



2023

Scottish Learning Disability Week

Impact Report



Introduction

Scottish Learning Disability Week 2023 was held between Monday 1st May and Sunday 7th May. This year's week focused on all aspects of Leadership with the theme 'Lead to Change'.

Get Involved Packs



1186 Get Involved Packs distributed



203 different organisations requested
Get Involved Packs



An increase of **137%** from 2022



Get Involved Packs were circulated to
all local authorities across Scotland

(Appendix 1 – Map of distribution)

Events

Scottish Learning Disability Week this year was delivered as a 'Hybrid Week'. With a combination of online events and face-to face events.



782 attendees

Online and Face to Face Events

SCLD arranged 2 online events and supported our Scottish Government Policy Team colleagues with 5 online events.



Attendance at online events **336** participants
(Appendix 2)



An increase of **26%** from 2022



Attendance at face to face events **446**
(Appendix 3)

There were **no** face to face events 2022

Social Media Highlights

We had 3 strategic aims for social media this year:

1. Increase our social media engagement
2. Increase partnership participation
3. Engagement and ensure that the events we hosted were attended with a minimum of 25 people.

You'll see from this report that all of these have been met, and in the case of the events – exceeded (please see Appendix 2 and 3).

We are using slightly different statistics to measure Scottish Learning Disability Week this year as we have a new reporting system via Zoho Social. This is where the social media is scheduled and published by Publishing Bureau.

We have looked at the level of engagement by our audience as the greatest marker of success, which is across the board. We have also been able to analyse much more information about the type of audience we have on LinkedIn – you'll notice a breakdown by organisation type and level of seniority. Facebook has had more engagement from those with learning disabilities.

Detailed impact information across Twitter, Facebook and LinkedIn can be found in Appendix 4.

Videos

We had two launch videos for Scottish Learning Disability Week.

1. People First (Scotland) Maggie Wilson, Chairperson.
Maggie's video opened Scottish Learning Disability Week

2. Ms Maree Todd, Minister for Social Care, Mental Wellbeing and Sport

Facebook

Interestingly, the number of followers on Facebook has dropped since 2022 (4,500) however the engagement on posts during SLD week activity increased by 88%, and there was a 46% increase in likes over the month. Those posts with images had 81% engagement. The audience were predominantly people with learning disabilities.

Twitter

Like Facebook there was an increase in engagement during the lead up to and during SLD Week and #leadtochange was adopted as the week's # with 257 tweets being posted by 71 organisations and 44 individuals (who weren't SCLD employees). The audience engaged most with the launch tweet as well as one about Include for Good.

LinkedIn

LinkedIn has been particularly favourable during SLD week with many professionals engaging. LinkedIn was not used much by SCLD as an organisation prior to this year, but the summary below shows how engaged the business/ professional community now is with SCLD and SLD week.

In summary, our social media has been highly successful in engaging with leaders with learning disabilities and leaders of organisations. We must thank Publishing Bureau for helping us in our branding for this event as well as supporting the scheduling and publishing of content throughout.

Media

We worked with Jill Brown, to try to leverage some media interest to support Scottish Learning Disability Week.

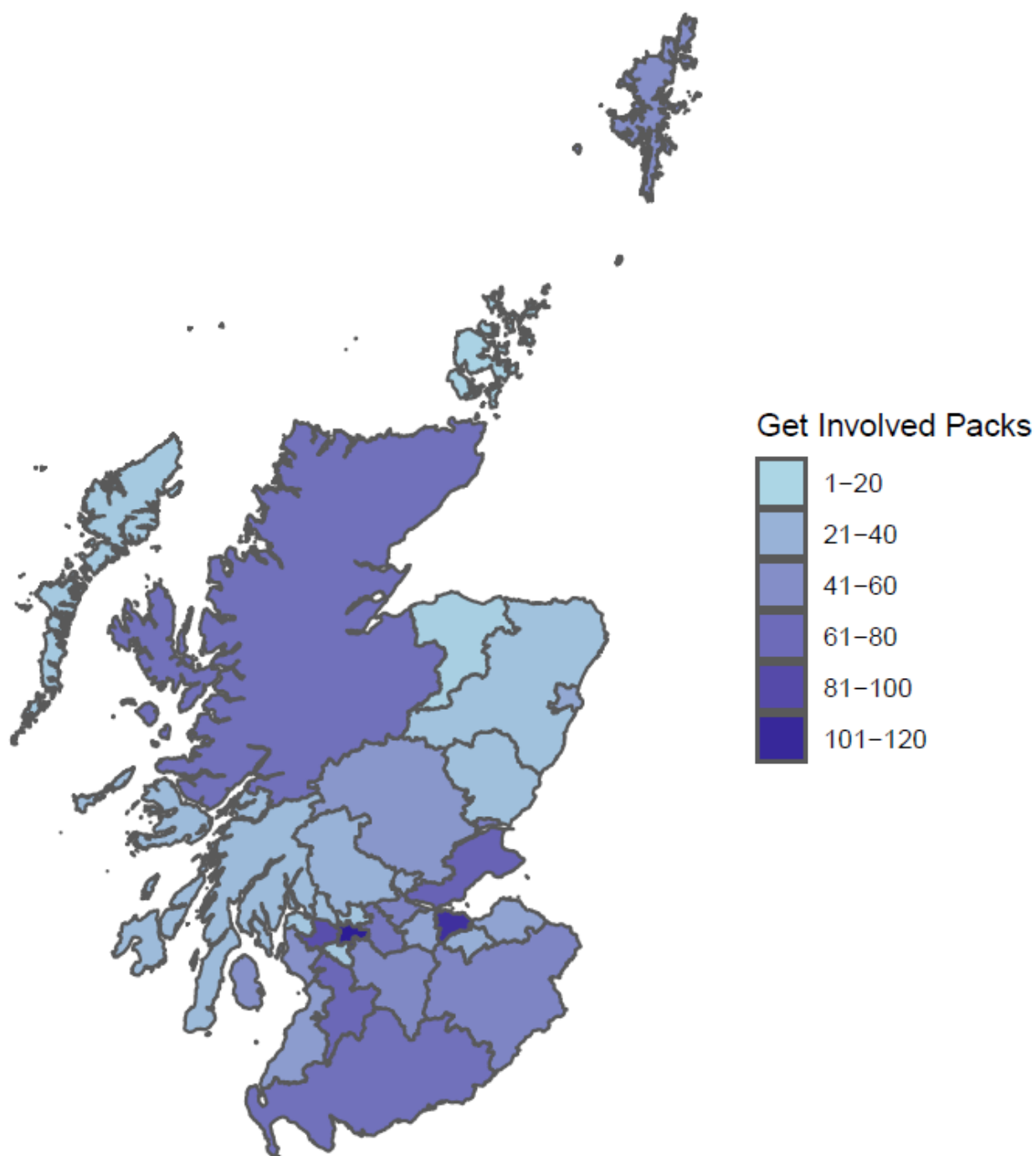
The Glasgow Herald interviewed Dylan Stevens 28.4.23

The article below was published in Monday 1st May edition of the Glasgow Herald.

<https://www.heraldscotland.com/news/23492869.scots-learning-disabilities-demand-political-change/>

Get Involved Pack (Appendix 1)

Scottish Learning Disability Week 2023 Get Involved Pack Orders



Local Authority	Number
Aberdeen City	26
Aberdeenshire	12
Angus	13
Argyll and Bute	16
City of Edinburgh	96
Clackmannanshire	25
Dumfries and Galloway	58
Dundee City	50
East Ayrshire	63
East Dunbartonshire	11
East Lothian	29
East Renfrewshire	9
Falkirk	48
Fife	66
Glasgow City	107
Highland	58
Inverclyde	10
Midlothian	23
Moray	5
Na h-Eileanan an Iar	8
North Ayrshire	39
North Lanarkshire	55
Orkney Islands	3
Perth and Kinross	36
Renfrewshire	78
Scottish Borders	46
Shetland Islands	41
South Ayrshire	33
South Lanarkshire	44
Stirling	21
West Dunbartonshire	15
West Lothian	29
TOTAL	1173

NB - 10 packs issued to other countries Australia, South Africa, England, Northern Ireland, Ireland and Wales

Online Events (Appendix 2)

Date	Event Title	Attendees	Sign ups
1.5.23	Human Rights Leadership	42	74
2.5.23	Individual Leadership (SCLD)	85+	82
3.5.23	Annual Health Checks	49	72
3.5.23	Coming Home – Complex Care and Delayed Discharge	53	78
3.5.23	Women with Learning Disabilities and the Menopause	43	56
3.5.23	Leadership and Engagement Framework	36	59
3.5.23	Learning Disability Nursing	28	32
Total		336	453

Fail to attend rate for online events 25%

Face to Face Events (Appendix 3)

Include For Good

Include For Good and the Rapporteurs hosted an event at the Scottish Parliament with Maree Todd, Minister for Social Care, Mental Wellbeing and Sport on 4.5.23 with **23** senior decision makers.

Online Events where SCLD were main speakers

ACOSVO Chief Executive Check in event 2.5.23.	8
Glasgow HSCP Housing online event 2.5.23	40
Launch of the Housing Research Report 'Economic benefits of housing support' 4.5.23 <u>Economic benefits of housing support : CaCHE</u> <u>(housingevidence.ac.uk)</u>	80
	128

Partners Events where SCLD presented or were on a panel

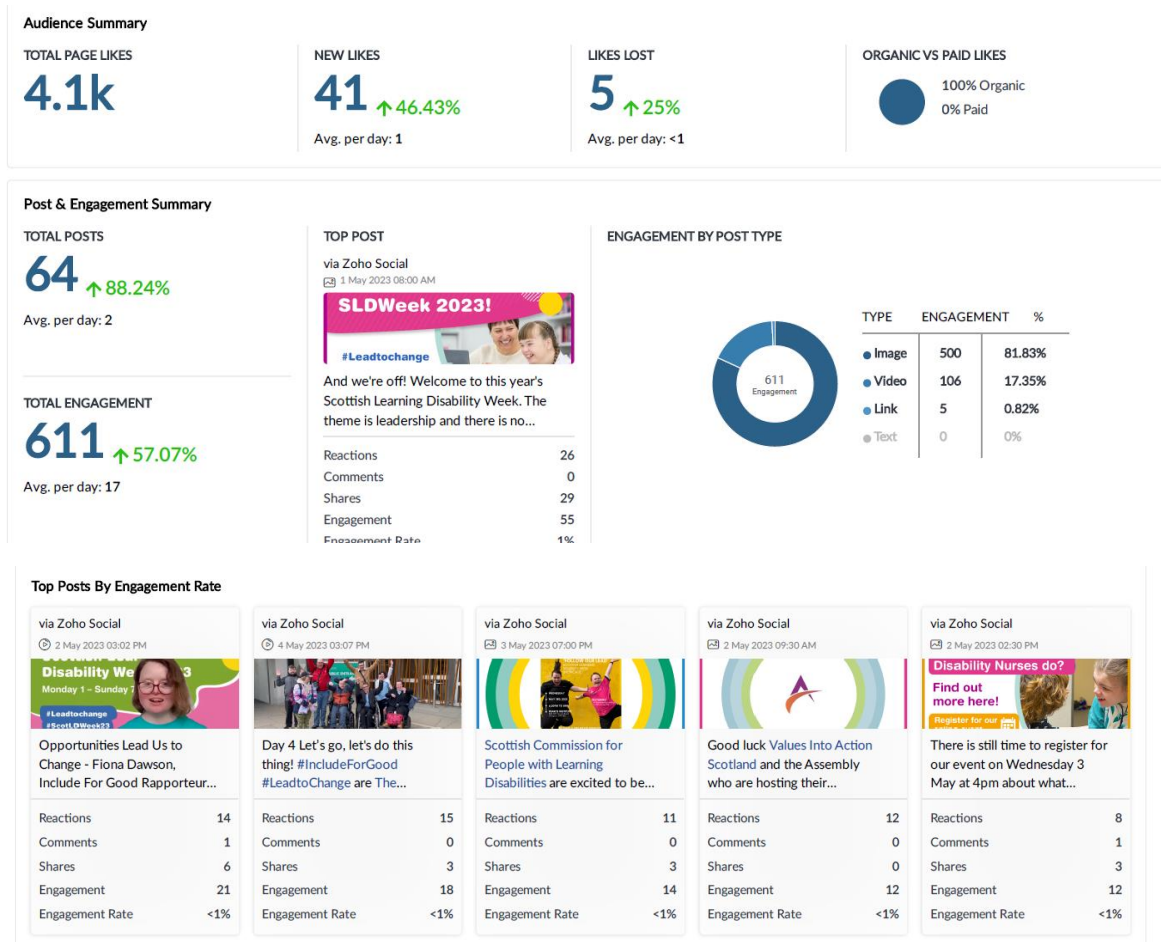
Enable Scotland Conference 3.5.23 <u>Home (rightsnow.org.uk)</u>	60
'Follow Our Lead' Indepen-dance 3.5.23	50
Streets Ahead Conference 5.5.23	55
	165

SCLD Attendance at partners events as support

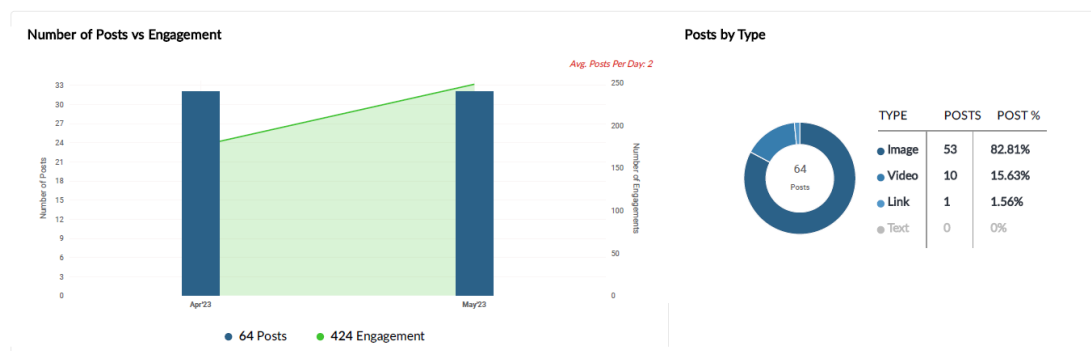
Edinburgh Local Area co-ordination event	100
West Lothian College	30
	130

Social Media (Appendix 4)

Facebook



Facebook: Posts & Engagement Apr 2023, 03 - May 2023, 08



Twitter

Tweets & Engagement Summary

TOTAL TWEETS

81 ↑ 80%

Avg. per day: 12

TOTAL ENGAGEMENT

785 ↑ 33.73%

Avg. per day: 112

TOP TWEET

via Zoho Social by scld2011
2 May 2023 03:01 PM



Opportunities Lead Us to Change - Fiona Dawson, Include For Good Rapporteur #Leadtochange...

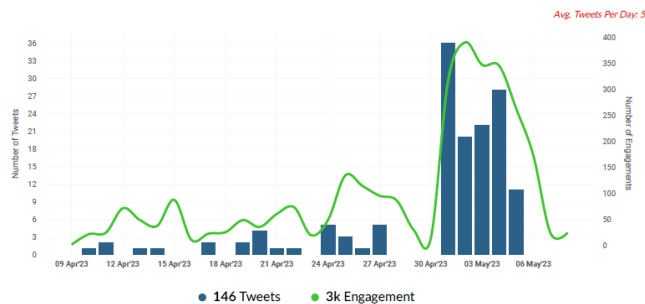
Likes	41
Replies	0
Retweets	21
Engagement	62
Engagement Rate	<1%

ENGAGEMENT BY TWEET TYPE

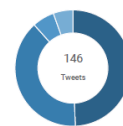


TYPE	ENGAGEMENT	%
Image	474	60.38%
Video	153	19.49%
Text	80	10.19%
Link	78	9.94%
Gif	0	0%
Poll	0	0%

Number of Tweets vs Engagement



Tweets by Type



TYPE	TWEETS	%
Text	72	49.32%
Image	57	39.04%
Video	9	6.16%
Link	8	5.48%
Gif	0	0%
Poll	0	0%

Top Tweets By Engagement Rate

via Zoho Social by scld2011
1 May 2023 08:00 AM



Welcome to this year's #SLDWeek2023. The theme is leadership and there are...

Likes	51
Replies	0
Retweets	46
Engagement	97
Engagement Rate	1%

via Twitter Web App
1 May 2023 04:24 PM

On the first day of #ScotLDWeek23 the Include for Good Rapporteurs have been clear about the need for change in Scotland to realise the Human Rights of all people with learning disabilities. Read what @DJDylan06040642 ha...

Likes	53
Replies	0
Retweets	33
Engagement	86
Engagement Rate	1%

via Zoho Social by scld2011
1 May 2023 09:31 AM



Here is a second launch message from @MareeToddMSP, Minister for...

Likes	47
Replies	0
Retweets	28
Engagement	75
Engagement Rate	<1%

via Zoho Social by scld2011
2 May 2023 03:01 PM



Opportunities Lead Us to Change - Fiona Dawson, Include For Good Rapporteur...

Likes	41
Replies	0
Retweets	21
Engagement	62
Engagement Rate	<1%

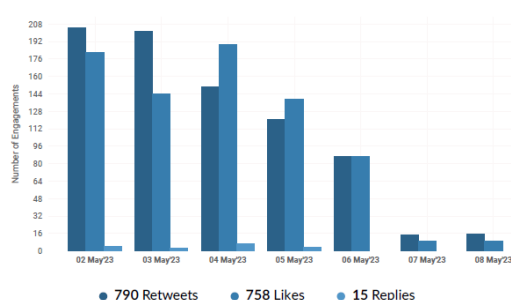
via Zoho Social by scld2011
4 May 2023 03:03 PM



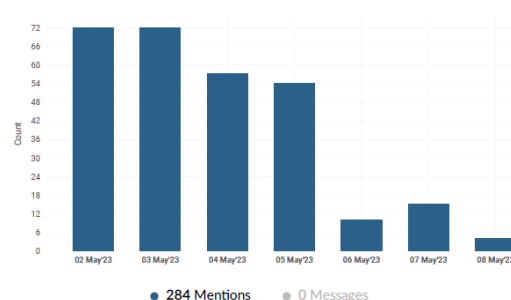
Day 4 Let's go, let's do this thing! #IncludeForGood #LeadtoChange are @ScotPar...

Likes	41
Replies	2
Retweets	11
Engagement	54
Engagement Rate	<1%

Engagement Actions



Messages & Mentions Received



LinkedIn

Audience Summary

TOTAL FOLLOWERS

653

NEW FOLLOWERS

15 ↑ 0%

Avg. per day: 2

ORGANIC VS SPONSORED

100% Organic
0% Sponsored

TOP COUNTRY

COUNTRIES	FOLLOWER COUNT	%
UNITED KINGDOM	585	90.42%

Engagement Summary

TOTAL POSTS

38 ↑ 171.43%

Avg. per day: 5

TOTAL ENGAGEMENT

271 ↑ 56.65%

Avg. per day: 39

TOP POST

directly via LinkedIn
2 May 2023 03:07 PM



Opportunities Lead Us to Change - Fiona Dawson, Include For Good Rapporteur #Leadtochange...

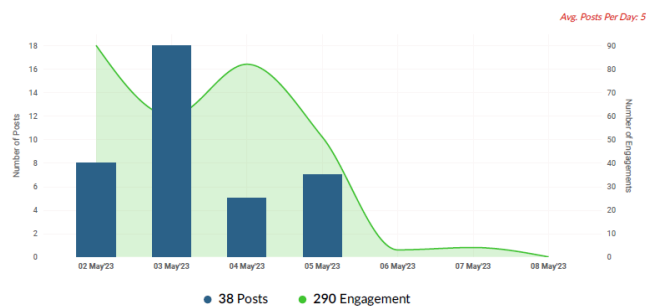
Likes	22
Comments	1
Shares	9
Engagement	32
Engagement Rate	5%

ENGAGEMENT BY POST TYPE

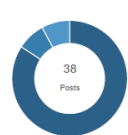


TYPE	ENGAGEMENT	%
Image	196	72.32%
Video	75	27.68%
Text	0	0%
Link	0	0%

Number of Posts Vs Engagement



Posts by Type




TYPE	POSTS	%
Image	32	84.21%
Text	3	7.89%
Video	3	7.89%
Link	0	0%

Top Posts By Engagement Rate

directly via LinkedIn

🕒 10 Apr 2023 09:36 AM



As part of SCLD's commitment to amplifying women with learning disabilities' experienc...

Likes31

Comments0


Shares10

Engagement41

Engagement Rate7%

directly via LinkedIn

🕒 2 May 2023 03:07 PM



Opportunities Lead Us to Change - Fiona Dawson, Include For Good Rapporteur...

Likes22

Comments1


Shares9

Engagement32

Engagement Rate5%

directly via LinkedIn

📺 27 Apr 2023 04:56 PM



#IncludeForGood are looking forward to #ScotLDWeek23. On Thursday 4th May we will...

Likes20

Comments0


Shares10

Engagement30

Engagement Rate5%

directly via LinkedIn

🕒 4 May 2023 03:03 PM



Day 4 Let's go, let's do this thing! #IncludeForGood #LeadtoChange are...

Likes12

Comments3


Shares15

Engagement30

Engagement Rate5%

directly via LinkedIn

📺 1 May 2023 08:00 AM



And we're off! Welcome to this year's Scottish Learning Disability Week. The theme is...

Likes16

Comments0

Shares11

Engagement27

Engagement Rate4%

Page Followers by Industry

INDUSTRY	FOLLOWER COUNT	FOLLOWERS %
Non-profit Organization Management	81	12.8%
Civic & Social Organization	49	7.74%
Philanthropy	44	6.95%
Higher Education	39	6.16%
Government Administration	37	5.85%
<i>Other Industries</i>	<i>383</i>	<i>60.51%</i>

Page Followers by Job Function

JOB FUNCTION	FOLLOWER COUNT	FOLLOWERS %
Business Development	105	20.04%
Community And Social Services	47	8.97%
Operations	40	7.63%
Education	34	6.49%
Human Resources	33	6.3%
<i>Other Job Functions</i>	<i>265</i>	<i>50.57%</i>

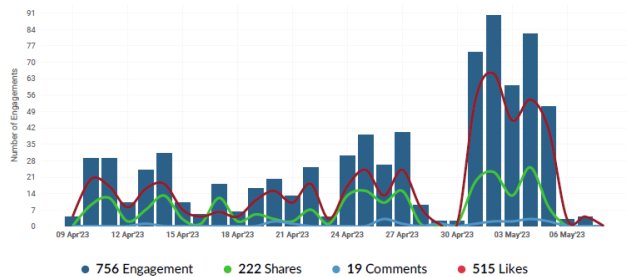
Page Followers by Seniority Level

SENIORITY	FOLLOWER COUNT	FOLLOWERS %
Senior	232	39.86%
Entry	144	24.74%
Director	84	14.43%
Manager	40	6.87%
Cxo	33	5.67%
<i>Other Seniority Levels</i>	<i>49</i>	<i>8.42%</i>

Page Followers by Company Size

COMPANY SIZE	FOLLOWER COUNT	FOLLOWERS %
11-50 Employees	103	21.68%
501-1000 Employees	89	18.74%
2-10 Employees	72	15.16%
51-200 Employees	70	14.74%
5001-10,000 Employees	52	10.95%
<i>Other Size Ranges</i>	<i>89</i>	<i>18.74%</i>

Engagement Actions



Engagement by Post Type

