


ISSUE MEMORANDUM

DATE	February 5, 2016
TO	Board of Psychology Members
FROM	 Jason Glasspiegel Central Services Coordinator
SUBJECT	Agenda Item #9 c) - Social Media Update

Background:

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

Total "Likes": 246

For "Likes" over time, please see attached chart

Most Popular Post: 01/20/2016 AB1374 Verification of Experience forms revision
– 428 views, 25 "Post Clicks", 7 "Likes", 3 "Shares"

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

Followers: 117

For Followers over time, please see attached chart

Following: 181

Total Tweets (10/28/15 – 02/05/15): 13 tweets

- c) Board Meeting Webcast:

2015

November 12th – 53 Views

November 13th - 66 Views

August 13th – 68 Views

August 14th – 93 Views

June 23rd – 90 Views

May 14th – 122 views

May 15st – 78 Views

February 26th – 90 Views

February 27th – 146 Views

d) YouTube:

Psychologist Application Video: 1255*

Licensing Overview 367 views

Psychological Assistant Registration in the State of California: 3378 views

How to apply for a CA Registered Psychologist License: 1407 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.

