



MEMORANDUM

DATE	June 23, 2026
TO	California Board of Behavioral Sciences, Outreach and Education Committee
FROM	Tony Beasley, Social Media Coordinator
SUBJECT	Update on Social Media

Background

In the last Outreach and Education Committee meeting, staff narrowed down certain innovative methods to better reach our target audience and enhance the broadcasting of information. Staff also identified and implemented strategies including using Canva to create Instagram Reels to strengthen the Board’s social media presence, increasing the use of future pre-recorded Facebook videos, and determining the appropriate staff to develop and produce the content.

Video Editing and Instagram Reel Update

In the last Outreach and Education Committee meeting, staff presented the recent purchase of Canva and outlined plans to use its features to create Instagram reels as part of the Board’s expanded social media strategy. Since that meeting, staff has successfully produced and posted its first Instagram Reel and is currently developing a second one that will be released soon.

The first reel performed well, generating more than 22,200 views, 321 likes, and over 100 shares. The public were invited to share what topics they would like to see in future Instagram content, and several thoughtful suggestions were submitted for the Board to consider.

Building on this engagement, BBS intends to continue growing its presence on Instagram by producing at least one detailed reel every other month. This ongoing effort will help strengthen outreach, increase visibility, and ensure that information is delivered in a format that resonates with our audience.

Upcoming Strategic Initiatives

Staff will continue using Canva to develop a broader range of social media content designed to boost engagement across all Board social media platforms. In addition to expanding our visual style and improving consistency, this approach allows us to produce more polished, accessible, and informative posts that resonate with our audience. To support this effort, staff have also identified several staff who are comfortable appearing on camera or providing voice-overs for upcoming videos. Having a camera and voice talent available gives us greater versatility in the types of content we can create, ranging

from informational explainers to quick updates and shortform educational pieces. This added flexibility will help the Board diversify its messaging, strengthen its online presence, and better connect with the public.