



Board of Behavioral Sciences

# Memo

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**To:** Board Members

**Date:** September 4, 2025

**From:** Marc Mason  
Administration Manager

**Subject:** Discussion and Possible Recommendation on Social Media Outreach

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## **Background**

In 2020, the Board of Behavioral Sciences (BBS) initiated a series of Facebook Live events, known as “Facebook Fridays,” during which staff delivered brief, informative presentations on topics such as licensure requirements, application processing times, and other licensure-related guidance. These events offered an interactive format, allowing viewers to ask real-time questions and engage directly with Board staff. The approach fostered greater transparency and responsiveness.

These sessions proved to be highly successful. Participant feedback was overwhelmingly positive: attendees appreciated the convenience, clarity, and ability to interact live with knowledgeable staff.

Unfortunately, due to staffing constraints, the Board was unable to sustain the production of these live events. The necessity to prioritize core operational functions led to the discontinuation of “Facebook Fridays,” with the interactive sessions being placed on hold.

## **Reinstating Interactive Events**

Staff have been coordinating for the resumption of these interactive online events in November 2025. While Facebook Live remains a viable and familiar platform, staff is also evaluating alternative mediums (e.g., Zoom webinars, YouTube Live, or other conferencing tools) to maximize accessibility, reliability, and audience engagement.

The objectives for the online events include:

- Providing timely updates and guidance on licensure topics.
- Offering a live question-and-answer format with Board staff.
- Enhancing outreach to applicants, licensees, and educational institutions.

- Choosing a platform that supports interactive engagement and broad participation.

**Recommendation**

Conduct an open discussion regarding the proposed social media outreach events.