

## *International Society of Certified Employee Benefit Specialists (ISCEBS)*

### **Southwestern Ontario Chapter: Public Relations Report 2017**

#### **Public Relations goals:**

- To improve awareness of the SWO ISCEBS Chapter;
- To increase attendance at educational sessions;
- To promote the value of a community of the ISCEBS and IFEBP professionals and the importance of networking with local, national, and US industry contacts;
- To promote the CEBS program and continuing professional education through the ISCEBS.

#### **2017 Social Media Overview**

The Public Relations Chair uses **Hootsuite** (social media content aggregator) to schedule posts to LinkedIn and Twitter. As our Facebook account was getting little traction, a decision was made at the beginning of the year to focus efforts on LinkedIn and Twitter. Posts were scheduled throughout the year to promote chapter membership, volunteerism and chapter events. On an ad hoc basis, additional content was shared, retweeted, and liked as appropriate.

When there were Chapter educational sessions or events such as the ISCEBS Symposium, additional social media posts were published, as appropriate, especially when there was participation by SWO chapter members.

The chapter **website** at <http://www.iscebs-swo.org> continues to be supported and updated by the Public Relations Chair with the support of the ISCEBS Virtual Assistant. Our current ClubWebSource platform doesn't support web analytics. We are considering moving the website to a new, more user-friendly and less expensive platform in 2018.

#### **Social Media Analytics Overview**

Our current followers on our social networking channels as of November 19, 2017 are:

- Twitter @swoiscebs: 225 followers.
- LinkedIn ISCEBS SWO: 53 followers.

Respectfully submitted,

Michelle Oram, CEBS, ISCEBS Fellow  
Public Relations Chair