



Ability First Coalition

Quarterly Report

CONFIDENTIAL & PRIVATE

A summary of Ability First Coalition social media and event statistics from January 1, 2015 to March 31, 2015.

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WEBSITE STATISTICS

From the beginning of January 2015 through the end of March 2015, 1379 users accessed the Ability First Coalition website, with the majority being new users.

Over the last four quarters, from April 2014 through March 2015, a total of 4,267 users accessed the site with 24,794 page views.

At present, the largest attractions to the website are the Employer Success Stories and the Tuesdays at Ten transcripts. Additional content, including more hands on techniques for employers to utilize in recruiting, hiring and retaining employees with disabilities, will help to increase website traffic, as well as further the Ability First mandate. These features are being developed.

Currently, excluding the Ability First Coalition's social media channels, the majority of inbound links come from the City of London website, with 670 visits over the four quarters. It is most likely the case that these users are job seekers as the Ability First website link appears on their current openings employment page:

<https://www.london.ca/city-hall/employment/careers/Pages/Current-Openings.aspx>.

Another goal for the upcoming year is to establish more quality inbound links, especially from sources that attract employers. Not only does this assist in search engine optimization, it also helps get the Ability First message out to a much larger audience.

The Ability Firsts newsletter subscription list has organically grown to 151 as of March 31, 2015. The Ability First Coalition made the unanimous decision to hold the March 2015 newsletter until April 2015 in order to feature key upcoming content on the website.

More detailed statistics from the fourth quarter are shown in Table 1.

Website	15-Jan	15-Feb	15-Mar
Users	459	341	579
New User	72.50%	70.20%	84.40%
Returning User	27.50%	29.80%	15.60%
Pageviews	1504	1316	1468
Pages/Session	2.65	3.04	2.25
Average Session Duration	2:23	3:05	1:22
Bounce Rate	62.96%	59.82%	70.71%

Table 1: Website Statistics

TWITTER

As shown in Table 2, the Ability First Coalition Twitter account continues to see growth in terms of the number of followers as well as total interactions.

During the fourth quarter the number of followers grew from 776 as of January 1, 2015 to 954 followers on March 31, 2015, an increase of 178 followers.

Over the last four quarters, from April 1, 2014 through March 31, 2015, the number of Twitter followers increased by 534. The fourth quarter brought record combined statistics in all categories.

The Tuesdays at Ten initiative continues to generate a large amount of interest, and has also helped to strengthen the partnership between the London area Partners in Employment and the Ability First Coalition. To view transcripts from past Tuesdays at Ten: <http://www.abilityfirst.ca/employer-success-stories/tuesdays-ten>.

It is important to note that the Ability First Coalition Twitter strategy is to attract quality follows over quantity. A quality follow is an employer or other party potentially interested in, or aligned, with the Ability First message.

Twitter continues to stand out as the best vehicle for the Ability First Coalition to reach a wide audience on a regular basis.

Twitter	15-Jan	15-Feb	15-Mar
Total Followers	819	904	954
New Followers	43	85	50
RTs	181	329	438
Mentions	78	73	104
Favourites	153	196	188
# of AFC Tweets	218	314	245

Table 2: Twitter Statistics

LINKEDIN

The number of LinkedIn members grew by 36 from January 1, 2015 to March 31, 2015. Over the last four quarters the LinkedIn membership increased by 86 individuals.

Looking at new ways to approach engagement, as well as working with other organizations was the focus of the fourth quarter. This strategy worked well in terms of generating more discussion, however this primarily involved event postings. Establishing more quality content input from individuals continues to be a goal.

The majority of new members to the Ability First LinkedIn group have been LinkedIn connections invited by the consultant. Increased interaction by other Coalition members, as well as inviting LinkedIn business connections is essential to the success of this network.

Table 3 shows the number of conversations, comments and likes during the third quarter in more detail.

LinkedIn	15-Jan	15-Feb	15-Mar
Total Members	126	144	154
New Members	8	18	10
# Conversations	44	24	23
# of Comments	12	15	5
# Likes	30	18	26

Table 3: LinkedIn Statistics

EMPLOYERS ENGAGED VIA SOCIAL MEDIA

For the reasons mentioned in past reports, the number of employers the Ability First Coalition engages on Twitter is a challenging statistic to measure.

Attendance of online events via Twitter is an important area where the Ability First Coalition has seen increased employer engagement. One such event was the Rethinking Disabilities Conference held in Toronto: <http://www.abilityfirst.ca/news/rethinking-disabilities-conference>.

From Rethinking Disabilities came many new quality follows on Twitter, connections via LinkedIn and new conversations. One of these connections, Jamie Burton, VP of Dolphin Digital Technologies Inc. in Kitchener Ontario, has since approached the Ability First Coalition about bringing Disabilities Mentoring Day to businesses in London. This proposal is currently under review by the Ability First Coalition.

Moving forward, integrating more online events into the overall social media strategy is an area where much growth can be achieved.

EMPLOYERS ENGAGED VIA EVENTS

The Ability First Coalition consultant directly connected with 38 employers during the period between January 1, 2015 and March 31, 2015 at various events including Lunch and Learn: Assistive Technology in the Workplace; Accessibility is Good for Business Downtown London; and the London Chamber of Commerce Business Achievement Awards. There were no employer contacts reported by other members during this timeframe.

During the Accessibility is Good for Business event on February 18, 2015, an individual who works with a local law firm indicated interest in joining the Coalition. This request was put forward to the Executive and is pending.

SUMMARY

The Ability First Coalition met for a full day workshop on January 23, 2015, and confirmation by the Coalition of the new mandate and Terms of Reference discussed at this meeting are still pending. Once these have been finalized, they will be integrated into the overall social media strategy.

The foundation laid with the social media strategy in the first year has been solidly added to over the last four quarters. The growth of the Ability First Coalition and realization of its mandate during the next year will depend on a continued strong social media strategy, as well as forward thinking and action from the members of the Ability First Coalition.