

International Society of Certified Employee Benefit Specialists (ISCEBS)

Southwestern Ontario Chapter: Public Relations Report 2023

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.

2023 Summary of Activities

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2023.

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).

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 16, 2023:

- X @swoiscebs: 241 followers (down from 253 in 2022).
- LinkedIn ISCEBS SWO: 68 followers (down from 69 in 2022).

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

- 836 unique visits (down from 1,151 in 2022)
- 1,600 page views (down from 2,141 in 2022)
- Average of 1.19 page views per unique visit (down from 1.29 in 2022)

As traffic and engagement have been declining, I suggest a review of our social media presence in 2024.

Respectfully submitted,

Michelle Oram, CEBS
Director at Large