



Marketing Report for AGM 2019

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Social Media

We encourage POC local chapters to use social media, in particular Facebook closed groups, to create a stronger, supportive network and share best practices. We also love it when you share our social media posts on your own networks!

POC Handles	POC Hashtags
Facebook - @professionalorganizerscanada Twitter - @POCCanada Pinterest - @POCCanada Instagram - @professionalorganizersincanada	#ProfessionalOrganizers #Organization #POCHacks #MovieMondays #QuoteOfTheWeek #OrganizingHacks #OrganizingTrends #AorB

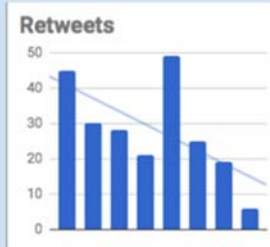
POC Social Media Channels

- POC uses posts to Pinterest, Facebook, Twitter and recently Instagram. Here's how our numbers look as of Jan 2019 to Aug 2019:
- Pinterest 1% increase in followers from 227 to 303 vs 22% last year
- Facebook 7% increase in followers from 1861 to 1987 vs 9% last year
- Twitter .007% increase in followers from 2212 to 2227 vs 2% last year
- Instagram – **new** this year so 0 to 100 from Jun to Aug

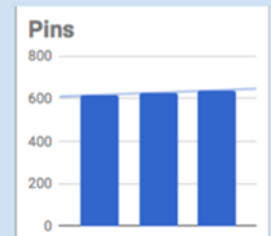
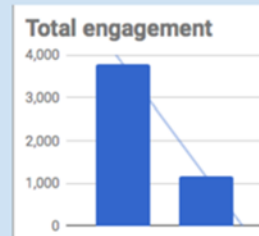
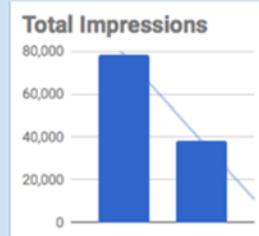
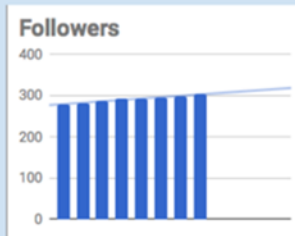
Facebook



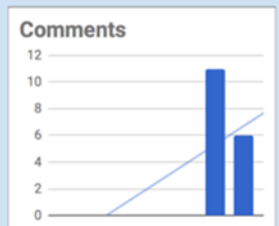
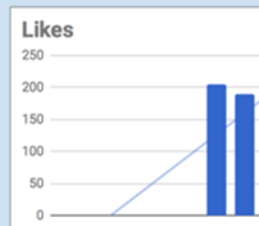
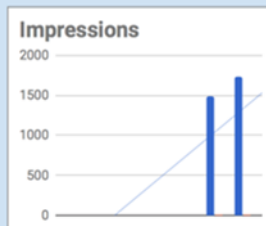
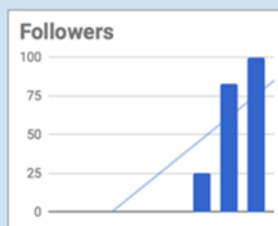
Twitter



Pinterest



Instagram



Influencer Program

The Influencer Program continues to gain momentum. The objective is to create a network of social media leaders from our membership that can help us distribute great

content to a wider audience in our social media channels. We currently have 34 participants. The goals are to:

- Create a network of POC organizing experts who regularly post content
- Re-distribute their content to a wider audience across POC marketing channels
- Provide useful and shareable content on POC social media and marketing channels
- Increase engagement and impressions on POC social media and marketing channels
- Ease POC national content creation

If a member meets the requirements, the influencer's content may get chosen and highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels with credit to the influencer. Our team will scan social media influencer accounts monthly for great content and share the best of the best on our social media channels. Visit www.professionalorganizersincanada.com for more details.

Public Relations

We have discontinued paid PR so our exposure has been limited to organic PR from members who mention POC. Previously in 2018 POC gained 13,658,264 impressions. Be sure to submit your member media exposure where you mention POC and it will be posted on the website and potentially mentioned in our social media channels <https://www.organizersincanada.com/media/members-in-the-media.html>

Sponsored Social Media

Moving forward, we have engaged with our current marketing agency, Sociation Marketing Agency to increase our social media reach by engaging in sponsored posts, in addition to our current organic content.

Our additional emphasis will be in creating sponsored content which will promote joining POC, promoting our education programs, sponsoring conference and generating leads for members.