California Board of
PSYCHOLOGY

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MEMORANDUM

DATE	October 21, 2016
TO	Board of Psychology
FROM	Cherise Burns Central Services Manager
SUBJECT	Agenda Item #9(c) - Social Media Update

Background:

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

Total "Likes": 337 **(For "Likes" over time, please see attached chart)**

Most Popular Post since the last Board meeting:
09/06/2016 - The Board of Psychology will be holding a Licensing Committee meeting on September 19, 2016 – 265 views, 44 "Post Clicks", 10 "Likes", 2 "Shares"

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

Followers: 172 **(For Followers over time, please see attached chart)**
Following: 234
Total Tweets: 372

c) Board Meeting Webcast:

2016

August 18th – 1,704 Views
August 19th – 216 Views

May 19th – 108 Views
May 20th – 179 Views

February 25th – 75 Views
February 26th – 127 Views

2015

November 12th – 84 Views
November 13th - 107 Views

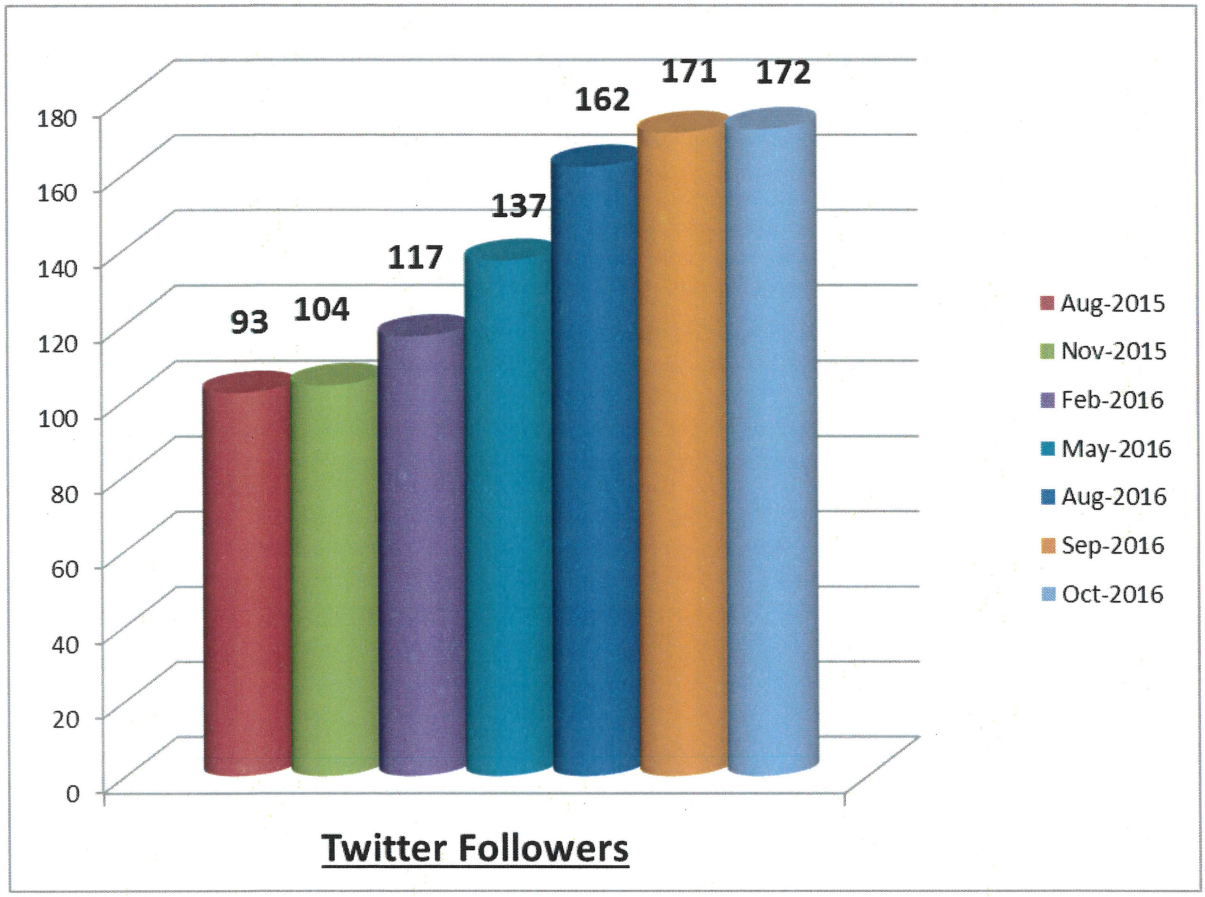
d) YouTube:

Psychologist Application Video:	3,135 views*
Registered Psychologist Application Video:	2,166 views
Licensing Overview Video:	377 views
Psychological Assistant Registration Video:	4,714 views

* The previous number of 10,103 was reset when the video was pulled from YouTube to modify the presentation to include the CPLEE change

Action Requested:

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


180
160
140
120
100
80
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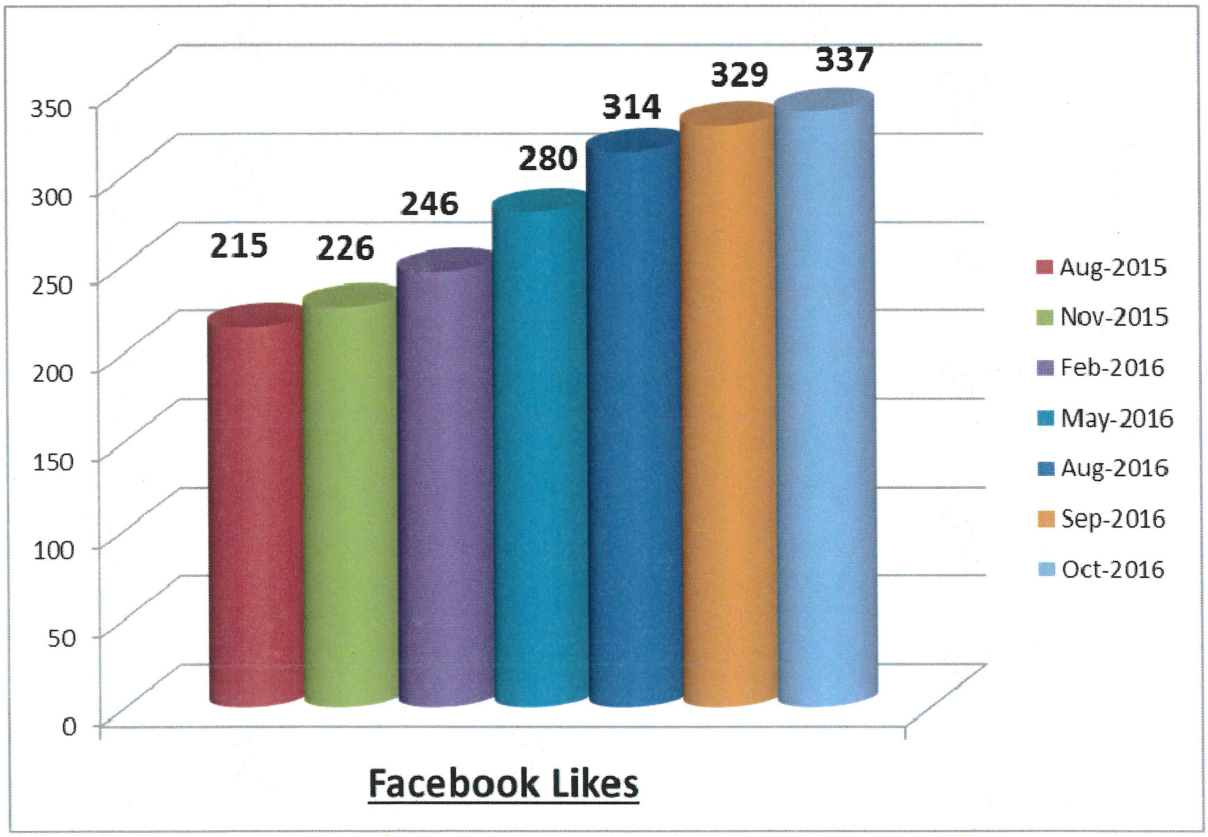
93
104
117
137
162
171
172
Aug-2015
Nov-2015
Feb-2016
May-2016
Aug-2016
Sep-2016
Oct-2016
Twitter Followers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215
226
246
280
314
329
337
Aug-2015
Nov-2015
Feb-2016
May-2016
Aug-2016
Sep-2016
Oct-2016
Facebook Likes