



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for October 4, 2023

Members Present (P)

Not Present (NP)

Michele Leahy (P)
Susan Tomasic (NP)

Joan Goodman (P)
Paul Fogle (NP)

Lorie Brew (P)

OVR Staff Present: James Whitonis, Connie Moonen

PaRC Staff Present: Chris Todd, Michelle Gerrick

Guests Present: Charles Sowell, Paul Cassarly, Gillian Black

CALL TO ORDER

This meeting was conducted through Zoom. Ms. Michele Leahy called the meeting to order at 9:30 AM.

ADDITIONS TO THE AGENDA

There were no additions to the agenda.

APPROVAL OF THE AGENDA AND PAST MINUTES

MOTION was made by Ms. Joan Goodman to approve today's agenda and past meeting minutes. Ms. Lorie Brew seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Determine Committee Vice Chair

- Ms. Michele Leahy inquired if members would be interested in volunteering to provide the Committee report at the upcoming Full Council meeting scheduled for October 18th. Would like to further discuss determining a Committee Vice Chair when all Committee members are present during the November meeting.
- Ms. Lorie Brew volunteered to provide the Committee report during the FC meeting and asked to be provided the report information by the Committee Chair after today's meeting.

Introduction / Discussion with New Web Maintenance / Digital Media Team Upcoming Social Media Posts Member's Only Webpage / Login

- Mr. Charles Sowell, Mr. Paul Cassarly, and Ms. Gillian Black provided their introduction as the web maintenance and digital media team. Services provided will include a high-end technology approach to PaRC social media, show detailed graphics and metrics on engagement, number of posts, followers, and other data regarding social media pages and the website. Additional services will involve the drafting of social media posts, images, graphics, resources, and website content. Strategies to improve PaRC outreach include a push to send out information via emails, posts, newsletters, and the website. And pull that creates and increases engagement and demand by targeted messaging for each platform including events on Facebook, LinkedIn for business focus posts, and newsletter that can be included across all platforms.
- Members agreed that a calendar of posts and cross posting with OVR, providers, and stakeholders would be beneficial to increasing followers and likes. Increasing the number of recipients for the newsletter and ensuring it is received by Legislators and their staff is crucial to improve PaRC's targeted outreach efforts. The Council is non-partisan, and its Newsletter provides valuable information about disability related issues including Veteran's benefits, employment, benefits counseling and are of great benefit to all Pennsylvanians including its Legislators. All Legislators would benefit from receiving the Newsletter by learning how to help their constituents along with providing engagement with the Council. Outreach should be targeted towards those who will benefit from OVR services and/or take action that supports OVR and the PaRC's mission. Engagement on social media would include reposting or sharing to drive followers to the PaRC website or links provided to increase awareness, sharing posts from OVR and stakeholders, sharing nonpartisan local events such as job fairs, past success stories, events attended by PaRC members, State Board minutes, OVR provided services such as Vehicle Modification or College, and information about Full Council meetings.

Increase Outreach With Changes to Website Language and Additional Social Media Posts

Tailored Content Subscriptions

Incentive-Based Signups

Regular Success Stories

Educational Webinars and Workshops

Interactive Surveys and Feedback

- Ms. Leahy provided examples of more engaging graphics, memes, and illustrations that could be shared along with articles. This could include quotes, sayings, and humor. It's important to ensure accessibility for posts and content including image descriptions and other considerations for those with visual impairment, dyslexia, deaf and hard of hearing.

- Mr. Paul Cassarly reviewed the platform and process of creating and distributing the newsletter. PaRC bi-monthly Newsletter will be created internally by Council members with assistance from staff and disseminated by the digital media team to everyone outside of the PaRC's current email list that is stored on Constant Contact. Strategies to increase the list of email recipients include providing targeted information about OVR services for Legislators, stakeholder, job seekers, employers, businesses, and other entities. Success is also measured by engagement that is done offline such as connecting those seeking information, resources, and/or services with the Council and OVR. Outreach efforts will be targeted toward individuals and organizations based upon member input, reviewed by PaRC members and staff, and strategically distributed to those who will take action to fulfill the PaRC mission and/or benefit of information and education about OVR and its services.
- Ms. Gillian Black agreed that social media posts should direct followers back to the PaRC website and include engaging content that is welcoming, fun, and captures attention. Agrees it is important to make the branding of the PaRC outreach more approachable to increase engagement.
- Ms. Joan Goodman inquired on how to drive employers, businesses, Human Resource professionals, business managers, Legislators, and similar entities to the Council's social media and other outreach.
- Mr. Sowell and Mr. Cassarly explained that LinkedIn is the platform that would engage businesses and professionals with causes and areas of interest. Techniques to drive users toward the PaRC's page or draw in new followers is to re post and share PaRC content on other pages, ask followers of other business pages to follow the PaRC, include content on LinkedIn about entrepreneurship with other businesses, and include personal stories about businesses and entrepreneurs that have used OVR services. A list of potential organizations has been assembled that could be interviewed and produce videos. One interview video could be made as prototype to be reviewed and approved by members before making other videos.
- Ms. Leahy would like to share videos from other government entities such as Social Security, Veteran's Organizations, Disability Policy Summits, and other Government nonpartisan agencies. This would serve as a placeholder until the PaRC creates its own videos and content. Employers that work with OVR and hire a lot of people with disabilities could also be interviewed.
- Next steps include submitting draft content in advance of each meeting for review, providing examples that could be used to create new posts and research similar content, assemble previously posted content that could be reused each month, and provide a description to Committee members that did not attend today on what to research or exchange with other members prior to the next meeting. Create an email blast that informs followers about each of the PaRC social media pages after more content has been created in February.
- Members agreed upon exchanging memes, videos, and other content with each other prior to the November meeting to be shared with the digital media team for discussion and member approval. This would provide a parameter of content for the digital media team and then calendars of posts could be shared with members each month. This would include ongoing content and timely content.

Adjourn

MOTION was made by Ms. Lorie Brew to adjourn the meeting. Ms. Joan Goodman seconded the motion. The meeting was adjourned.