

Social Media/Outreach Committee Meeting
Wednesday, April 6, 2022
9:30 AM – 10:30 AM
Agenda

- 9:30 AM Members connect to Zoom / Convene Meeting
- 9:35 AM Additions to the Agenda
- 9:40 AM Approval of Today's Agenda & Past Minutes
- 9:45 AM Discussion and Possible Action Items:
- **Discussion for Committee Chair and Vice-Chair nominations**
 - **Review and Approval of Committee Goals and Budget for Fiscal Year 2022-2023**
 - **Review of the PaRC Social Media Guidelines Document**
 - **Discussion regarding a PaRC [LinkedIn Page](#) to potentially be created once the new site is deployed**
 - **Must be created from a Personal Profile (Account)**
 - **Page Type:**
 - **Small business**
 - **Medium to large business**
 - **[Showcase page](#)**
 - **[Educational institution \(high school or university/college\)](#)**
 - **Must have right to act on behalf of company**
 - **Review [Best Practices](#) and [Info to complete Organization's Page](#)**
 - **Tagline, Description with vision, mission, values, etc.**
 - **Add website, logo, background image, other info**
 - **Discussion regarding an update to the PaRC videos that would increase online presence**
- 10:30 AM Adjourn

*Next Meeting is scheduled for
Wednesday, May 4, 2022 from 9:30 AM to 10:30 AM*

The Pennsylvania Rehabilitation Council will conduct the following Committee meetings via Zoom: Social Media / Outreach: 3/2/2022 and 4/6/2022, 9:30 to 10:30 AM, CareerLink/WIOA: 4/12/2022, 10:00 AM to 11:00 AM, Transition and Education: 4/14/2022 2:00 PM to 3:00 PM. All members of the public are welcome to join any meeting by Zoom or to reserve in person attendance at the UCP/PaRC business office at 55 Utley Dr. Camp Hill, PA 17011, please contact PaRC staff at parc@parehabilitationcouncil.org or at 717-975-2004 at least three days before the meeting taking place. In person meeting is subject to change upon any new COVID-19 recommendations. Masks, social distancing, and other safety measures will be followed. Additional accommodations are available upon a timely request. Anyone who would like to make Public Comment prior to the meeting may submit comments to parc@parehabilitationcouncil.org or at (717) 975-2004.