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USM's Clinical Rehabilitation Counseling (CLRC) Social Media Outreach

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USM's Clinical Rehabilitation Counseling (CLRC) Social Media Outreach

By: Heather Roberts

Abstract

For the service learning practicum capstone, I assisted Dr. Charles Bernaccio and Tiffany Reagan on the media outreach (LinkedIn page) for the Clinical Rehabilitation Counseling (CLRC) master's program here at the University of Southern Maine.

CLRC

The Clinical Rehabilitation Counseling program teaches students how to help people with disabilities in employment and independent living situations. The CLRC master's program is 90% online and it is now available as an online program with online tuition. It is CACREP accredited. Gradstudents can also pursue a MHRT/C certification within the program. And so much more!

What I've learned

I learned how to produce and edit videos. Most of all, I learned that the CLRC, the new master's program here at USM and how to do social media outreach!



We shot an interview of Brenna O'Sullivan, a CLRC student (among others), talking about her experience in the program.

The "Did You Know" Campaign!



Did You Know?

FACTS ABOUT THE CLINICAL REHABILITATION COUNSELING MASTER'S PROGRAM AT THE UNIVERSITY OF SOUTHERN MAINE



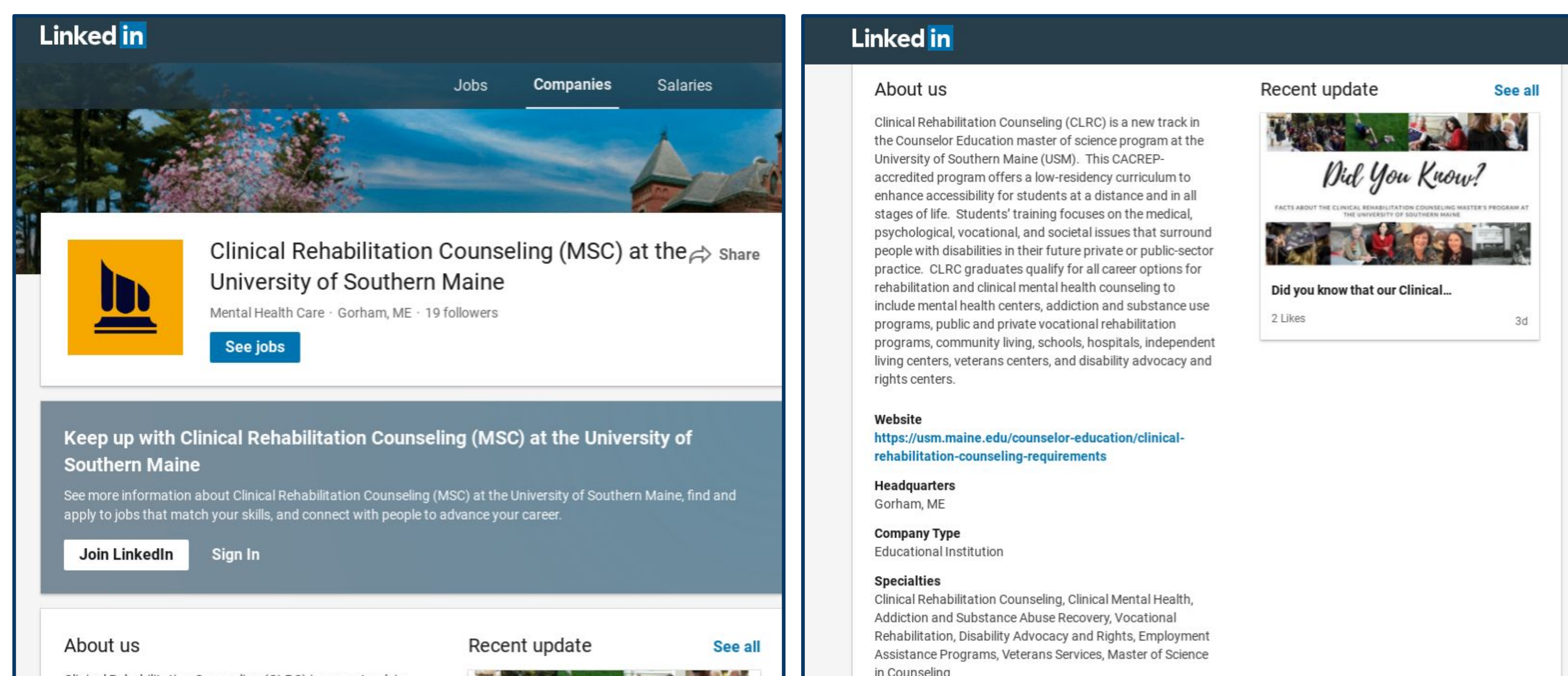
Here we gave our LinkedIn followers some critical information on the curriculum.

Duties and Responsibilities

- Editing and co-writing the CLRC "Did You Know" campaign
- Producing and editing videos
- Creating and inviting meetings on the Google calendar
- Creating infographics and images.
- Organizing emails, Google Docs, events, images, and videos
- Set up the video production studio and transferred the media to the computer

Mission Statement

The mission of the USM Rehabilitation Counseling (RC) specialty program is to promote quality rehabilitation services to persons with disabilities by (1) preparing qualified rehabilitation professionals; (2) providing services to rehabilitation professionals and organizations; and (3) sponsoring rehabilitation-related research and training.



Thanks to Tiffany Raegan, Charles Bernaccio, Prf. Deninis Gilbert, Nat Ives, and everyone we interviewed!