



Ability First Coalition

Quarterly Report

CONFIDENTIAL & PRIVATE

A summary of Ability First Coalition social media and event statistics from October 1, 2014 to December 31, 2014.

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WEBSITE STATISTICS

From the beginning of October 2014 through the end of December 2014, 1422 users accessed the Ability First Coalition website (www.abilityfirst.ca). When compared to 848 users in the first quarter and 975 users in the second quarter, overall growth of 447 additional users has been established in the third quarter.

November 7, 2014 saw the official launch of the new Ability First Website and there has been a direct correlation to an increase in website traffic. To maintain and increase these numbers, new content will need to be added on a regular basis and new strategies employed to drive traffic to the website.

The new website not only meets accessibility guidelines, but also exceeds them. This is incredibly important given the mandate of the Ability First Coalition, and that the Coalition exists as a point of reference for businesses and employers in the field of accessibility.

In the third quarter, in addition to an increase in users, some other areas are worth noting. In October, page views, pages per session and average session duration were all higher than any month in the first or second quarter and in November, the website saw the largest number of users in a month to date. A large part of this is owing to the promotion of the Ability First Champion Awards. Hosting this Ability First event shows a noteworthy spike in website traffic, which is another important indicator that the event was a success and demonstrates additional Ability First events may be important in generating more employer contacts.

The first Ability First Newsletter was sent to 140 subscribers via email on December 11, 2014, directly resulting in 52 new visits to the Ability First website. Ability First Newsletters will continue to be released on a quarter basis moving forward.

More detailed statistics from this most recent quarter are shown in Table 1.

Website	14-Oct	14-Nov	14-Dec
Users	385	579	458
New User	55.50%	59.10%	69.80%
Returning User	44.50%	40.90%	30.20%
Page Views	4688	5014	2205
Pages/Session	7.59	5.82	3.83
Average Session Duration	8:01	5:16	3:19

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 third quarter the number of followers grew from 696 as of October 1, 2014 to 776 followers on December 31, 2014. Twitter stands out as an excellent vehicle for the Ability First Coalition to reach a wide audience on a regular basis.

The Tuesdays at Ten initiative continues to generate a large amount of interest, and building on initiatives such as this one has the potential to greatly expand the reach of the Ability First Coalition to employers through Twitter.

Twitter	14-Oct	14-Nov	14-Dec
Total Followers	696	731	776
New Followers	29	36	45
RTs	196	179	156
Mentions	48	69	32
Favourites	69	209	96
# of AFC Tweets	194	257	138

Table 2: Twitter Statistics

LINKEDIN

The number of LinkedIn members grew by 14 from October 1, 2014 to December 31, 2014. The new approach implemented in the second quarter to attract more engagement was successful to a certain extent; more comments was the goal but more likes and posts were what increased overall.

Looking at new ways to approach engagement, as well as working with other organizations will be the focus of the fourth quarter to maintain and increase the statistics from December 2014. Table 3 shows the number of conversations, comments and likes during the third quarter in more detail.

LinkedIn	14-Oct	14-Nov	14-Dec
Total Members	109	109	118
New Members	5	0	9
# Conversations	13	14	26
# of Comments	6	9	14
# Likes	12	12	44

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, as many businesses have indicated during in person conversations they check in with the Ability First Twitter account for relevant information but do not follow nor engage with mentions, RTs, favourites and so on. The reasons given for this have varied, but two prominent themes have emerged.

The first being that the content is relevant and useful but the employer is not interested in spending more time than necessary engaging in an already busy business environment.

The second reason raises a concern from employers that by engaging on a public medium such as Twitter, they will be inundated with contacts from various service providers. This has been noted as a past occurrence and given the framework service providers are working within, a challenging one to resolve. This is an area where further discussion between PIE and Ability First would be beneficial for all parties involved.

EMPLOYERS ENGAGED VIA EVENTS

The Ability First Coalition directly connected with 141 employers during the period between October 1, 2014 and December 31, 2014. In addition, a member of the Coalition also had the opportunity to talk about the mandate of the Ability First Coalition at a public gathering of approximately 275 people, which included a large majority of employers.

At the Ability First Champion Awards on November 7, 2014, 84 new employers in attendance were introduced to the mandate of the Ability First Coalition. Much interest was generated through the strong business case for hiring people with disabilities presented by the keynote speakers as well as the awards honouring businesses that already hire for Ability First. It is important to note that although many members of the Coalition had conversations with various employers during the awards, new business contacts were only counted once for the Coalition as a whole for the purpose of this report.

On November 20, 2014, 19 new business contacts were made at the London Chamber of Commerce during Accessibility Works, a workshop put on by the Ontario Chamber of Commerce. Discussion of the services the Ability First Coalition provides was discussed individually with each of these 19 new contacts and follow up emails were also sent out. From this event came a direct request for an employee with a disability from a spa owner.

Other events were attended on behalf of the Ability First Coalition and various contacts made.

SUMMARY

The Ability First Coalition will be meeting for a full day workshop on January 23, 2015, where forward direction and growth will be discussed, and then implemented by the members and via the Coalition's social media channels. One of the challenges of the Coalition is the process of following up with employer contacts that have been made, and a new process will need to be implemented for this purpose.

There continues to exist unlimited room for growth and during the third quarter the Ability First Coalition has seen an increase in tangible results through name recognition, event attendance, and employer connections.