



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for November 1, 2023

Members Present (P) Not Present (NP)

Michele Leahy (P)
Susan Tomasic (P)

Joan Goodman (P)
Paul Fogle (NP)

Lorie Brew (NP)

OVR Staff Present: Chris Harbert

PaRC Staff Present: Chris Todd, Michelle Gerrick

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

Ms. Joan Goodman recommended adding to the agenda discussion and feedback related to the Social Media Committee update from the October Full Council meeting.

APPROVAL OF THE AGENDA AND PAST MINUTES

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

DISCUSSION AND POSSIBLE ACTION ITEMS:

Determine Committee Vice Chair

- Ms. Joan Goodman shared that during the October 18th Full Council meeting members provided input and recommended that all PaRC social media posts be accessible, include captions, and be inclusive of all disabilities.
- Members agreed that the Committee should review social media posts each week to ensure accessibility.

MOTION was made by Ms. Joan Goodman that for the next 3 months Committee members are provided weekly social media posts to review for ADA compliance

and that more urgent posts such as press releases be provided 3 hours prior to posting to ensure ADA compliance. Ms. Susan Tomasic seconded the motion. All were in favor.

MOTION was made by Ms. Susan Tomasic to nominate Ms. Joan Goodman as Social Media/Outreach Committee Vice Chair. Ms. Michele Leahy seconded the motion. All were in favor.

Review November Social Media Posts

- Members provided review and recommendations for the scheduled social media posts for November 2023 and beyond.
 - Posts regarding National Epilepsy Awareness Month (NEAM) should be moved up to the beginning and/ or middle of the month.
 - Include that OVR provides services for the community being mentioned in the post. For example, point out that OVR provides services for people with Hidden Disabilities, when posting about NEAM.
 - Provide specific links or resources to organizations when posting about awareness months. For example, for National Assistive Technology (AT) Awareness Month provide links or information about CTI at HGAC, BBVS, ODHH, OVR AT Services, PATF, HERL, Temple University AT. Provide “Did you know” examples such as, “Did you know OVR pays for hand controls?”
 - When listing information about different topics use an infographic instead of a photo. Cite the source of the photo.
 - When mentioning Benefits Counseling provide information and resources about Ticket to Work, Schedule A, VR counselors can assist with writing a Schedule A, WISE events, and other specific information related to Social Security and other Benefits Counseling services/organizations. Provide information about ODP resources or literature regarding waivers and obtaining employment.
 - Highlight specific organizations rather than just listing the PaRC Resources Webpage as organizations or others would then be more likely to share PaRC’s posts and this would result in more followers.
 - For AT awareness posts include local information such as, “if you’re in Pittsburgh go to HERL.”
 - Provide more succinct verbiage and information to the reader prior to listing the link or resource. Create separate posts for each organization or specific topic for AT as an example. Provide an article, information, and resources from National organizations as well such as the JAN Network.
- Members agreed to provide a list of expectations, resources, and information to the web maintenance and digital media team to define what is necessary for social media posts. Resources should include what is listed on the resource page of the PaRC website. Other details should include specific example and recommendations provided during today’s meeting.

Review December Newsletter

- Members provided review and recommendations for the PaRC newsletter.
 - Include an article about how to disclose a disability at work, how to request accommodations. Make headlines and text more prominent, larger, or bold when listing topics, articles, and resources about COLA, benefits counseling, accommodations, disclosing a disability, Social Security
 - Remove the video that provides information about 2023 and find information about 2024.
 - Provide awareness month information within the newsletter. December is International Day of Person with Disabilities/Human Rights month, Crohn's and Ulcerative Colitis Awareness Week, HIV/AIDS Awareness and that OVR provides services to that population.
 - Promote stakeholders such as the SILC and highlight one of the CACs for each newsletter. Highlight a success story from each District Office.
 - Increase distribution of the newsletter to OVR Counselors.

Review Draft of Member's Only Page Layout

- Members requested that review of the Member's Only Page Layout be included as the first agenda item for next month's meeting.

Adjourn

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