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.

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!

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.

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

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