

Development Coordinator Report - 2022 ATIA AGM

Prepared by Kea Adachi

Reporting period: January 24th, 2022 – October 15th, 2022 (This report excludes October 23rd, 2021 to January 23rd, 2022, as that time frame was covered by former development coordinator, Amelia Hall).

Highlights

International Translation Day:

- ATIA's ITD/OSD online symposium (October 1st, 2022) was a great success with good attendance and excellent presentations from Tina Wellman, Natalia Pavliuk, and the University of Alberta Modern Languages and Cultural Studies students. The Q&A sessions were thought provoking, with many attendees participating.
- Connecting with the University of Alberta Modern Languages and Cultural Studies faculty has opened many doors to future collaboration and potential new ATIA members.
- The City of Edmonton and the City of Calgary both recognized September 30th as International Translation Day and provided a letter of recognition and an official proclamation. Unfortunately, The City of Edmonton sent ATIA another organization's letter of proclamation, but has since sent the correct one.

TransLit Volume 12:

- *TransLit* had their Volume 12 launch in Calgary in September with minimal attendance. The Edmonton launch is in the works, but is not yet solidified. I have been reaching out to various Edmonton locations to find a venue that can accommodate 30 or so people and provide beverages and/or food service at an additional fee.

Graphics, Social Media, and Member Outreach of/for Professional Development Opportunities:

- Working closely with the ATIA Admin and webinar presenters I have been creating graphics for and promoting online PD webinars, events, and information via ATIA's social media platforms, MailChimp, and ATIA website blog posts.

Ongoing Projects

Social Media:

- Weekly #mistranslation post to Facebook, Twitter, Instagram, and LinkedIn
- Weekly informational post to Facebook, Twitter, Instagram, and LinkedIn
- Additional posts to Facebook, Twitter, Instagram, and LinkedIn regarding: upcoming information sessions, professional development opportunities, sister-association events/training/PD, employment and volunteer opportunities, ATIA grants and bursaries, translation and interpretation news in Alberta and Canada, and sharing information about FIT.

Newsletter:

- ATIA's monthly newsletter features a message from the president, information on upcoming ATIA and sister association events, as well as PD, employment, and volunteer opportunities, and information about ATIA Committees.
- Newsletters are uploaded to the ATIA website each month and shared via ATIA's social media platforms.

ATIA Committee Highlights:

- In collaboration with ATIA's incredible committees, I have been creating graphics and content that highlight the committee members, their objectives, offerings, and outreach.

- Committee Highlights are shared within the monthly ATIA newsletter and to social media platforms.

Website:

- ATIA's website was updated in the spring of 2022
- Some issues with data and content transfer from the old site to the new site was discovered. I assisted the ATIA Admin to manually transfer the required information from the previous site to the new one.
- With assistance from ATIA board members, I created and added new graphics to the new website and helped to update content that was dated or lost during the transfer from old site to new.
- Along with helping members to update their profiles, I also assist with PD point updates and member login issues.
- Every month I upload the ATIA newsletter to the Newsletter Archive page within the ATIA website.
- In recent months I have been adding information to ATIA blog, including: information on the FIT open letter protecting translators and interpreters world-wide and ATIA's support for the Ukrainian Association of Translators and Interpreters.

Title Protection:

- The ongoing pandemic, recent provincial leadership election, upcoming provincial election, and a number of circumstances within the Government of Alberta's administration of the Professional and Occupational Associations Registration Act (POARA) have resulted in delays to ATIA's efforts in working towards securing Title Protection for Certified Translators and Interpreters in Alberta. Our previous Alberta government contact has not been available in the past months. The last email from this contact provided us with a high-level break down of the potential updates to Title Protection Legislation. ATIA was informed that the new legislation would be proclaimed in December of 2022, but we have not received any updates on this time frame or if the legislation has been approved.
- ATIA will continue to reach out and work towards title protection, as it is a major concern to language professionals in Alberta.

Upcoming Projects for 2022-2023

- Continued support of the ATIA Board and Administration
- More public and member events (online and in-person)
- Continued highlights of ATIA Committees
- Board Member Highlights
- Continued investigation into Title Protection
- Website enhancement
 - o Development coordinator to oversee and integrate a more functional Member Professional Development Points system

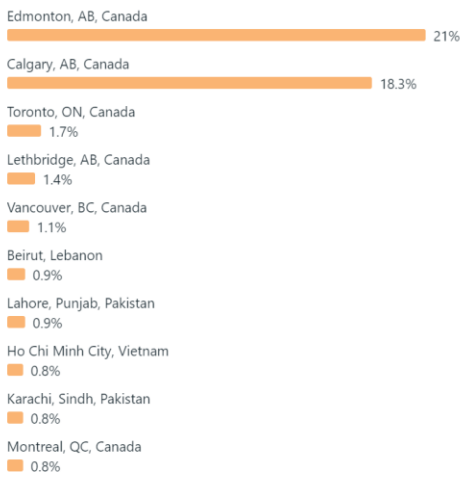
Social Media and Online Metrics:

Facebook & Instagram:

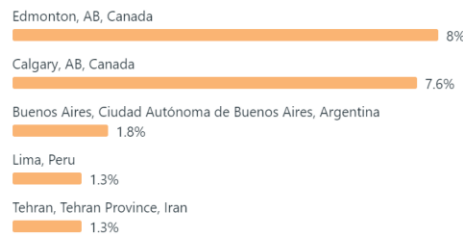
- 656 followers on Facebook
- 224 followers on Instagram

Followers based on region/cities on Facebook and Instagram

Top cities



Top cities



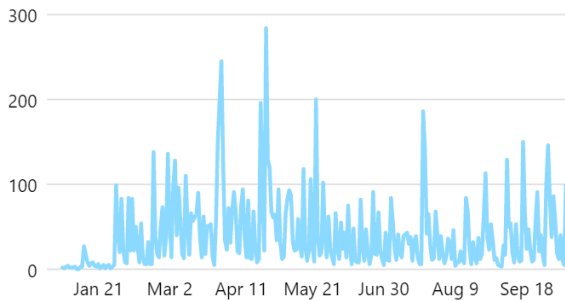
Facebook and Instagram Audience Reach from: January 1st, 2022 to October 12th, 2022

Reach

Export

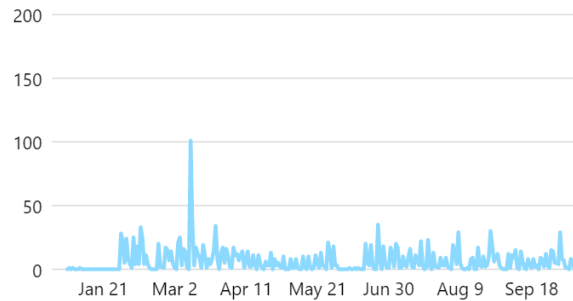
Facebook Page reach ⓘ

3,355 ↓ 5%



Instagram reach ⓘ

445 ↑ 41.7%



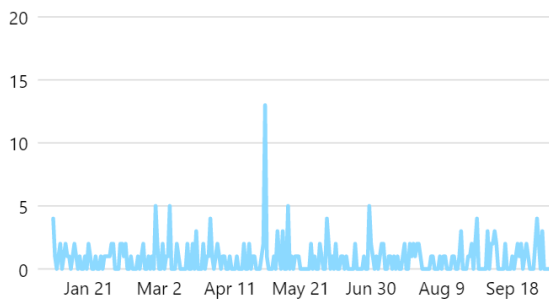
Facebook and Instagram Page and Profile Visits from: January 1st, 2022 to October 12th, 2022

Page and profile visits

Export

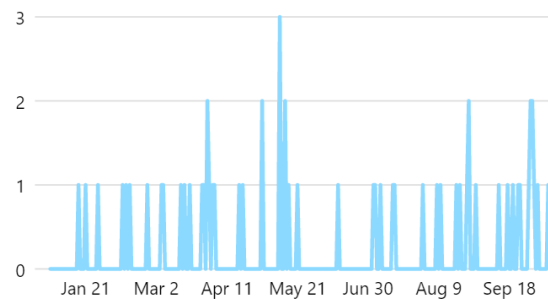
Facebook Page visits ⓘ

239 ↓ 37.9%



Instagram profile visits ⓘ

58 ↑ 11.5%



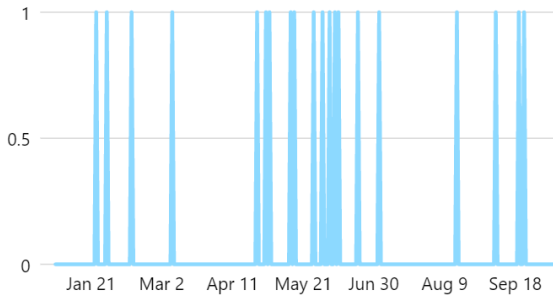
Facebook and Instagram New Likes and Follows from: January 1st, 2022 to October 12th, 2022

New likes and follows

Export

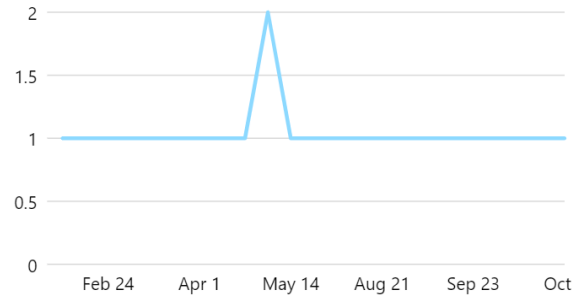
Facebook Page new likes ⓘ

20 ↓ 33.3%



Instagram new followers ⓘ

24



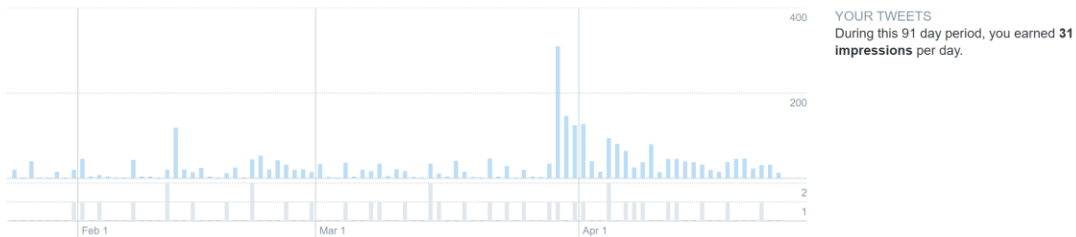
Twitter:

- 146 followers 143.4 profile visits on average per month

Tweet Activity from: January 24st, 2022 to April 24th, 2022

Tweet activity Jan 24 – Apr 24, 2022 Export data

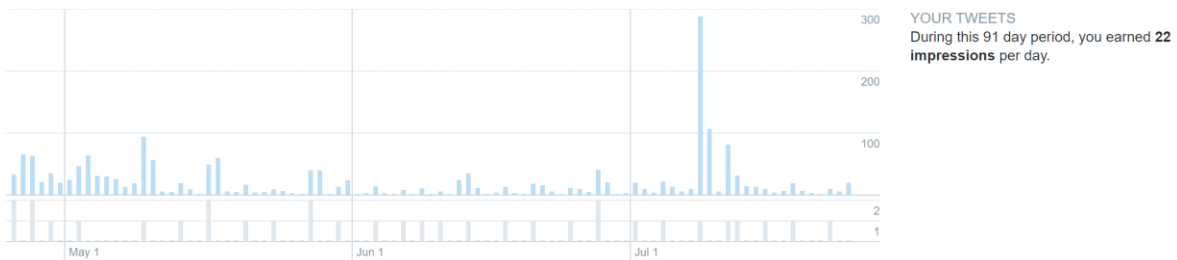
Your Tweets earned **2.8K impressions** over this **91 day** period



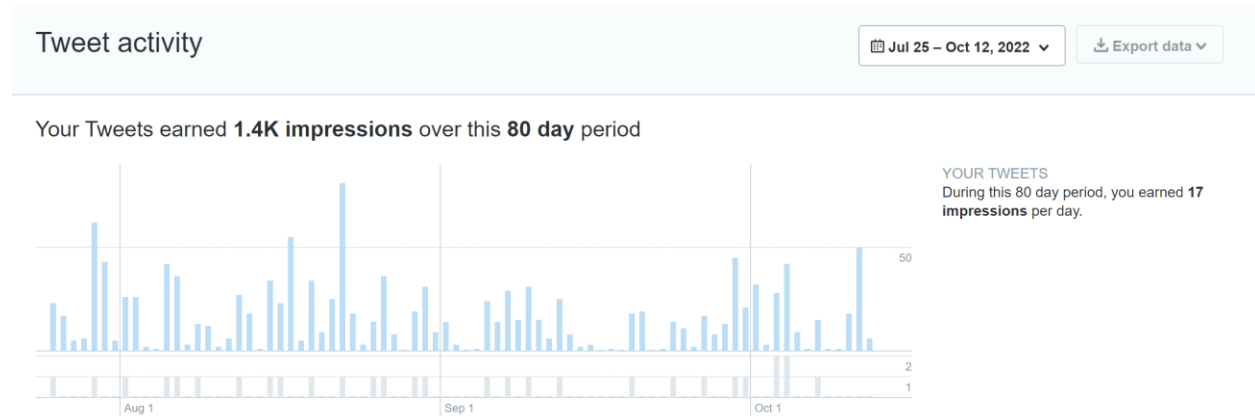
Tweet Activity from: April 25th, 2022 to July 24th, 2022

Tweet activity Apr 25 – Jul 24, 2022 Export data

Your Tweets earned **2.0K impressions** over this **91 day** period



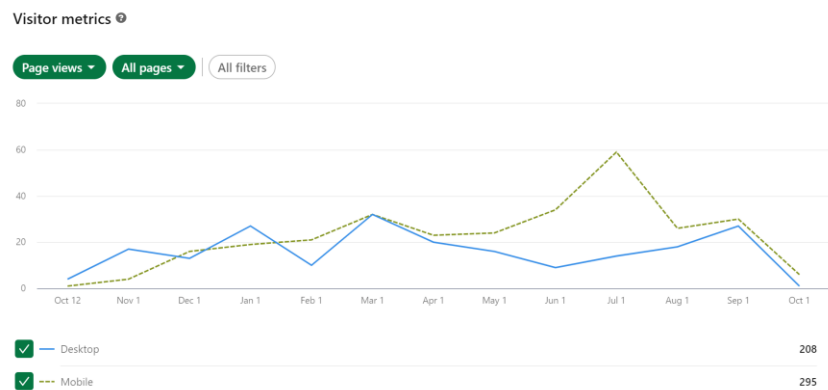
Tweet Activity from: July 25th, 2022 to October 12th, 2022



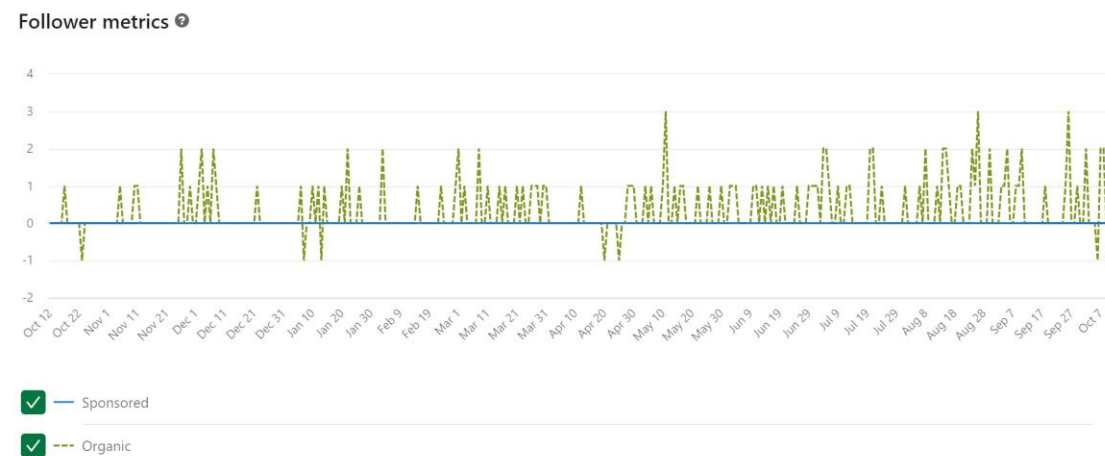
LinkedIn:

- 661 followers, 121 new followers in the last year

LinkedIn Visitor Page Views for the past year:



LinkedIn Followers over the past year

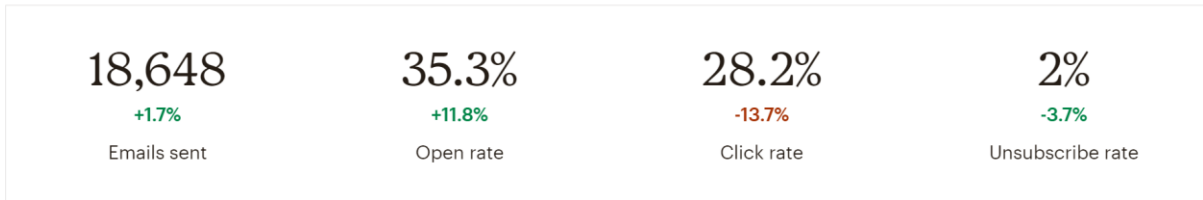


MailChimp:

Mailchimp email analytics from October 12th, 2021 to October 12th, 2022

Performance

Compared against previous 365 days



Mailchimp email engagement from October 12th, 2021 to October 12th, 2022

Engagement

Metric: **Emails sent** Metric: **Click rate**

[Export as CSV](#)

