



Board of Behavioral Sciences

Memo

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To: Board Members **Date:** October 26, 2022

From: Steve Sodergren
Executive Officer

Subject: Education & Outreach Report

SOCIAL MEDIA ENGAGEMENT

The Board has recognized an increase in social media engagement during the last quarter. Most notably the Board’s Facebook followers increased to 23,769. 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 58.7% since the last report. The Board reported last time that its Instagram reach was down by 9.3% but we are pleased to report that page reach has increased by 39%. Facebook page visits increased by 82.6% and Instagram page visits increased by 93.2%.

CONSUMER INFORMATION CALL CENTER VOLUMES

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
July	1,060	1,036	0:58	11:07
August	1,389	1,347	1:10	30:39
September	1,351	1,299	1:17	15:48

BBS E-MAIL ACCOUNTS VOLUMES (RESPONDED TO)

1 st Quarter	2nd Quarter	3rd Quarter	4 th Quarter
23,047			

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.

Facebook Fridays will be returning. The Board has hired a new social media person who is in the process of being trained. Board staff anticipates Facebook Fridays to resume in November 2022.

PATHWAY TO LICENSURE VIDEOS

Board staff continue to collaborate with DCA’s Office of Public Affairs to create these videos. Currently, the “Seven Steps to Licensure” video is in post-production and will be ready to post soon. The LMFT and LCSW Degree Requirements are currently being produced. Staff will be revisiting the plan to determine the topics for additional video productions.

OUTREACH EVENTS ATTENDED

DATE	EVENTS
July 20, 2022	MFT Consortium Orange County
July 22, 2022	NASW-CA An Hour With the BBS
September 2, 2022	MFT Central Coast Consortium
September 9, 2022	MFT Consortium Greater LA
September 9, 2022	MFT Consortium Sacramento
September 9, 2022	CALPCC Educator’s Forum
September 15, 2022	MFT Consortium Inland Empire
September 16, 2022	MFT Consortium Central Valley
September 21, 2022	MFT Consortium Orange County
October 12, 2022	NASW-CA An Hour With the BBS
October 29, 2022	University of San Francisco-Law & Ethics