



Ability First Coalition

## **Quarterly Report**

**CONFIDENTIAL & PRIVATE**

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

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## WEBSITE STATISTICS

From July through September 2014, 975 users accessed the Ability First Coalition website ([www.abilityfirst.ca](http://www.abilityfirst.ca)). Further breakdown shows 285 users in July, 284 users in August and 406 users in September. When compared with the first quarter (April through June 2014), the website saw a slight increase in users. More detailed statistics are shown in Table 1.

The launch of the new website has been delayed and will most likely go live in October 2014. We expect to see the number of monthly users increase even more once this new website is live as it is more accessible, has more features and allows for greater engagement. Future goals include, in addition to increasing the number of users, more page views, more pages viewed per session, longer session durations and a lower bounce rate.

Website	14-Jul	14-Aug	14-Sep
Users	285	284	406
New User	78.90%	80.40%	69.50%
Returning User	21.10%	19.60%	30.50%
Page Views	670	686	1798
Pages/Session	1.99	2.07	3.29
Average Session Duration	1:14	1:50	3:26

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 second quarter the number of followers grew from 551 as of July 1, 2014 to 667 followers on September 30, 2014. This is an increase of 116 new followers over this three month period, which includes the traditionally slower business months of summer.

Twitter	14-Jul	14-Aug	14-Sep
Total Followers	601	632	667
New Followers	50	31	35
RTs	118	194	189
Mentions	67	109	153
Favourites	104	140	82
# of AFC Tweets	234	177	155

Table 2: Twitter Statistics

## LINKEDIN

The number of LinkedIn members grew by 19 from July 1, 2014 to September 30, 2014. The number of likes on conversations doubled from the first quarter to the second, while the amount of comments on conversations stayed approximately the same. This demonstrates that people are finding the content interesting but not necessarily engaging. During the third quarter a new approach will be implemented to attract more engagement in the form of comments on LinkedIn conversations. Table 3 shows the number of conversations, comments and likes during the second quarter in more detail.

LinkedIn	14-Jul	14-Aug	14-Sep
Total Members	90	95	104
New Members	5	5	9
# Conversations	19	19	18
# of Comments	11	17	9
# Likes	22	12	15

Table 3: 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 statistics used in the first quarter became much more difficult to track as engagement with businesses greatly increased and contact was repeated many times within the timeframe in terms of mentions, favourites and retweets. Also, personal accounts are often the account of a business owner and/or employer – and while the individual may not be using the account from a business perspective, they are still engaging with the information the Ability First Coalition is providing. Table 2 delivers a good snapshot of overall engagement on Twitter during the second quarter.

The Ability First Coalition communicated via direct message with over 60 businesses from July through September 2014, mostly in relation to possible feature stories on the Ability First website and the upcoming Ability First Champion Awards. From these 60 businesses, five employers have directly requested more information about hiring people with disabilities from the Ability First Coalition. Contact has been established via email, phone calls and in-person meetings.

The Tuesdays at Ten initiative continues to generate a large amount of interest, with contacts being made with local businesses via this strategy. For example, during August's Tuesdays at Ten with local eatery Edgar & Joe's Café, the Ability First Coalition received the tweet in Image 1 from the Director of Food & Beverage Services at the Western Fair District. The Ability First Coalition connected with him via direct message and then by email and phone. Once his questions were addressed and his business needs determined, he was put in contact with the London Partners in Employment.



Image 1: Tuesdays at Ten Interaction

## EMPLOYERS ENGAGED VIA EVENTS

Over the summer months, members of the Ability First Coalition attended no major events. However, 18 in-person connections were made with employers (who do not currently have employees with disabilities on their team) from July 1, 2014 to September 30, 2014. The Ability First Coalition knows of three jobs that came from one of these connections after being referred to a Partner in Employment.

The AFC is currently seeking event opportunities and will be attending upcoming events such as the Tourism Industry Association of Ontario's Accessible Tourism Workshop on October 17, 2014 in London, Ontario and Accessibility: The Real Deal on November 24/25, 2014 in Whitby, Ontario as well as more general local networking events.

The Ability First Coalition also looks forward to engaging many new employers during the 2<sup>nd</sup> annual Ability First Champion Awards on November 7, 2014.