



Ability First Coalition

## **Quarterly Media Report**

**CONFIDENTIAL & PRIVATE**

A summary of Ability First Coalition social media statistics, communications and event data from April 1, 2015 to June 30, 2015.

**Submission Date:**

August 19, 2015

**Prepared by:**

Lisa Bondy  
Media Consultant  
[media@abilityfirst.ca](mailto:media@abilityfirst.ca)

## WEBSITE

From April 1, 2015 to June 30, 2015, 1517 users visited the Ability First Coalition website.

The top ten page hits during this time period were, in order: Home (1,290); Tuesdays at Ten (255); Who We Are (223); Job Seekers (205); Employer Success Story Voices.com (204); Employer Success Stories (202); Tuesdays at Ten: Manito's Rotisserie & Sandwich Shop (177); Why Hire Employees with Disabilities (149); News (142); News: Valuing disABILITY (124).

Statistic Tracked	April-May-June 2015
Users	1517
New User	75.4%
Returning User	24.6%
Pageviews	5182
Pages/Session	2.69
Average Session Duration	2:16
Bounce Rate	66.27%

Table 1: Website Statistics [www.abilityfirst.ca](http://www.abilityfirst.ca)

As shown in Table 2, a comparative analysis during the timeframe of April 1 to June 30 between 2014 to 2015 demonstrates the number of people utilizing the Ability First Coalition website has increased from one year to the next.

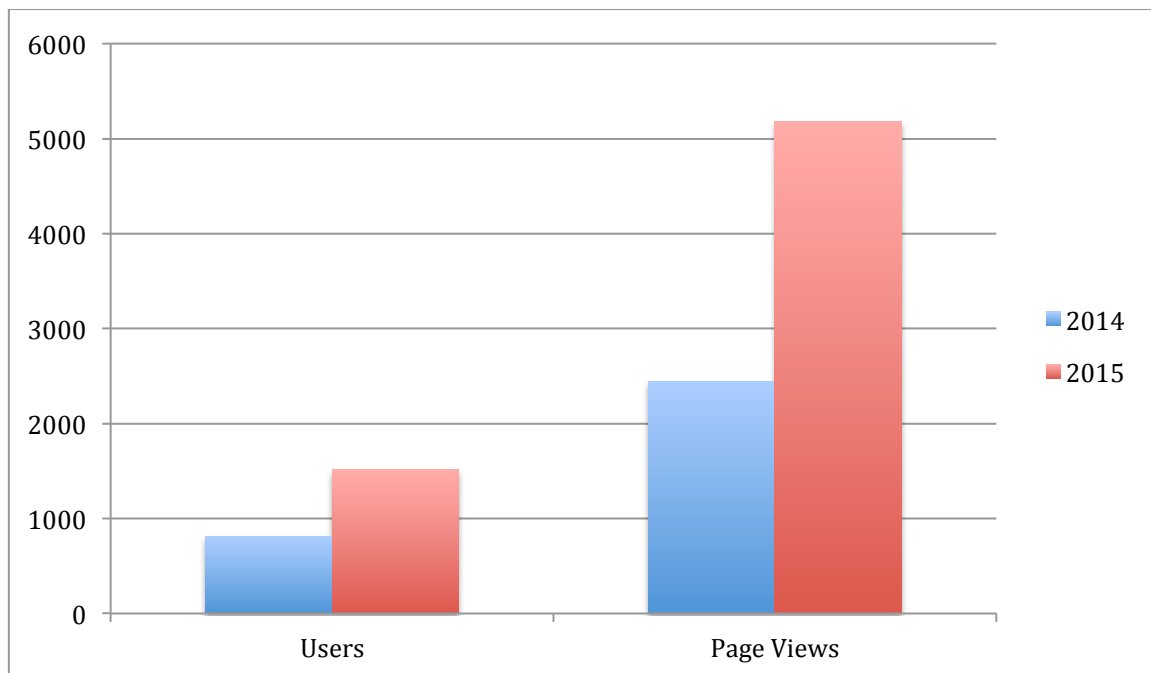


Table 2: Website Comparative Analysis between time period April 1 to June 30 in 2014 and 2015 respectively.

The number of users almost doubled during April 1 through June 30 from 2014 to 2015, and the number of page views on the Ability First Coalition website more than doubled during the same time period.

Although job seekers continue to visit the website, it has been adequately structured so these inquiries are channelled to the correct parties (i.e., specific Partners in Employment).

Overall, the Ability First Coalition website audience is predominantly interested in employer focused information with regard to successfully employing and retaining persons with disabilities.

For a break down of monthly website statistics, please refer to the Monthly Media Reports.

## **TWITTER**

As shown in Table 3, Twitter statistics in this quarter continue on an overall growth path, surpassing all previous statistics.

<b>Statistic Tracked</b>	<b>April-May-June 2015</b>
Total Followers	1180
New Followers	226
RTs	1535
Mentions	309
Favourites	637
# of AFC Tweets	707

**Table 3: Twitter Statistics** [www.twitter.com/AbilityFirstLdn](http://www.twitter.com/AbilityFirstLdn)

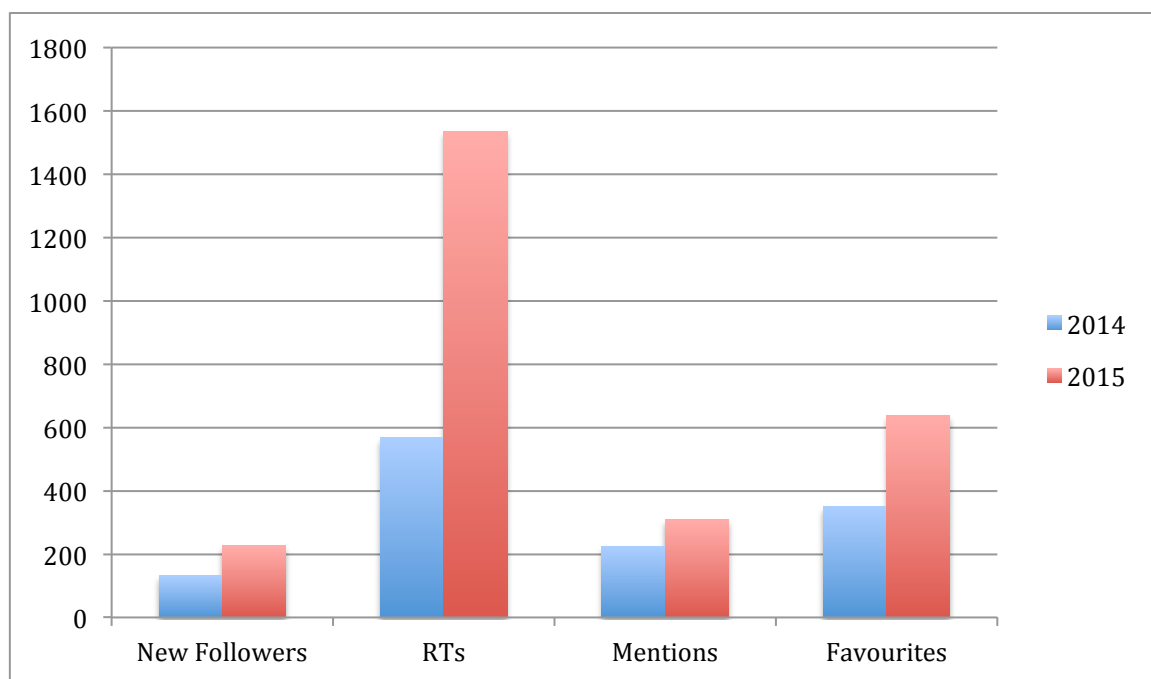
The Tuesdays at Ten initiative, a live Twitter chat held at 10am EST on the first Tuesday of every month featuring local employers who successfully hire and retain employees with disabilities, is an ongoing source of engagement for the Ability First Coalition on Twitter. It also benefits the participating business and their Partner in Employment by raising their reach and connecting with a new audience, as demonstrated in feedback received from various Tuesdays at Ten featured employers and Partners in Employment. Employers report various business benefits from their participation.

These sessions require a great deal of coordination and preparation as the Media Consultant acts as a liaison between the employer, their Partner in Employment and the Ability First Coalition. A formatted transcript is prepared in advance from answers supplied through interviews with the employer and Partner in Employment, which makes participation from these other parties much easier and smoother. Photography sessions are also arranged and fulfilled. As well, during the live session, the Media

Consultant is on location with the employer (and often the Partner in Employment), to assist from a technical standpoint as well as strengthen this connection on behalf of the Ability First Coalition.

Content is gathered from the live Tuesdays at Ten Twitter sessions, posted to the Ability First Coalition website, and shared afterwards in a variety of ways, such as: Twitter, LinkedIn, the Ability First Coalition newsletter, as well as email. There is great value added for the Partners in Employment, the participating businesses, and the Ability First Coalition in having this material to share and refer back to.

The Tuesdays at Ten section of the website continues to be among the top ten landing pages each month, with 255 visits to this section during this quarter (note, the number of visits increase with views to each individual Tuesdays at Ten within this section):  
<http://www.abilityfirst.ca/employer-success-stories/tuesdays-ten>



**Table 4: Twitter Comparative Analysis between time period April 1 to June 30 in 2014 and 2015 respectively.**

As demonstrated in Table 4, a comparative analysis for the time period of April 1 through June 30 from 2014 to 2015 highlights the growth the Ability First Coalition has seen from year-to-year: 131 to 226 new followers; 567 to 1535 RTs; 223 to 309 mentions; and 349 to 637 favourites.

The only area not to see a substantial increase from year-to-year is in mentions: from 223 in 2014 to 309 in 2015, for a net growth of 86 mentions during this timeframe. Strategies can be implemented to increase this overall, providing the coalition approves of more one-on-one interaction via this platform.

Hosting and participating in live Twitter discussions, such as #Tuesat10 and #AXSChat are some of the strategies responsible for the dramatically higher statistics across the board from 2014 to 2015, especially in the area of RTs.

As of June 30, 2015, the Ability First Coalition is receiving excellent interaction with its existing 1180 followers. As disability employment remains a challenging field to generate vocal interest in, especially from the business community, this demonstrates that the coalition's content is engaging, informative and adds value for the coalition's followers.

By sharing quality content related to hiring people with disabilities, from a variety of sources, the Ability First Coalition continues to set itself apart as an excellent source of original and curated content on Twitter on local, provincial, national, and international levels.

For a break down of monthly Twitter statistics, please refer to the Monthly Media Reports.

## LINKEDIN

The number of LinkedIn members grew by 21 from April 1, 2015 to June 30, 2015 for a total of 174 members. Table 5 shows the number of conversations, comments and likes during this timeframe in more detail.

LinkedIn	April-May-June 2015
Total Members	174
New Members	21
# Conversations	50
# of Comments	22
# Likes	113

Table 5: LinkedIn Statistics <https://www.linkedin.com/grp/home?gid=3194080>

A comparative analysis between April 1 to June 30, 2014 and April 1 to June 30, 2015, as illustrated in Table 6, shows all statistics have increased with the exception of number of conversations and comments: 17 to 21 new members; 58 to 50 conversations; 39 to 22 comments; and 24 to 113 likes.

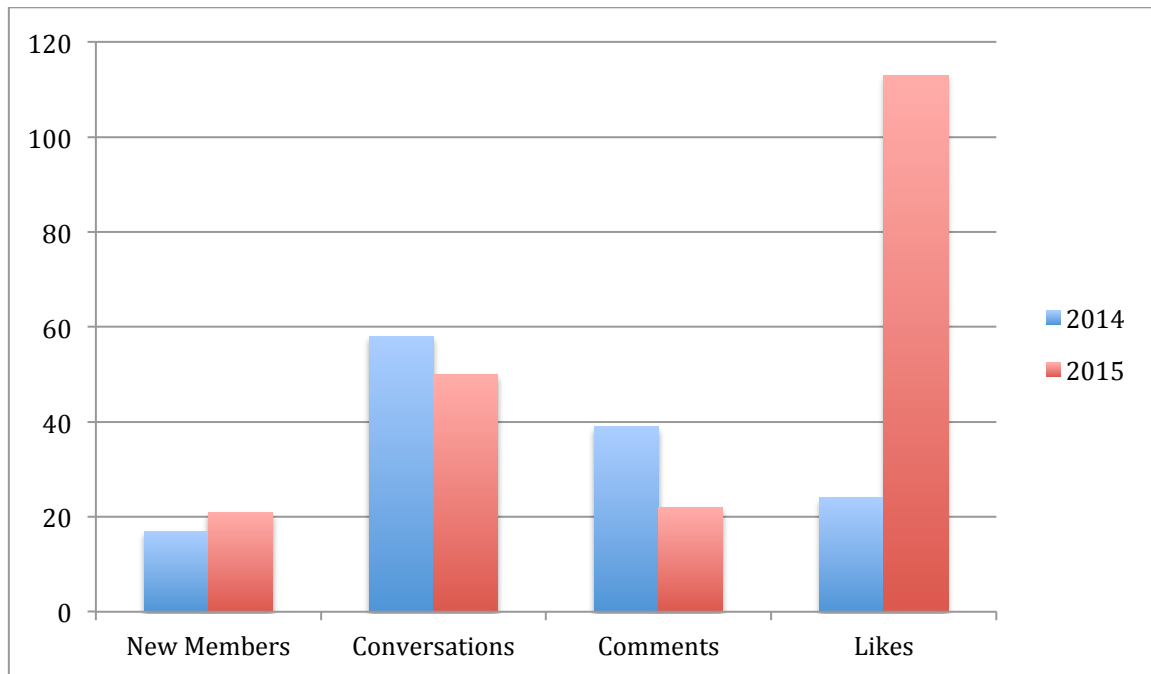


Table 6: LinkedIn Comparative Analysis between time period April 1 to June 30 in 2014 and 2015 respectively.

As of June 30, 2015, the Ability First LinkedIn group has 89 more members than on June 30, 2014, 174 members and 85 members respectively. However, this growth has not translated on par as expected in the statistics. This is puzzling and after investigation a good explanation has not been found. The answer lays in the continual trial and error approach of implementing new strategies, analyzing the results, and progressing the group from that perspective.

It is noteworthy that the Ability First LinkedIn group performs above average when compared to other similar groups; however, in the opinion of the Media Consultant, there exists much room for additional advancement.

For a break down of monthly LinkedIn statistics, please refer to the Monthly Media Reports.

## NEWSLETTER

The quarterly publication of the Ability First newsletter scheduled for April 2015 was moved to May 2015 in order to include the Employer Success Story of Voices.com, a company servicing an international market with headquarters in London, Ontario. The interview with this company took place toward the end of April 2015, and shortly after the story was published on the Ability First website.

The first ever Ability First Coalition newsletter was published on December 11, 2014 to 140 subscribers. The number of subscribers grew to 157 by the time the May 4, 2015 newsletter was sent out.

During the May 2015 Ability First Coalition meeting the coalition members voted to increase the frequency of the newsletter, and it has evolved from quarterly to monthly publication.

Since most newsletters are published at the beginning of the month, the June newsletter was sent out on June 23, 2015 to 181 subscribers to test a theory that people would be more likely to open the newsletter at a time when they were not receiving as many other newsletters. This theory saw results with an increase in both the open and click rate. As a result, the monthly newsletters will continue to be sent out toward the end of each month instead of the beginning.

By the end of this quarter, the number of newsletter subscribers rose by 41 new subscribers. The open and click rates both continue to perform above the non-profit industry average.

To view the Ability First Coalition newsletter archives: <http://us8.campaign-archive1.com/home/?u=ea0a9617755cd3f4eaa8d0026&id=4da4dd78f5>

For a break down of monthly newsletter statistics, please refer to the Monthly Media Reports.

### **EMPLOYERS ENGAGED VIA EVENTS**

Members of the Ability First Coalition and the Media Consultant report a total of 75 new employer contacts from April 1, 2015 through June 30, 2015. These contacts were established at events such as: AODA celebrations; Assistive Technologies Conference; work functions; online events; and various other networking opportunities.

For a more detailed monthly summary of employers engaged via events, please refer to the Monthly Media Reports.

### **OTHER UPDATES**

Highlights from April 2015 include: reference to an Ability First Coalition employer success story in the Canadian Business SenseAbility April Newsletter, as well as a request to join the Ability First Coalition from the Diversity and Accessibility Coordinator at Western University via the website. For more detailed updates on a variety of subjects please view the April 2015 AFC Monthly Media Report.

In May 2015, the Ability First Coalition was represented at the Accessibility Summit in Sarnia, and the nomination and sponsorship package for the Ability First 2015 Champion Awards were added to the Ability First Coalition's website. For more detailed updates on a variety of subjects please view the May 2015 AFC Monthly Media Report.

Several requests were received via the website in June 2015, including: an employer request from DuPont Canada asking for an employment position to be shared with the Partners in Employment; a request for the Ability First Coalition to present to the members of the Ontario Restaurant Hotel and Motel Association and the Southwestern Ontario Tourism Corporation in September 2015; a request by a local publication for a contact to speak with to write a story on the upcoming Champion Awards; and an email request from Jamie Burton, Vice President of Dolphin Technologies for a referral to London employers who may be interested in participating in Disabilities Mentoring Day in London, Ontario. For more detailed updates on a variety of subjects please view the June 2015 AFC Monthly Media Report.

## **IN SUMMARY**

While it is not possible to measure the overall conversion of employers hiring people with disabilities based on statistics alone, the numbers and engagement with the Ability First Coalition's overall media strategy indicate a genuine interest in learning more and utilizing resources.

Since the coalition is not in a position to handle employer inquiries, ways of reaching out directly to the Partners in Employment are being shared via our social media streams. Again, this statistic is not feasible for the Ability First Coalition to measure or track, although anecdotal feedback indicates positive results and momentum.

The Ability First Coalition excels at reaching employers through the voice of other employers who successfully employ and retain persons with disabilities, and understand the business case for doing so. The Media Consultant will continue to cultivate these stories and relationships to expand upon the success in this area.