

## MEMORANDUM

<b>DATE</b>	August 3, 2016
<b>TO</b>	Board of Psychology Members
<b>FROM</b>	 Jason Glasspiegel Central Services Coordinator
<b>SUBJECT</b>	Agenda Item #11 - Social Media Update

### **Background:**

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

Total "Likes": 314

For "Likes" over time, please see attached chart

Most Popular Post: 06/27/2016 - PSYCHOLOGIST ORDERED NOT TO PRACTICE DUE TO FELONY COUNTS – 461 views, 84 "Post Clicks", 4 "Likes", 3 "Shares"

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

Followers: 162

For Followers over time, please see attached chart

Following: 231

Total Tweets: 326

- c) **Board Meeting Webcast:**

### **2016**

May 19<sup>th</sup> – 81 Views

May 20<sup>th</sup> – 150 Views

February 25<sup>th</sup> – 67 Views

February 26<sup>th</sup> – 104 Views

### **2015**

November 12<sup>th</sup> – 79 Views

November 13<sup>th</sup> - 95 Views

August 13<sup>th</sup> – 76 Views

August 14<sup>th</sup> – 101 Views

d) YouTube:

Psychologist Application Video:	2,628* views
Registered Psychologist Application Video:	1,952 views
Licensing Overview Video:	373 views
Psychological Assistant Registration Video:	4,326 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.

