



## ISSUE MEMORANDUM

<b>DATE</b>	November 2, 2015
<b>TO</b>	Board of Psychology Members
<b>FROM</b>	Kelli Okuma Retired Annuitant <i>Kelli Okuma</i>
<b>SUBJECT</b>	Social Media Update

### Background

a) Face book: <https://www.facebook.com/BoardofPsychology>

Total "Likes": 226

Most Popular Post: 9/30/15 Baker's Psychology Licensure Bill – 465 views

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

Followers: 104

Following: 165

Total Tweets (8/1/15 – 10/28/15): 34 tweets

c) Board Meeting Webcast:

**2015**

August 13<sup>th</sup> – 59

August 14<sup>th</sup> – 79

June 23<sup>rd</sup> – 92

May 20<sup>th</sup> – 71

May 21<sup>st</sup> – 100

February 26<sup>th</sup> – 69

February 27<sup>th</sup> – 112

d) YouTube:

Psychologist Application Video: 426\*

Licensing Overview 362 views

Psychological Assistant Registration in the State of California: 2856 views

How to apply for a CA Registered Psychologist License: 1094 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