

## MEMORANDUM

<b>DATE</b>	April 1, 2026
<b>TO</b>	California Board of Behavioral Sciences, Outreach and Education Committee
<b>FROM</b>	Tony Beasley, Social Media Coordinator
<b>SUBJECT</b>	Discussion and Possible Recommendations Regarding Social Media Events

### Background

As mentioned in the last Outreach and Education Committee meeting, staff have been actively exploring new and innovative methods to better reach our target audience and enhance the broadcasting of information related to Board meetings, updates, and procedures. During these discussions, staff refined and identified key strategies to strengthen BBS's social media presence, specifically focusing on pre-recorded Facebook videos, Instagram Reels, and SMS system initiatives.

### Video Editing Platform Update

Staff explored a range of video editing platforms to determine which tools would be most effective for creating high-quality video content. Through this process, staff spoke with the Department of Consumer Affairs' Office of Information Services (OIS) and was directed to explore using Canva AI. Canva AI is a platform that is currently adopted across multiple departments and is incorporated into their daily operations. Canva AI offers a user-friendly interface that streamlines the video creation process, making them especially useful for producing engaging and professional content efficiently. Canva also stood out because of its integrated video editing capabilities combined with an AI-powered creation center. This allows users to easily design, edit, and enhance videos within a single platform, reducing the need for multiple tools and simplifying the overall workflow. The Board is currently working with OIS to ensure it can procure the proper license to utilize Canva AI.

### TikTok and Instagram Reel Update

In the last Outreach and Education Committee meeting, staff presented introducing the use of TikTok and/or Instagram Reels. Both platforms were highlighted for their expansive reach and strong potential to connect with large and diverse audiences, often reaching millions of viewers through highly shareable content. As part of this discussion, it was noted that BBS already maintains an active presence on Instagram, which provides a strategic advantage in adopting Instagram Reels. Building on this foundation, staff has begun efforts to develop our first Instagram Reel, which will serve as a new tool to strengthen and expand our public outreach efforts.

### **Short Messaging Service (SMS) Update**

Staff recently met with OIS to discuss the potential use of an SMS platform and to review what platforms may be available to support this functionality. OIS informed us that a short messaging service does exist; however, it is currently configured for DCA's internal use only. As a result, BBS and OIS will be meeting again soon to review BBS workflow needs and explore possible solutions for implementing an SMS platform that can effectively support both BBS staff and registrants.

### **Next Steps**

Staff will pursue using Canva AI and research additional platforms for engagement strategies to determine the most effective and sustainable approach for our communication needs. As part of this process, staff will continue to coordinate closely with the Department of Consumer Affairs' Office of Information Services to ensure that all proposed tools and strategies comply with departmental standards, branding requirements, and communication guidelines.