



POC Talk August 2021

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



Register today for the 2021 POC Virtual Summit – *Emerging Stronger*

Registration is now open for POC's Virtual Summit to be held on **Thursday, October 21, 2021**! The registration fee is \$150 CDN and includes a full day of professional development, creative social activity breakouts, networking opportunities, and post-event access to session recordings. We are also pleased to announce the inclusion of TWO French sessions! Watch the closed FB page and other social media channels for speaker highlights.

We can't wait to see you there!

#POCSummit

Information and Registration

BOARD OF DIRECTORS NEWS

Your Board of Directors works hard to help POC and its members grow.

Here are some of the topics that were discussed at our last meeting at the beginning of the month.

- The feedback received from our members about the website has been reviewed by the Board and actions have been made to move forward.
- The Board has reviewed and identified cost saving measures with regards to administration.

Nathalie Bureau

[President](#)

COMMITTEE NEWS

Awards Committee

The Awards Committee received many nominations for both the Harold Taylor and the Ambassador Awards. Thank you to all the POC members who took the time to fill in the paperwork. Your fellow organizers certainly appreciate it.

The members of the committee are now busy reviewing the nominations to determine finalists in each category, and the future winners.

As previously announced in former editions of the POC Talk, there was a contest amongst chapters for which one would nominate the most people. This chapter incentive is based on percentage of nominations per membership. The money earned is to be spent towards all members in the chapter, i.e. buying books for the library, speaker fees, etc.

We are very happy to announce the winners:

- \$150 1st position **Montreal Chapter**
- \$75 2nd position **Cyber Chapter**
- \$50 3rd position **Halton-Peel Chapter**

Thank you to the Durham, BC Lower Mainland, Vancouver Island, Calgary, and Toronto chapters who also sent in nominations. Stay tuned for the September edition as we will reveal the finalists in each category!!!

Dennise Conforti

[Past President and Board Liaison for the Awards Committee](#)

INTERNATIONAL NEWS



As a reminder, here is the information from our affiliate association in the United-States, ICD.

Register now for the Institute for Challenging Disorganization® 2021 ONLINE Conference from October 13th – 17th, 2021.

We bring you

- ✓ 4 Days filled with educational, fun and interactive sessions
- ✓ 10 Expert speakers, more than ever before
- ✓ 14 CEU's to earn, more than ever before
- ✓ Breakout sessions to deepen the learning
- ✓ A program that considers subscribers living in different time zones
- ✓ Networking with your colleagues
- ✓ A party to celebrate 20 years ICD®
- ✓ Recordings to watch later
- ✓ And much more!

The line-up of presenters this year is exceptional; some of our speakers are internationally recognized authorities in their field.

Topics they will be presenting on are:

OCD
ADHD
Hoarding Disorder
Neuroplasticity
Neuro Architecture
Learning challenges
Integrative health and healing
Signature character-strengths
Compassion fatigue
Vicarious trauma

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*If you are an affiliate member, use the code "Friends 2021" to register for your reduced rate of \$449.

Let's make 2021 the year of Reflection, Resilience & Recovery for yourself and your clients and get back stronger than ever before.

Nathalie and Brogan

ICD® Online Conference 2021 Co-Chairs

Register on ICD Conference Page

MEMBERSHIP NEWS

Congratulations to the following member who recently earned her Silver Leaf status!

Cheryl Dancey – Nook and Cranny Professional Organizing – London, ON

ETHICS CORNER



August 2021

DID YOU KNOW?

Professional Organizers who have obtained Silver Leaf Member status, have been members in good standing of POC for at least ten consecutive years, and who have accumulated 100 service points are eligible for Gold Leaf Member status. Being part of a National POC committee such as the Ethics Committee allows you to collect 10 points per year of service.

We are looking for one more member to join us on the Ethics Committee, is that you?

FOOD FOR THOUGHT

Before and after photos are often a great way to attract views on social media platforms, inspire our followers to declutter and organize their own space themselves while showing potential clients what we could do for them.

However, not all clients are comfortable with their “before” or even their “after”

photos finding their way onto the Internet. Do you have a standard operating procedure set up to obtain your clients' consent? Some organizers include it in their contracts, others have a separate consent form.

Furthermore, some professionals in our industry not only ensure they have the client's consent to take photos but then also ask for approval before publishing them. What is your practice?

Confidentiality should always be top of mind.

What should you ensure before you take any photos, in order to protect your client's confidentiality?

Are there personal photographs displayed in the space you are photographing and if so, did you remove them before taking your photo? Can you see any diplomas or pieces of art that could unintentionally divulge your client's identity? Are there any other visible clues that could allow someone to find out in whose house the photos were taken?

For how long do you have the right to share these photos? Do you address this in your contract or anywhere else?

There are many factors to consider when we choose to use before and after photos in our marketing activities. Why not have a discussion within your chapter to share best practices once monthly meetings start again in September?



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SOCIAL MEDIA

POC's Social Media Pages



Facebook

The Facebook page saw excellent engagement in July, 5.8%, and a notable boost in comments. Facebook posts got users talking, with lots of positive, relevant comments. There were 2,424 likes, an increase of 9 from last month, and a reach of 6,375.

Twitter

The Twitter audience had a slight increase and the engagement rate is steady. There were 2,249 followers and 4,587 impressions.

Pinterest

Pinterest also gained a few followers in July, for a total of 416 followers. There were 7,388 impressions during the month of July.

Instagram

Instagram had good growth in July with 24 new followers, for a total of 890. It has been consistent with high impressions (5,442) and engagement (249 likes), but lower on comments.

If you aren't following POC on any of our social media platforms, we encourage you to join us and engage with both your association and fellow colleagues. Just click the links above!



Social Media Snapshot

Facebook:
2,424 Likes
9 new likes



Twitter:
2,249 Followers
4 new followers



Pinterest:
416 Followers
2 new followers

15 Boards
885 Pins
416 Followers
99 Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Social Media Snapshot

Instagram:
890 Followers
24 new

POC OPC
516 Posts
890 Followers
110 Following

POC Canada
Nonprofit Organization
Professional Organizers in Canada (POC) is the national association that represents professional organizers... [more](#)
www.organizersincanada.com

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Missed an issue of POC Talk or want to see a previous issue?

Did you know you can find back issues of POC Talk from April 2016 onwards? [Past issues of POC Talk](#) are available on the website in the Members Only area, on the [POC Talk page](#) (login required).





POC is a proud affiliate of NAPO, ICD, NASMM and APDO

POC recognizes and thanks all our Associate Members for their ongoing support and partnership.

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