



**Accessible Employers**  
a Presidents Group initiative

# 2024 MAKE IT COUNT MARKETING KIT



# About Tools to Make it Count

*Tools to Make it Count* is a practical toolkit for employers who want to measure the rate of disability in your workplaces. It is a jumping off point to develop, strengthen, and implement a disability inclusion measurement initiative.

The toolkit includes several different resources and learnings to prepare you to measure disability inclusion in your workplace:

- **Stats and Data** to demonstrate to importance disability inclusion.
- **4 Easy to Follow Steps** for developing and implementing a disability measuring initiative.
- **Practical Solutions** to common challenges to measuring disability.
- **Case Studies and Success Stories** to illustrate real world experiences from BC-based employers who are measuring disability.
- **Free Resources** to further your learning and support in this work.

*Tools to Make it Count* is a companion resource to support participation in the Pledge to Measure.



# Join the Conversation & Champion Disability Inclusion

We invite you to continue the conversation by following the hashtag **#MakeItCount** and supporting and engaging with Accessible Employers and others championing accessible and inclusive workplaces.

Follow us on social media for content on disability measurement initiatives, including the Pledge to Measure, along with helpful resources all year long.

Keep reading for content you can use on your own channels. You're welcome to personalize these templates as much or as little as you'd like - or write your own if that's your preference!

Please tag Accessible Employers in any social media posts, as this will allow us to easily find your post and boost engagement.

-  Twitter: @AccessEmployers
-  LinkedIn: Accessible Employers
-  Facebook: Accessible Employers
-  Instagram: @AccessEmployers

# LinkedIn Template

Feel free to copy and paste the text below into your LinkedIn posts and adapt for other social media platforms.

Promotional graphics can be downloaded here:  
[www.PledgeToMeasure.org/Resources](http://www.PledgeToMeasure.org/Resources)



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This month @Accessible Employers released Tools to Make it Count, a practical toolkit for measuring disability in the workplace.

This is a great resource for anyone, whether you already have a measurement initiative or you're curious about what it could look like for your organization.

It's got lots of useful content, including case studies from BC employers, practical solutions to common challenges, and links to a ton of free resources to build accessible and inclusive workplaces.

Plus, it was created with BC employers and members of the disability community. #NothingAboutUsWithoutUs

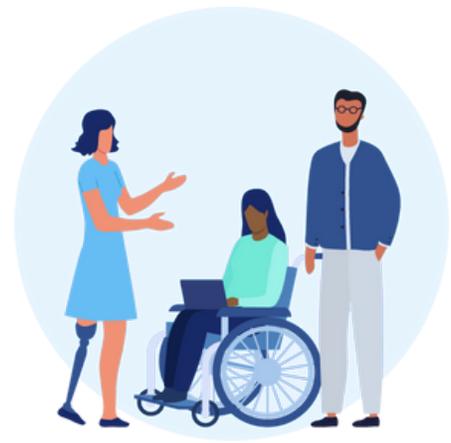
<https://accessibleemployers.ca/resource/tools-to-make-it-count>

#MakeItCount

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! Don't forget to tag Accessible Employers and use the hashtag #MakeItCount to help boost engagement!

# Internal Communications Template



Feel free to copy and paste the text below into your internal communications, newsletters, and more.

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This month, Accessible Employers released Tools to Make it Count, a practical toolkit that will support our disability measurement initiative and help us continue to champion accessibility and disability inclusion in our workplace.

<https://accessibleemployers.ca/resource/tools-to-make-it-count>

I invite you to check it out to deepen your understanding of why this is an important initiative for us, learn how we can improve how we measure disability, and find some useful resources as we work together to use our data to improve accessibility.

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Don't forget you can download the graphics below:  
[www.PledgeToMeasure.org/Resources](http://www.PledgeToMeasure.org/Resources)

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**Image Description:** A white graphic with bold blue arches in various shades along the right side in the shape of a wheel. Title: Tools to Make it Count. Text under title reads: A practical toolkit for measuring disability in the workplace. Above the title and text, in the top left corner there are two icons in blue. The first icon shows a hand-shaped cursor selecting a box. Immediately to the right the second icon shows a magnifying glass over a piece of paper. The Accessible Employers logo is displayed in the bottom left corner.



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[www.PledgeToMeasure.org/Resources](http://www.PledgeToMeasure.org/Resources)

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**Image Description:** A royal blue graphic with bold blue arches in various shades along the right side in the shape of a wheel. Title: Tools to Make it Count. Text under title reads: Develop and Implement a Disability Measurement Initiative. Above the title and text, in the top left corner there are three icons in white. The first icon shows a hand shaped cursor selecting a box. Immediately to the right the second icon shows a magnifying glass over a piece of paper. To the right again is the third icon of a megaphone. The Accessible Employers logo is displayed in the bottom left corner.