



Pennsylvania Rehabilitation Council (PaRC)

55 Utley Drive, Camp Hill, PA 17011

Voice: (717) 975-2004 or (888) 250-5175 TTY: (888) 559-2658 Fax: (888) 524-9282

Email: parc@parehabilitationcouncil.org Website: parehabilitationcouncil.org

Social Media/Outreach Committee Meeting **Wednesday, May 4, 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:

- **Review and Recommendation of Committee Goals and Budget for Fiscal Year 2022-2023**
 - **Review / Propose Any Additional Goals for 2022-2023 such as Revamp Newsletter, Create LinkedIn page, update/create new videos**
 - **Possible Action Item: Recommendation for updates to the Committee Goals and Budget**
- **Review of the PaRC Social Media Guidelines Document**
 - **Possible Action Item: Approve Any Changes to document**
- **Discussion regarding revamped Newsletter Template**
 - **Visual elements, content, copy, other details**
 - **Accessible PDF and/or Word Document**
 - **Using free version of MailChimp**
- **Discussion/planning for details of PaRC [LinkedIn Page](#)**

- **Must be created from a Personal Profile (Account)**
- **Page Type:**
 - **Small business?**
- **Review [Best Practices](#) and [Info to complete Organization's Page](#)**
 - **Tagline, Description with vision, mission, values, etc.**
 - **Add website, logo, background image, other info**

10:30 AM Adjourn

***Next Meeting is scheduled for
Wednesday, June 1, 2022 from 9:30 AM to 10:30 AM***

The Pennsylvania Rehabilitation Council will conduct the following meetings via Zoom: Executive Committee: 4/20/2022 from 1:00 PM to 2:00 PM, Social Media / Outreach Committee: 5/4/2022 from 9:30 to 10:30 AM, OVR Policy & State Plan Committee: 5/12/2022 from 10:00 AM to 11:00 AM, and Full Council: 5/18/2022 from 9:30 AM to 12:30 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 Utlely 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 may 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.