



ISSUE MEMORANDUM

DATE	November 19, 2021
TO	Members, California State Board of Optometry (CSBO)
FROM	Marc Johnson, Policy Analyst
SUBJECT	Agenda Item #11d – Outreach and Communications Update

The Board’s 2021-2025 Strategic Plan Goal Five (Outreach) sets out that the Board proactively educates, informs, and engages consumers, licensees, students, and other stakeholders about the practices of optometry and opticianry and the laws and regulations which govern them. More specifically, Goal 5.2 states:

“Improve the utilization and measurement of social media and the Board website to communicate to consumers, licensees, and registrants; provide accurate information on key initiatives (e.g., children’s vision, supervision authority, options for delivery of care, and delegation of duties).”

Staff began tracking social media activity in June 2021 and offers this update on the Board’s outreach conducted via social media and LISTSERV email. Staff appreciates any Board comment or requests for reporting at future meetings, including potential content for future posts.

For more specific platform data, please see the attachment.

Social Media:

Currently, the Board maintains and updates three social media accounts – Facebook, Twitter, and Instagram. Staff will also respond to direct messages made on social media but this is rare. Posts are made roughly twice a week on a variety of topics.

Facebook: <https://www.facebook.com/CAOptometry> - 427 followers and 364 page likes

Instagram: <https://www.instagram.com/castateboardofoptometry/> - 139 followers

Twitter: <https://twitter.com/CAOptometry> - 866 followers

In total, the Board has reached 7,372 individual users on all platforms since June 1, 2021. Considering the Board’s smaller (for DCA) licensee population, the social media reach is effective but growing slowly (three to five users per month). Although staff uses tools such as hashtags and creative media content, the information provided generally does not lend itself to frequent sharing or “retweeting”. In fact, many DCA Boards do not maintain social media or have very basic and infrequent updates. For example, the Board of Barbering and Cosmetology – which has over 560,000 licensed individuals –

has only 779 followers on Twitter. The Physical Therapy Board – similar in size and scope to the Optometry Board – has 733 followers.

Some basic initial conclusions from the data can be drawn. Posts which serve as a “call to action” for recruiting SMEs or COVID information seem to increase views. Notices of future meetings are consistently popular. Posts which contain extra content, such as pictures or infographics, do not seem to increase views. Instagram followers are low but it is primarily an image or video based social media platform, and the Board’s updates usually are more text based in nature.

LISTSERV Email List:

At the most basic, LISERV is a one-way email distribution list from the Board to any individual who signed up to receive emails. LISERV is used for items which require wider exposure such as fraud alerts, subject matter expert recruiting, notice of regulatory changes, public meetings and announcements from DCA or other state agencies.

Anyone can sign up for the list via an icon prominently displayed at the bottom of the Board’s homepage:



Currently, the Board maintains three email distribution lists:

1. General – targeted towards consumers and licensees – 5,312 subscribers
2. Optometrist – targets Optometry licensees – 7,558 subscribers
3. Optician – targets Optician registrants – 866 subscribers

Grand total of 13,736 subscribers.

CSBO Social Media TrackingUpdated: **11/4/2021****Facebook** <https://www.facebook.com/CAOptometry>

427	Total number of people who regularly follow on Facebook
364	Total number of page likes
32	Total number of posts made since April 1, 2021

Instagram <https://www.instagram.com/castateboardofoptometry/>

139	Total number of followers on Instagram
106	Total number of posts made (all time)

Twitter <https://twitter.com/CAOptometry>

866	Total number of followers on Twitter
27	Total number of posts made since May 13, 2021

Date Posted	Topic / Subject	Platforms	Total Views (Twitter, FB, IG) Reached	Twitter Views	Twitter Engagements (post reshared or retweeted)	Facebook Views	Facebook Engagements (post reshared)	Instagram Views
6/30/2021	Recruiting SMEs for Occupational Analysis	All	443	302	6	112	0	29
6/9/2021	Tips for new grads on CLRE	All	394	297	4	97	1	0
6/17/2021	Tips for new grads	All	365	243	6	96	1	26
6/14/2021	Tips for new grads	All	358	241	0	92	1	25
7/13/2021	COVID 19 rent relief program (DCA)	FB, Twitter	349	147	1	202	0	
6/22/2021	Upcoming PEC meetings	All	291	181	3	88	1	22
6/28/2021	Upcoming Public Meetings	All	259	160	2	66	0	33
8/16/2021	Recruiting SMEs for Occupational Analysis	All	230	145	2	56	4	29
7/28/2021	Recruiting SMEs for Occupational Analysis	FB, Twitter	199	119	3	80	0	
8/3/2021	BreEZe tips	All	199	85	0	77	0	37
8/6/2021	Fraud alert	All	183	75	2	73	1	35
8/10/2021	Join the board's email list	All	171	73	2	77	0	21

