

International Society of Certified Employee Benefit Specialists (ISCEBS) Southwestern Ontario Chapter: Public Relations Report 2018

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.

2018 Summary of Activities

Without a dedicated Public Relations Chair, we depended heavily on the ISCEBS Virtual Assistant, Sue Andres for our public relations activities in 2018.

In early 2018, we learned that the ClubWebSource platform that hosted our chapter website was shutting down in March. We worked with the ISCEBS Virtual Assistant to create a new website using Weebly. We reviewed and simplified all website content and implemented our new site (<http://www.iscebs-swo.org>) on March 1. The new site has a fresh, modern feel and is mobile friendly.

With the support of the Virtual Assistant, we continue to 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 networking channels as of November 16, 2018 are:

- Twitter @swoiscebs: 259 followers (up from 225 in 2017).
- LinkedIn ISCEBS SWO: 59 followers (up from 53 in 2017).

One of the benefits of our new website platform is improved website analytics. From March 1 – November 16, we had:

- 4,050 unique visits.
- 9,861 page views
- Average of 2.435 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 2019. With the support of the ISCEBS Virtual Assistant, no specialized technical knowledge is needed!

Respectfully submitted,

Michelle Oram, CEBS, ISCEBS Fellow
Director at Large