

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

## **Southwestern Ontario Chapter: Public Relations Report 2021**

### **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.

### **2021 Summary of Activities**

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2021.

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 updates on our chapter events on LinkedIn and Twitter.

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 15, 2021 are:

- Twitter @swoiscebs: 263 followers (down from 268 in 2020).
- LinkedIn ISCEBS SWO: 66 followers (up from 63 in 2020).

Website analytics: From January 1 – November 15, we had:

- 848 unique visits (up from 644 in 2020)
- 1,372 page views (up from 900 in 2020)
- Average of 1.1696 page views per unique visit (down slightly from 1.171 in 2020)

To ensure our public relations activities get the attention they deserve, I suggest transitioning responsibility to another board member in 2022. 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