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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.

