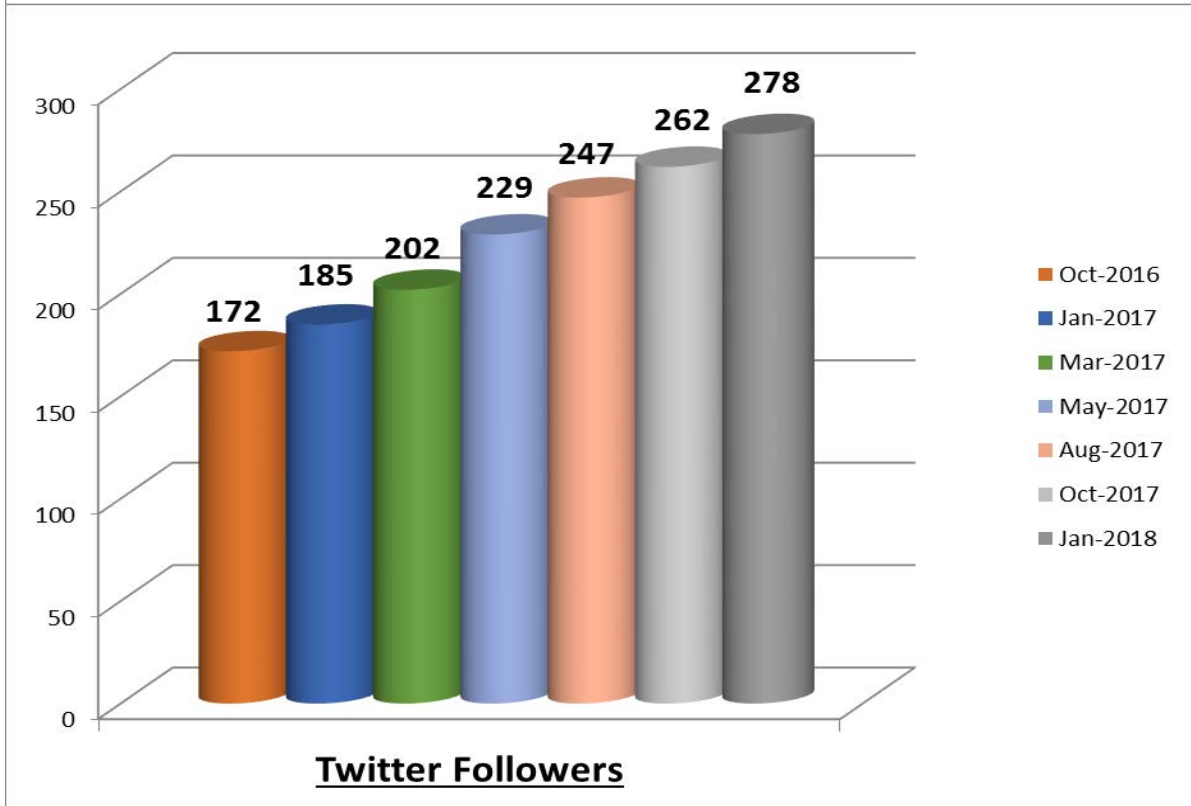
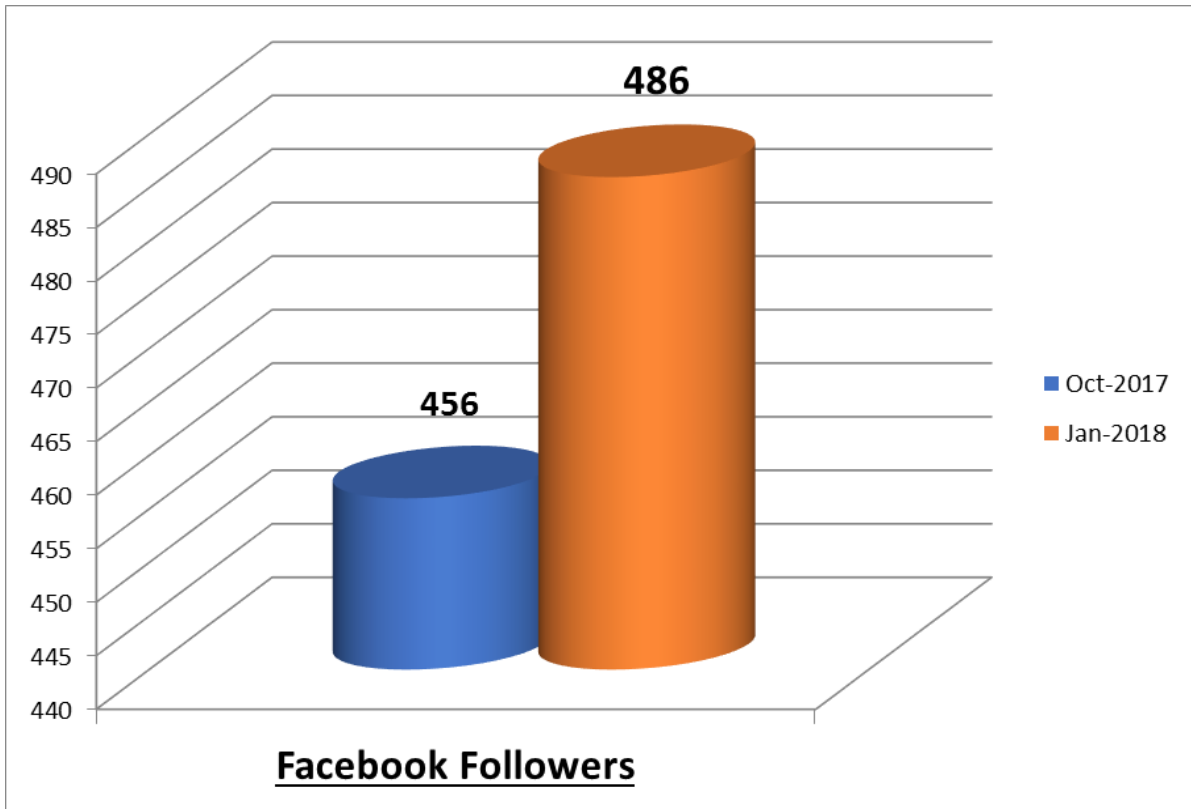
November 17th – 103 Views
November 18th – 126 Views

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.