



Communications Report

Presented by Heather Schmidt, Director of Communications

POC POST

After taking a brief hiatus last year, the monthly edition of POC POST was re-launched. This online publication is delivered to POC members who have chosen to opt-in and features helpful tips and tricks for the every-day organizer.

The Director of Communications chooses topics for the POC POST, but POC members provide content. Every month, a request is sent out via the closed POC Facebook page, as well as an email to a list of pre-approved social media influencer members, seeking related content to the topic of choice. Members send their content to the Director of Communications and one article is chosen and featured. Credit is given to the submitting member. Whenever possible, a French article of the same topic choice is published concurrently.

Also provided within the POC POST are links to Find an Organizer, upcoming events, affiliate/associate member info, advertising opportunities, and POC social media pages.

Over the past year, we have featured articles discussing everything from kitchen organizing hacks to how clutter affects mental health. Each article has received an “open rate” between 25%-30%, which equates to 606-774 of 2,600 members opening the email to read the article. The “click rate” – the number of people clicking on a link within the article – ranged from 0.8% to 19%.

We have found the POC POST to be a helpful tool for the up-and-coming organizer, as well as a great source of exposure for the content-submitting member and our affiliates/associate members.

Social Media

The Director of Communications is responsible for approving content submitted by members to the closed Facebook page, as well as posting relevant information on upcoming events. We featured several posts on the Harold Taylor and Ambassador Awards to be given at this year’s POC Conference.

POC Talk Submissions

Every month, the Director of Communications includes information in the POC Talk on how POC’s social media platforms have performed. Post stats, top performing posts, and links to all POC social media platforms are included.

Member Survey

Early this year, we sent out a member survey with the aim of acquiring valuable member insights and information for POC social media postings. In order to increase POC's social media presence, and therefore awareness of the Canadian professional organizing industry as a whole, we wanted to find a way to engage as many followers as possible.

Previously we had seen great feedback and engagement from our followers whenever a post featured a quote from one of our own members. The survey acted as a resource to help us gain further quotable content directly from the membership. We asked a variety of questions relating to personal experiences and preferences in working with clients – i.e. favourite tips and tricks, why they chose to become a PO, advice for new POs, etc.

We saw great results with a total of 72 members completing the survey. Excerpts from the survey are used regularly on our Facebook, Instagram, Pinterest, and Twitter pages. We continue to see great feedback and engagement on these posts.