

MEMORANDUM

DATE	September 27, 2024
TO	Outreach and Communications Committee
FROM	Cynthia Whitney Central Services Manager
SUBJECT	Agenda Item #6: Social Media Update

Background:

Due to changes with Facebook and Twitter analytics over the last two years, Board staff is no longer able to track “Likes” or followers over time. With the changes in the analytics, the Board requested in November 2023 to remove this data from this report.

- a) Linked In – The Board is in the process of creating a Linked In account. With the addition of this platform, the Board will be rolling out an implementation campaign.
- b) YouTube - Continuing Professional Development Videos
 - 1) January 31, 2024 – BOP Continuing Professional Development Model Webinar -
880 Views
 - 2) March 21, 2024 – BOP Informational Fees Webinar
313 Views
- c) **Board/Committee Meeting Webcasts:**
2024

Board Meetings

February 29th – Part 1 -197 Views
Part 2 – 100 Views
March 1st – 176 Views

May 10th – 161 Views

August 15th – 57 Views
August 16th – 62 Views

Legislative and Regulatory Affairs Committee

April 12th – 86 Views
June 14th – 161 Views

Licensure Committee

February 2nd – 217 Views

July 19th – 62 Views

2023

Board Meetings

February 2nd – 125 views

February 3rd – Part 1 – 94 Views

Part 2 – 77 Views

April 7th – Part 1 – 96 Views

Part 2 – 90 Views

May 19th – Part 1 – 55 Views

Part 2 – 55 Views

August 18th – Part 1- 31 Views

Part 2 – 36 Views

Legislative and Regulatory Affairs Committee

June 16th – 36 Views

Licensure Committee

January 13th – 101 Views

July 21st – 34 Views

EPPP Ad hoc Committee

April 28th – Part 1 - 55 Views

Part 2 – 34 views

Action Requested:

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