



## **SOCIAL MEDIA:** National Association of Professional Organizers (NAPO)



### **THE CHALLENGE**

NAPO was looking to increase user engagement and better utilize a multi-platform approach to social media. Not all channels were being updated and monitored regularly and a point person needed to be established to take ownership of NAPO's social media pages.



### **THE SOLUTION**

The MarCom Team and NAPO volunteer leaders developed a social media plan to further engage the NAPO membership by linking each major event and initiative to a social media presence.

To further engage members, key subject matter experts within the membership were identified to provide professional tips and resources to support each initiative. Users were incentivized to return and participate in the conversations through online contests and exclusive announcements.



### **RESULTS**

By implementing a strategic social media marketing plan, NAPO saw a 53% growth in Facebook, 50% growth in Twitter and an overall increase of member engagement through targeted campaigns.



Thanks to the success of this plan, the AH MarCom Team was awarded the GOLD MEDAL in the 2012 Association TRENDS All Media Contest in the Social Media category for their work with NAPO.



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