

International Society of Certified Employee Benefit Specialists (ISCEBS)

Southwestern Ontario Chapter: Public Relations Report 2025

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 ISCEBS.

2025 Summary of Activities

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2025.

Our chapter website (www.iscebs-swo.org) is maintained on the Weebly platform.

With the support of the Virtual Assistant, we post updates on our chapter events on LinkedIn and X (formerly Twitter).

Earlier this year, a review of our social media activity and platforms was completed. As a result of this review, the following actions were taken:

- Deleted our X account.
- Created a company page for our chapter on LinkedIn.

Analytics Overview

Followers on our social media channels as of December 1, 2025:

- LinkedIn ISCEBS SWO: 69 connections (up from 40 in 2024).

Website analytics from January 1 to December 1:

- 1,212 unique visits (up from 815 in 2024)
- 1,990 page views (up from 1,550 in 2024)
- Average of 1.12 page views per unique visit (down from 1.14 in 2024)

Respectfully submitted,

Michelle Oram, CEBS
Secretary