



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for March 6, 2024

Members Present (P)

Not Present (NP)

Michele Leahy (P)
Susan Tomasic (P)

Joan Goodman (P)
Paul Fogle (P)

Lorie Brew (P)

OVR Staff Present: Chris Harbert

PaRC Staff Present: Chris Todd, Michelle Gerrick

Guests Present: 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.

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:

Discussion with Web Maintenance/Digital Media Team on Strategies to Increase Engagement on Instagram

- Mr. Paul Cassarly shared Google Analytics from the PaRC website, Google site kit, and reviewed website usage data which shows a general trend of increasing. Engagement rate is static. Reviewing this data shows what visitors are searching for through Google queries and can help to identify how to increase engagement. There were 16 visitors from PaRC social media to the website over the past 30 days.

- Ms. Michele Leahy inquired how long users are staying on PaRC social media pages, which posts are getting the most engagement, and if we can identify what type of social media activity garners the most engagement. Suggested sharing OVR information three times a month along with information from stakeholders such as the Developmental Disabilities Council, PA Health Law Project, and Social Security benefits information.
- Mr. Cassarly explained Facebook garners the most attention of all the social media platforms. Shared data collected on Facebook engagement and reviewed which posts showed the most engagement. Recommended keeping the brand very professional and including a meme on rare occasions.
- Ms. Leahy suggested memes, slides found online, creating, or sharing infographics for topics such as, "What is OVR?", The difference between SSI and SSDI, "How do I work?", Rehabilitation Act, Section 504, and Common Work Incentives. Suggested listing CAC meetings by area or location, pictures of people with disabilities working, cross linking Legislative events, creating an infographic describing relationship between PaRC, OVR, and Governor's Office. Suggested providing information that OVR has staff at each CareerLink, "Are you struggling to find a specific resource?", "Did you know OVR provides Business Services?", and accessibility issues articles or information. This information could be included within Newsletters as well. Reinforced importance of cross posting or cross sharing with other organizations.
- Mr. Cassarly reviewed scheduled posts and images for April 2024 which includes screen shots of web pages and PDFs.
- Ms. Gillian Black agreed that infographics would be effective and that she could create and provide those within the PaRC's scheduled posts for review.
- Ms. Lorie Brew suggested family friendly posts, stories that are informational about identifying barriers, and identifying what may be missing from the website regarding the Committee's goals and resources visitors may be searching for.
- Ms. Joan Goodman suggested including information about grants with OVR or Workforce Development.
- Mr. Cassarly inquired about how to become a PaRC member and the Become a Member webpage information listed.
- Ms. Susan Tomasic explained that applications must be received to be considered for membership, the Council lists current vacancies for categories of representation on the website, the PaRC is looking to expand the number of members and could always use more applicants.
- Ms. Black explained that a recurring monthly post about becoming a member would be effective to promote more applicants.
- Members requested that Mr. Cassarly and Ms. Black be invited to future meetings to continue discussion of social media efforts and content.

Printed PaRC Outreach Material

- Members reviewed the printed brochure. Ms. Michelle Gerrick reported that there are additional funds remaining for graphic design/printing services and inquired if members would like to have the brochure or similar printed outreach materials designed.

- Members requested that the new printed brochure/outreach material include a QR code to the PaRC website, change the layout to a trifold, add "Find us on LinkedIn", PaRC supports competitive wages, create separate PaRC brochures targeting businesses/ prospective employers and Veterans. Each brochure would include the same information with some additional language or resources that resonates with each targeted population. Include information that may be helpful to employers regarding OVR business services.
- Members requested that Mr. Cassarly assist with designing the Veteran targeted brochure, include resources from the Veterans Administration (VA) and to begin process to request permission to use official military logos on the PaRC printed brochure.

Ms. Joan Goodman motioned that 2 additional brochures be created targeting employers and Veterans. Ms. Brew seconded the motion. All were in favor.

Annual Review of Committee Goals and PaRC Social Media Guidelines

- Ms. Leahy requested that this item be added to next month's agenda.

Adjourn

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