

International Society of Certified Employee Benefit Specialists (ISCEBS)

Southwestern Ontario Chapter: Public Relations Report 2022

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.

2022 Summary of Activities

Without a dedicated Public Relations Chair, we continued to rely on the ISCEBS Virtual Assistant for our public relations activities in 2022.

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 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 17, 2022:

- Twitter @swoiscebs: 253 followers (down from 263 in 2021).
- LinkedIn ISCEBS SWO: 69 followers (up from 66 in 2021).

Website analytics: From January 1 – November 17, we had:

- 1,151 unique visits (up from 848 in 2021)
- 2,141 page views (up from 1,372 in 2021)
- Average of 1.29 page views per unique visit (up from 1.17 in 2021)

To ensure our public relations activities get the attention they deserve, I suggest transitioning responsibility to another board member in 2023. With the support of the virtual assistant, no specialized technical knowledge is needed for this role.

Respectfully submitted,

Michelle Oram, CEBS
Director at Large