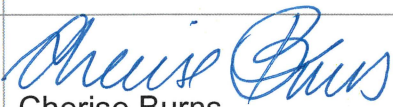


MEMORANDUM

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.

