



Ability First Coalition

Quarterly Report

CONFIDENTIAL & PRIVATE

A summary of Ability First Coalition social media and event statistics from April 1, 2014 to June 30, 2014.

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WEBSITE STATISTICS

From April through June 2014, 848 users accessed the Ability First Coalition website (www.abilityfirst.ca). Further breakdown shows 328 users in April, 273 users in May and 247 users in June.

The website statistics show a decline in the amount of users over this quarter. It is important to note that a new, accessible website is in the process of development with an August 2014 launch date and resources have been allocated to gathering content for this launch. The new website will be much more content rich and the Ability First Coalition will be able to have more control over items added. We expect to see the number of monthly users increase once this new website is live.

TWITTER

As shown in Table 1, the Ability First Coalition Twitter account continues to see growth on a monthly basis. During this quarter the number of followers grew from 420 as of April 1, 2014 to 551 followers on June 30, 2014. This is an increase of 131 new followers over three months. The majority of these followers are from the London, ON area; with the Ability First Coalition message having a local impact.

Statistic Tracked	Apr-14	14-May	14-Jun
Total Followers	479	511	551
New Followers	59	32	40
RTs	290	132	145
Mentions	76	83	64
Favourites	189	59	101
# of AFC Tweets	288	173	129

Table 1: Twitter Statistics

In April 2014 the Ability First Coalition hosted two Tuesdays at Ten live Q&A sessions on Twitter, one with the Lieutenant Governor of Ontario David C. Onley and the other with London, ON business Chil Frozen Yogurt Bar. These live sessions generate much interest and having two in one month accounts for increased account activity during April 2014.

Tuesdays at Ten in May 2014 featured Stax Packaging Services Inc. and in June 2014 featured Forest City Sports and Social Club, both London, ON businesses.

On a daily basis the Ability First Twitter account generates interest in the form of RTs, mentions & favourites.

FACEBOOK

The use of Facebook as an Ability First Coalition social media platform was discontinued after a vote by the Coalition. This platform was analyzed and determined to not be suitable for reaching the business community in London, ON and area.

LINKEDIN

The number of LinkedIn members grew by 17 from April 1, 2014 to June 30, 2014. Table 2 shows the number of conversations, comments and likes in more detail.

Statistic Tracked	14-Apr	14-May	14-Jun
Total Members	77	82	85
New Members	9	5	3
# Conversations	22	20	16
# of Comments	11	14	14
# Likes	9	11	4

Table 2: LinkedIn Statistics

EMPLOYERS ENGAGED VIA SOCIAL MEDIA

The number of employers the Ability First Coalition engages on Twitter is a more challenging statistic to measure. The following statistics in Table 3 use the traditional for-profit business model and exclude all non-profit and service providers, as well as individuals who may own their own business or be responsible for the hiring for a business.

It should also be noted that a separate count was performed each month, and businesses may be recounted in each new period. No duplicates of businesses were entered each month in Tweets & Replies category nor the Notifications category. As well, businesses engaged via Twitter are not necessarily followers of the Ability First Coalition's Twitter account.

Table 3 shows a growth in the number of employers engaged with via Twitter, with a total count of 191 employers from April 1, 2014 to June 30, 2014.

Statistic Tracked	14-Apr	14-May	14-Jun
Tweets & Replies	38	37	34
Notifications	20	21	41
Total	58	58	75

Table 3: Employers Engaged via Twitter

EMPLOYERS ENGAGED VIA EVENTS

Members of the Ability First Coalition attended a variety of events during April 1, 2014 to June 30, 2014. These events include but are not limited to the following: Conference Board of Canada “Making Employment Practices More Accessible in Ontario” Workshop; International Association of Business Communicators Web Accessibility Seminar; Human Resources Professionals London & District events; Southwest Business Expo; Canadian Manufacturers and Exporters Exhibitor Showcase and Diversity Career Fair & Business Opportunities.

While attending these events, and by networking in various other ways, members of the Ability First Coalition connected with a total of 113 employers. In the case where more than one member attended the same event, employer connections made were only counted once.

IN SUMMARY

The Ability First Coalition continues to directly engage businesses in the London, ON area across multiple platforms including the Ability First Coalition website, Twitter, LinkedIn, as well as in person at various events. This engagement will continue to grow with the launch of the new website in August 2014.