

## **International Society of Certified Employee Benefit Specialists (ISCEBS) Southwestern Ontario Chapter: Public Relations Report 2020**

### **Public Relations goals:**

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

### **2020 Summary of Activities**

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2020.

Our chapter website ([www.iscebs-swo.org](http://www.iscebs-swo.org)) is maintained on the Weebly platform.

With the support of the Virtual Assistant, we post regularly on LinkedIn and Twitter. Themes of our posts were chapter membership, volunteerism and chapter events. On an ad hoc basis, we shared, retweeted and liked additional content relevant to benefits, pension and HR professionals.

When there were Chapter educational sessions or events such as the ISCEBS Symposium, we posted additional social media content.

### **Analytics Overview**

Followers on our social media channels as of November 19, 2020 are:

- Twitter @swoiscebs: 268 followers (down from 269 in 2019).
- LinkedIn ISCEBS SWO: 63 followers (up from 61 in 2019).

Website analytics: From January 1 – November 19, we had:

- 644 unique visits
- 900 page views
- Average of 1.171 page views per unique visit

To ensure our public relations activities get the attention they deserve, I suggest transitioning responsibility to another board member in 2021. With the support of the virtual assistant, no specialized technical knowledge is needed for this role.

Respectfully submitted,

Michelle Oram, CEBS, ISCEBS Fellow  
Director at Large