



Board of Behavioral Sciences

# Memo

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**To:** Board Members **Date:** February 5, 2022

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**Subject: Communications Report - February 2022**

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### **Social Media Updates**

The Board continues to use social media to communicate with licensees and consumers. The Board has noticed some decreases in social media contacts especially by licensees and prospective licensees. Board staff is looking into what has caused the decreases in contacts, but it is likely this decrease is the result of a decrease in processing times for Marriage and Family Therapy evaluations.

### **Facebook Reporting Changes**

Facebook has changed the way it allows Board staff to pull analytic information. Because of this, the social media update for this quarter is being provided in a narrative form. Board staff will be working on developing a new report format for the social media update for the next Board meeting.

### **Declining Social Media Engagement**

The Board's Facebook page reach was down by 11.3% since the last report. However, the Board's Instagram reach was up by 16.6%. The Board has 19,300 Facebook followers, with 88.4% being female and 11.6% being male. The Board's Instagram account has 4,700 followers with 90.7% being female and 9.3% being male. Facebook page visits declined by 27.5% and Instagram page visits declined by 30.65%.

### **Consumer Information Center**

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
September	1,544	1,492	1:26	10:40
October	1,681	1,621	1:24	21:00
November	2,184	2,044	1:27	18:54

### **Decline in Phone Calls to the Consumer Information Center**

The Board has noticed a decline in phone calls directed to the Consumer Information Center (CIC). Board staff is investigating this decline. Like the decline in social media engagement, Board staff believes that some of this decline is a result of decreased processing times. However, Board staff believe that this does not fully account for the decline. Concurrent with the decline in calls to the CIC, Board staff has noticed a significant increase in calls that are directed by the automated phone tree to Board Cashiering staff. Many of these calls are related to the cashiering process, so this is a sign of the new phone system working.

Board staff is optimistic regarding the new phone system, but staff will continue to monitor the situation and will be reaching out to licensees to get a better understanding of why calls to CIC have declined and whether it is simply a result of a more efficient system or whether there are issues to resolve.