



# Pennsylvania Rehabilitation Council (PaRC)

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## Social Media / Outreach Committee Minutes for February 4, 2024

### Members Present (P) Not Present (NP)

Michele Leahy (P)  
Susan Tomasic (NP)

Joan Goodman (P)  
Paul Fogle (NP)

Lorie Brew (P)

**OVR Staff Present:** Chris Harbert, James Whitonis

**PaRC Staff Present:** Chris Todd

### 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.

### 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:

#### Review drafts of Social Media Posts

- Members reviewed recent increased engagement and reach from the Council's social media pages and requested that data/analytics be gathered for a report to be given by the Committee Chair during the February 14<sup>th</sup> Full Council meeting.
- Members explained the importance of the PaRC's partnership and collaboration with OVR and the resharing or cross posting between the two entities along with continuing to be provided success stories to advocate for VR services in the state and fulfil the PaRC's mission.
- Members suggested posting articles and resources relating to employment of people with disabilities from Forbes. Members also suggested articles and resources on

additional topics that could be shared on the Council's social media posts including PreETS, Vocational Rehabilitation Counselors (VRCs) success stories, families receiving PreETS services and the bridge to work, and what can an OVR counselor do for you. Members agreed the Council cannot write those articles but can share that information from OVR and other agencies such as the PEAL Center. Members suggested sharing resources about needing to reapply for OVR services after leaving the REACH or PreETS programs.

- Mr. Chris Harbert explained that he will research the topics and resources members discussed that may be currently available or could be developed and will also share the most recently updated Commonwealth's Management Directive for Social Media to help ensure the Council stays within parameters.
- Mr. James Whitonis explained that the list of entities OVR follows on their social media page includes up to 200 organizations and can be accessed by visiting OVR's page.
- Members requested that when the Council begins requesting to follow additional organizations on all its social media platforms that it automatically requests that the organizations follow the Council's pages. Members suggested also following non-profit agencies that OVR follows along with a list of OVR Providers and have the Council begin following their social media pages.
- Members understand that Instagram is becoming more popular and includes more visuals. The Committee requested web/digital media team attend the next meeting to discuss strategies to increase engagement on that platform.

### **Social Media requests/questions**

- The Committee reviewed an inquiry from the public which requested that the PaRC social media page follow a personal page and repost or share the personal page's posts and information.
- Members and attendees agreed that to ensure the Council maintains bipartisanship and participates in outreach that aligns with State and Federal entities it may not be appropriate to share or follow social media outreach from personal pages. Members welcome participation from the disability community to participate in Council events. Members stressed the importance to continue to follow and share information from State and Federal agencies that are followed by OVR. A list of those entities will be shared with the Council to align the target audience.
- Many of these organizations are followed by the PaRC and members requested that the Council start following these organizations on its newest social media pages. Members also recommended that posts from those organizations be reshared from their pages.

### **Discussion of themes and content for April/May and June/July Bi-monthly Newsletters**

- Members reviewed potential upcoming themes for the Newsletter and social media posts. The Committee suggested that April and May focus on the Autism and Mental Health Awareness Months. This may include articles and information about

workplace accommodations, neurodivergent communities / terminology used, and ADA accommodations and regulations relating to hidden disabilities, specifically focusing on Veterans, and that OVR provides services for Veterans.

- For June and July members suggested a business related theme which would include the perspectives and overcoming of barriers of job coaches, what OVR does for businesses, resources for employers, Human Resources awareness information, and a focus on the LinkedIn page. June and July should also include information about Disability Pride, Helen Keller, the ADA anniversary, what does the ADA mean to businesses, OVR Summer Programs, employer success stories relating to the benefits gained by businesses, the Office of Federal Contract Compliance Programs, affirmative action, OVR business services relating to OVR's supports provided to employers, and articles and brochures on OVR business services.
- August and 0September could focus on transportation, back to school, Transition Services, Spinal Cord Injury Awareness Month, and physical disabilities related articles and resources.

## **Adjourn**

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