



LET'S GET POC TRENDING!

With the help of members, Professional Organizers in Canada's (POC) influence across the Internet can flourish – reaching a new audience and helping people discover the industry. An extended reach online means potential clients may find professional organizers to hire potential and new members may discover a new career path for themselves.

YOU can help POC grow with a few simple tricks.

What does it mean to be *trending*?

Trending is when a particular subject, piece of content or hashtag experiences a surge in popularity on the Internet. This could be anything from a holiday, an event, a photo or an article. Some hashtags trending at the moment include #happyvalentinesday, #superbowlhalftimeshow, #kobe Bryant.

Hashtags are a way for content creators and Internet users to label their content and make it findable by anyone searching for a particular topic, or anyone who might want to see everything being said in a certain online conversation. Companies, associations and brands use hashtags to help customers and the public discover their products or services – both by creating their own unique hashtags and capitalizing on existing trending subjects.

All social media platforms promote the trending subjects and hashtags of the day, based on the amount of usage they're getting and the number of impressions and engagements they're receiving. Search engines will also use hashtags to determine ranking of content.

What can YOU do?

By joining forces and using similar hashtags, we can increase the reach of POC's content, as well as content related to Professional Organizers in general. This will cause the industry to rank higher in searches and help POC and member websites be optimized to reach new audiences.

DO	DON'T
■ Use relevant hashtags on social media posts, blog posts and in the backend of your website on pages. ■ Do use POC's most common hashtags: #ProfessionalOrganizers #Organization #Organizing #Organized #HomeOrganization	■ Avoid overusing hashtags, especially on Facebook. ■ One or two hashtags on Facebook and Twitter are most effective. ■ Instagram has been shown to be conducive to more hashtags but avoid more than six or seven so as not to seem spammy or desperate.



#KitchenOrganization #OrganizingIdeas #POC	Stick with the most relevant hashtags and don't start stretching to every possible thing related to your post, such as #family, #livingroom, #smallbusiness, #work, #alberta, etc
Integrate hashtags into your copy for easy-reading and cleaner text overall, e.g. <i>"Are you ready to get organized in 2020? A #ProfessionalOrganizer can help!"</i>	Don't duplicate text. Less is more and Internet attention spans are short. People are more likely to read short blurbs and bullet lists that get straight to the info they're looking for. There's no sense posting: "Hire a Professional Organizer today! #ProfessionalOrganizer"
"Mention" @POCCanada in social media and blog posts – make sure to tag the official social media accounts of POC or hyperlink your text to the POC's website. - Tagging and mentioning other accounts helps people navigate easily and can also get the attention of other brands and companies, potentially expanding your reach if they notice and interact with you in return.	- Don't just use plain text to talk about POC, the industry or your colleagues. People will explore new content if it's easy to navigate and find with one click. One major rule of the Internet is that if it takes more than two clicks to find something, users tend to give up. - Avoid over-tagging or mentioning too many accounts. It might start to appear spammy and unattractive to your followers and may even result in being blocked by the accounts that you tag for attention. Make sure it's relevant.
- Write blog posts with catchy titles with phrases like "How to...", "Why you should...", "5 things you can try...", "When to organize...", etc. People type questions into Google (how, what, why) - Integrating these into your blog posts will help you rank higher in results.	Don't create "clickbait" headlines that tease the reader by either implying the content they are about to view offers something it doesn't (ie. false advertising) or inflates/exaggerates the content.
- Post on social media and your blog/website with regularity. - Fresh content helps increase your SEO score. - Develop a schedule and strategy.	- Don't flood your feeds with too much content just for the sake of posting. - Make sure you have something relevant to say.
- Watch your analytics. - Pay attention to what kind of content performs well and what doesn't. - Adjust your strategy accordingly.	- Don't post blindly, without ever checking your numbers (analytics). Data is key. - You may be putting effort into creating content that nobody is ever seeing or missing out on opportunities to capitalize on new topics or trends that are gaining momentum.