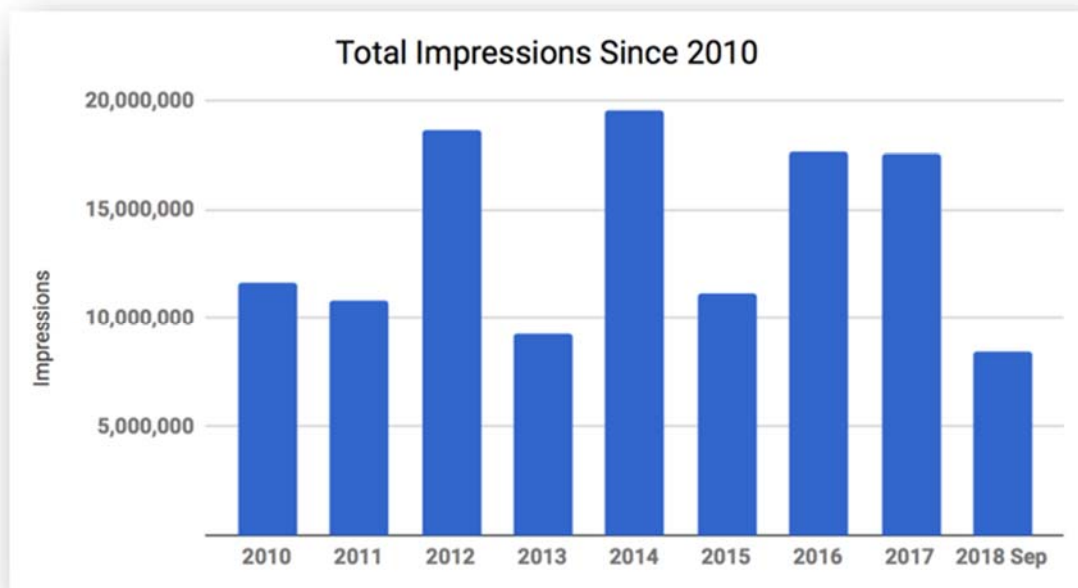




Marketing Report for AGM 2018

Prepared by Marie Potter, Director of Marketing

Public Relations



One of POC's strategic objectives is to promote awareness of POC as the national authority and resource. We generated **13,658,264** impressions (eyeballs) on POC from October 2017 to September 2018. We have reached **124,715,701** total impressions since 2010 through PR efforts. Thank you to all the 34 spokespeople for their time representing POC and being ready at a moment's notice.

Be sure to submit your member media exposure to POC where 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>

Social Media

POC Social Media Channels

POC uses posts to Pinterest, Facebook, Twitter and LinkedIn. Here's how our numbers look as of Oct 2017 to Sep 2018:

- Pinterest 22% increase in followers from 206 to 257
- Facebook 9% increase in followers from 1653 to 1809
- Twitter 2% increase in followers from 2176 to 2214



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	#ProfessionalOrganizers
Twitter - @POCCanada	#Organize
Pinterest - @POCCanada	#POCHacks
LinkedIn - @professionalorganizersincanada	#MovieMondays
	#QuoteOfTheWeek

Influencer Program

The Influencer Program continues to gain momentum. The objective is to create a network of social media leaders that can help us distribute great content to a wider audience in our social media channels. We currently have 33 participants up 33% over 2018. 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 a credited 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

Website

The website continues to be developed and evolve as follows:

- Added additional geographical areas to the Find an Organizer directory
- Added Media Releases to the French Home page
- Upgraded website for compliance with security standards (TLS 1.2, CVD code)
- Completed French translation of the Find an Organizer directory and the search results pages
- Completed adding webinars
- Completed POC Talk archive page and added past issues (back to April 2016)
- Added membership expired notice which displays after a membership has expired, providing instructions for renewing