

International Society of Certified Employee Benefit Specialists (ISCEBS)

Southwestern Ontario Chapter: Public Relations Report 2024

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.

2024 Summary of Activities

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2024.

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).

Analytics Overview

Followers on our social media channels as of November 20, 2024:

- X @swoiscebs: 236 followers (down from 241 in 2022).
- LinkedIn ISCEBS SWO: 40 followers (down from 68 in 2022).

Website analytics: From January 1 – November 20, we had:

- 815 unique visits (down from 836 in 2023)
- 1,550 page views (down from 1,600 in 2023)
- Average of 1.14 page views per unique visit (down from 1.199 in 2023)

As traffic and engagement have been declining, I suggest a review of our social media presence in 2025.

Respectfully submitted,

Michelle Oram, CEBS
Secretary