

# Accessibility Month

SEP 1 TO SEP 30  
2021



## ACCESSIBILITY MONTH: IT MATTERS SEPTEMBER 2021 *Social Media and Digital Channels*

Please, help us spread the word by sharing Accessibility Month with your community via email, social media, or whatever your chosen method may be.

- To encourage people to register, please share:
  - a. The suggested key messages (see below)
  - b. Your choice of the attached graphics
  - c. The website URL to register for free:
    - Link: <https://smallbusinessbc.ca/article/september-is-accessibility-month-at-small-business-bc/>
    - Short link: [sbbc.co/accessibility](https://sbbc.co/accessibility)
  - d. ASL video: <https://www.youtube.com/watch?v=qw8n9nZDpLQ>
- Tag Small Business BC to amplify the message:
  - a. Twitter: @SmallBusinessBC
  - b. Facebook: Small Business BC - @smallbusinessbc
  - c. Instagram: @smallbusinessbc
  - d. LinkedIn: Small Business BC (company)
  - e. Use hashtag: #AccessibilityMonth

Thanks for your support!

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## KEY MESSAGES

### Twitter

1. September is Disability Employment Month in B.C. It offers an opportunity to recognize inclusive employers & the vital contribution people with disabilities make in the workplace. [@SmallBusinessBC](#) marks the occasion by hosting Accessibility Month  
→ [sbbc.co/accessibility](https://sbbc.co/accessibility)

2. In September, [@SmallBusinessBC](#) is hosting Accessibility Month, a month of FREE business education featuring ASL interpretation and closed captioning.

Accessibility Month covers a variety of popular business topics. Sign up for free at → [sbbc.co/accessibility](https://sbbc.co/accessibility)

3. Did you know? Across British Columbia, there are 614,000 individuals aged 15-64 that have a disability.

September is Accessibility Month at [@SmallBusinessBC](#), a month of free business education featuring ASL interpretation and closed captioning. Join us → [sbbc.co/accessibility](https://sbbc.co/accessibility)

4. **?** Did you know: 90% of disabilities are hidden in the workplace? Commitment to an inclusive workplace can benefit employees who have not disclosed their disability to their employer.

September is Accessibility Month at [@SmallBusinessBC](#) ft. ASL & CC  
→ [sbbc.co/accessibility](https://sbbc.co/accessibility)

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Canada

BRITISH COLUMBIA

Funding provided by the Government of Canada through the Canada British Columbia Workforce Development Agreement.



## Facebook / Instagram / LinkedIn

1. Across British Columbia, over 614,000 individuals aged 15-64 have a disability. These skilled and diverse people represent an important talent pool that remains largely untapped.

👏 September is Disability Employment Month in British Columbia. It offers an opportunity to celebrate and recognize inclusive employers & the vital contribution people with disabilities make in the workplace.

@SmallBusinessBC is marking the occasion by hosting **Accessibility Month**, a month of free business education featuring ASL interpretation and closed captioning. Find out more at [sbbc.co/accessibility](https://sbbc.co/accessibility) ➡

2. ❓ Did you know: 90% of disabilities are hidden in the workplace? Commitment to an inclusive workplace can benefit employees who have not disclosed their disability to their employer.

September is Disability Employment Month in British Columbia and @SmallBusinessBC is marking the occasion by hosting **Accessibility Month**, a month of free business education featuring ASL interpretation and closed captioning. Free registration at [sbbc.co/accessibility](https://sbbc.co/accessibility) ➡

3. ✅ People with disabilities represent \$55 billion per year in Canadian spending power. For companies looking to gain a competitive advantage, 90% of consumers prefer businesses that employ people with disabilities. Is your business taking steps towards becoming an accessible employer?

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👉 September is Disability Employment Month in British Columbia. It offers an opportunity to recognize inclusive employers & the vital contribution people with disabilities make in the workplace.

@SmallBusinessBC is marking the occasion by hosting **Accessibility Month!** Join us today → [sbbc.co/accessibility](https://sbbc.co/accessibility)

4. “No one should be shut out of meaningful work and participation in society because of barriers to accessibility,” said Nicholas Simons, Minister of Social Development and Poverty Reduction. “By supporting employers as they hire, train and promote people with disabilities, we are supporting long-term and meaningful employment for the over 20% of British Columbians living with disabilities.”

👉 September is Disability Employment Month in British Columbia and @SmallBusinessBC is marking the occasion by hosting **Accessibility Month!** Register for free at → [sbbc.co/accessibility](https://sbbc.co/accessibility)

5. 👉 September is Disability Employment Month in British Columbia and @SmallBusinessBC is marking the occasion by hosting **Accessibility Month: 'It Matters'!** Free registration at → [sbbc.co/accessibility](https://sbbc.co/accessibility)

👉 This year, our theme of 'It Matters' supports the idea that individuals with a disability are equal in every way, and we all have an important role to play in empowering their success through the creation of a more accessible world.

By offering broader access to skills and training, we hope to encourage more people to join us on this important journey toward removing barriers and creating a more inclusive workplace.