

2022-2023 Marketing & Communications Report

Presented by Marketing & Communications Director Adeilah Dahlke

Marketing is crucial to ensuring that we have a steady flow of new members, and income generating actions that keep us going. We want to highlight the brilliance of our members, and encourage a dialogue within our community for all to see what a supportive and loving organization we are! Together we are creating an awareness of our industry, which supports future growth and membership.

Marketing & Communications Highlights 2022-2023

- ❖ Steady increase in followers/likes on Facebook and Instagram: Facebook has increased followers by 860 over the year for a total of 3402, and Instagram has increased followers by 734 over the year for a total of 1880 followers (as of Sept 2023)!
- ❖ We re-started our Influencer Program, where members apply and once approved get a reel/blog or other media shared on our platform, tagging them and giving them exposure, while also providing our followers with value!
- ❖ Website Committee has met throughout the year to discuss needs and layout for ease of use, and exposure to the general public. Next step is to hire a developer to create a new website so we can start fresh!
- ❖ Updated Media Training Kit, and made 2 versions – one with information about POC that is for general members, and one for board members and media spokespeople that has more in-depth info about talking to the media
- ❖ Updated Brand & Logo guidelines document to make more current/relevant and inclusive
- ❖ Worked with Director of Development to create a social media policy for Associate Members to provide value for their membership – they can submit info/images/video to be posted on our social media once a month
- ❖ Created chapter logos to keep branding consistent
- ❖ Created infographic to show how members can tag POC in their Facebook and Instagram posts so that we can share with our followers
- ❖ Worked with other board members, chapter chairs, and committees to share information and updates on social media
- ❖ We had a successful World Organizing Day on May 20 2023, where members highlighted POC using the hashtag #WorldOrganizingDay – several templates were sent out for members to use with our branding/logo, with areas for them to include their logo, headshot, and their favourite organizing tool/tip!
- ❖ Inspired by the success of our World Organizing Day templates, a few other templates have been created and are available on our site for members to use.

Current and Future Marketing & Communications Projects and Goals

I am very committed to increasing awareness of POC, increasing our engagement on social media platforms and encouraging our members to showcase and be proud of our wonderful organization!

Things that I will continue to do for the rest of my term:

- ❖ I am currently only focusing on Facebook and Instagram, but I hope that when we have a social media/marketing company take over that we will share content across more platforms
- ❖ Engage on our social media platforms by responding to comments, messages and shares, and liking others' posts – I hope to do more engagement when a social media/marketing company takes over
- ❖ Sharing member content when they tag our account on their posts
- ❖ Create posts and share content that helps with our financial goals – increasing membership and retaining existing members, having people sign up for courses and for our virtual summit
- ❖ Working alongside other Board Directors to create content that will assist with their goals – educating public and members about what's happening
- ❖ Writing our posts in English AND French (using DeepL translator) to be inclusive to our French membership (and hopefully encourage future French members to join!)

Goals for the next year:

- ❖ Assist with re-branding of POC, as well as our new website
- ❖ Re-start POC POST to connect with those original subscribers and provide them with value
- ❖ Collaborate with other members of IFPOA to grow exposure within the industry
- ❖ Utilize Google Business Profile and Google Ads to grow exposure

Sincerely,

Adeilah Dahlke
Director of Marketing & Communications