Accessibility Awareness Week

Accessibility Awareness Week
Keynote Speaker: Benoît Huot

The Communications Department promoted the Town of Cobourg's virtual events for National AccessAbility Week, taking place from May 30 to June 5, 2021, led by Jamie Kramer, Accessibility Coordinator.

These promotions primarily focused on keynote speaker Benoît Huot on Monday, May 31, 2021 at 10:30 a.m. and the closing session with The Honourable Carla Qualtrough on Friday, June 4, 2021 at 1 p.m..

Analytics

DIGITAL PROMOTIONS (ORGANIC)		
Facebook	**Twitter**	**Instagram**
Posts = 5 Reach = 8,123 Clicks = 81 Engagement = 65	Posts = 4 Reach = 4,502 Clicks = 7 Engagement = 31	Posts = 1 Reach = 632 Clicks = 4 Engagement = 12

Reach	Clicks	Engagement
13,257	**92**	**108**

DIGITAL PROMOTIONS (PAID)
Facebook Ad
People Reached = 5,840 Link Clicks = 79 Total Budget = $100 Duration = 4 days

National AccessAbility Awareness Week (NAAW)
May 30 - June 5, 2021.

Closing Session

Join us for the closing session with regards from **The Honourable Carla Qualtrough**, Minister of Employment, Workforce Development and Disability Inclusion of Canada.

JUNE 4 — **Friday, June 4, 2021** 2 p.m. EST

Register here: cobourg.ca/accessibility

Town of Cobourg, Ontario
Sponsored ·

The Town of Cobourg is celebrating National #AccessAbility Week from May 30-June 5, 2021. 🎉

Register for a free virtual keynote address from one of Canada's most decorated Paralympic athletes, **Benoit Huot**, taking place virtually on Monday, May 31, 2021 at 10:30 a.m.
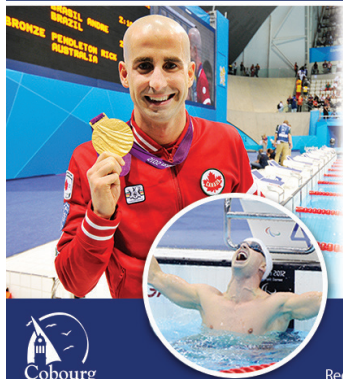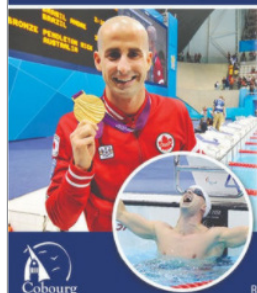
✅ Register here: https://bit.ly/3tTnRDl

National AccessAbility Awareness Week (NAAW)
May 30 - June 5, 2021.

Join us as we celebrate NAAW with one of Canada's most decorated Paralympic Athletes,

Benoît Huot!

MAY 31 — **Monday, May 31, 2021** 10:30 a.m. EST

Register here: cobourg.ca/accessibility

COBOURG.CA
Free Virtual Keynote Speaker: Benoît Huot
Celebrate Accessibility Awareness Week virtually wit...

Sign Up