



Board of Behavioral Sciences

# Memo

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**To:** Board Members

**Date:** October 26, 2021

**From:** Steve Sodergren  
Executive Officer

**Telephone:** (916) 574-7847

**Subject:** Communications Report - November 2021

### **Social Media Updates**

The Board's social media presence continues to expand. The Board is continuing Facebook (FB) Fridays. Each week, we will discuss a new important topic for approximately 30 minutes and then answer questions from the audience.

FACEBOOK LIKES	
7/1/2021	14,203
9/30/2021	15,495
Increase	1,292

FACEBOOK FOLLOWERS	
7/1/2021	15,917
9/30/2021	17,415
Increase	1,498

FACEBOOK LIVE EVENTS 1 <sup>st</sup> QTR FY 2021/2022	
9 FB Friday's	58K minutes viewed
7/9/2021	3.9k
7/16/2021	7.6k
7/23/2021	6.3k
7/30/2021	4.1k
8/13/2021	6.9k
8/20/2021	7k
8/27/2021	6.2k
9/17/2021	6k
9/24/2021	4.9k

<b>MESSAGES VIA FACEBOOK MESSENGER</b>	
7/1 - 9/30	203

<b>AVERAGE NUMBER OF PAGE VIEWS</b>	
July	1323
August	1426
September	791

**Twitter**

<b>July</b>	
Tweets	15
Tweet Impressions	41K
Profile visits	9K
New Followers	77

<b>August</b>	
Tweets	13
Tweet Impressions	44.2k
Profile visits	15.2K
New Followers	72

<b>September</b>	
Tweets	12
Tweet Impressions	23.7K
Profile visits	13.9K
New Followers	78

**Consumer Information Center**

<b>Month</b>	<b>Calls Offered</b>	<b>Calls Handled</b>	<b>Avg Wait</b>	<b>Max Wait</b>	<b>Max Abandon</b>
<b>June</b>	1,990	1,894	1:52	31:17	8:06
<b>July</b>	2,029	1,946	1:56	16:01	5:52
<b>August</b>	1,926	1,742	3:06	51:35	10:13

### **New Phone System**

The Board's current phone system is quickly becoming obsolete, and it is not able to be serviced anymore, so the Department is transitioning to a new system, Microsoft Teams, that will have many new features. One of the main features is that it will allow all employees to make and take calls from their laptops. The second feature is that employees will receive voicemails as both a transcribed email and a WAV file.