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Subject:	Education & Outreach - February 2022		
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То:	Board Members	Date:	April 26, 2022

Social Media Engagement

The Board has recognized an increase in social media engagement during the last quarter. Most notably the Board's Facebook followers increase to 20,628. Board staff is very happy with this increase because social media increasingly plays an integral role in getting accurate and timely information to our licensees and the public.

The Board's Facebook page reach was up by 3.5% since the last report. However, the Board's Instagram reach was down by 9.3%. Facebook page visits increased by 62.2% and Instagram page visits declined by 14.7%.

Board staff believes most of these trends can be explained by the cyclical nature of the volume of workload and reduction in processing times. The Instagram numbers though may be a slightly different story. Instagram is a platform primarily devoted to photo and video sharing. Twitter and Facebook both have some ability to share photos and videos, but they also lend themselves to sharing text. Text is the main way the Board uses social media. The Board will be monitoring it's use of Instagram and consider how to better use the platform or whether to continue using this platform.

Facebook Reporting Changes

As noted in the last communication update, Facebook and Twitter changed the process of allowing the Board staff to access analytic information. Because of this, the social media update for the last quarter was provided in a narrative form. Board staff indicated they would work on developing a new report format for the social media update for the next Board meeting. After some discussion Board staff determined that the narrative format worked well and will continue to look for ways to improve upon the presentation of analytical information.

Consumer Information Center

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
December 2022	916	908	0:37	6:06
January 2022	1,002	969	1:21	23:53
February 2022	943	926	1:01	6:49

Consumer Information Center

Board staff recently met with Consumer Information Center (CIC) staff and as noted in the last update the decline in calls routed to the CIC was discussed. Board staff believes that this decline is likely permanent and believes this is largely a positive development based on shortened licensing evaluation timeframes and new phone system changes.

Another likely reason for the decline is the Board, in consultation with CIC staff, developed a call escalation process. An escalated call is one where someone calls CIC with either an emergency or a caller has been having trouble getting through to the Board. When this happens CIC staff "escalates" the call to supervisors who then immediately contact dedicated Board staff who ensure the caller receives a response within 24-48 hours. This new process has significantly lowered the number of complaints the Board receives about callers not being able to get through to the Board.

Pathway to Licensure Videos

Board staff are partnering with the DCA's Office of Public Affairs to develop educational videos that will explain the steps towards licensure and highlight important instructions. These will be short, animated videos that will explain degree requirements, exam requirements, and tips for associate registrants as they gain their supervised experience. Currently, there are twelve proposed videos to be developed.

Outreach Social Media Support

Staff will be working on creating scheduled social media posts and material that will support various outreach efforts sponsored by other agencies. These scheduled social media post will hopefully bring additional exposure to topics such as mental health awareness and suicide prevention.

Events Attended

DATE	EVENT
January 19, 2022	MFT Consortium Orange County
January 21, 2022	MFT Consortium Sacramento
February 4, 2022	AASCB Virtual Conference
February 18, 2022	AASCB Virtual Conference
February 18, 2022	MFT Consortium Central Valley
March 7, 2022	MFT Consortium Central Coast
March 11, 2022	MFT Consortium Greater L.A.
March 16, 2022	MFT Consortium Orange County
March 18, 2022	AASCB Member Hangout