



Communications Report

Presented by Heather Schmidt, Director of Communications

POC POST

The POC POST is an online publication delivered to POC members who have opted-in via the POC website. The POST features helpful tips, tricks, and insights 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 back-to-school hacks to how to help someone who has clutter. 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 0.3% to 4%.

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 Summit, as well as Covid-19-related posts and recognition posts for members who have worked hard on Policies and Procedures on POC’s behalf.

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.