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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

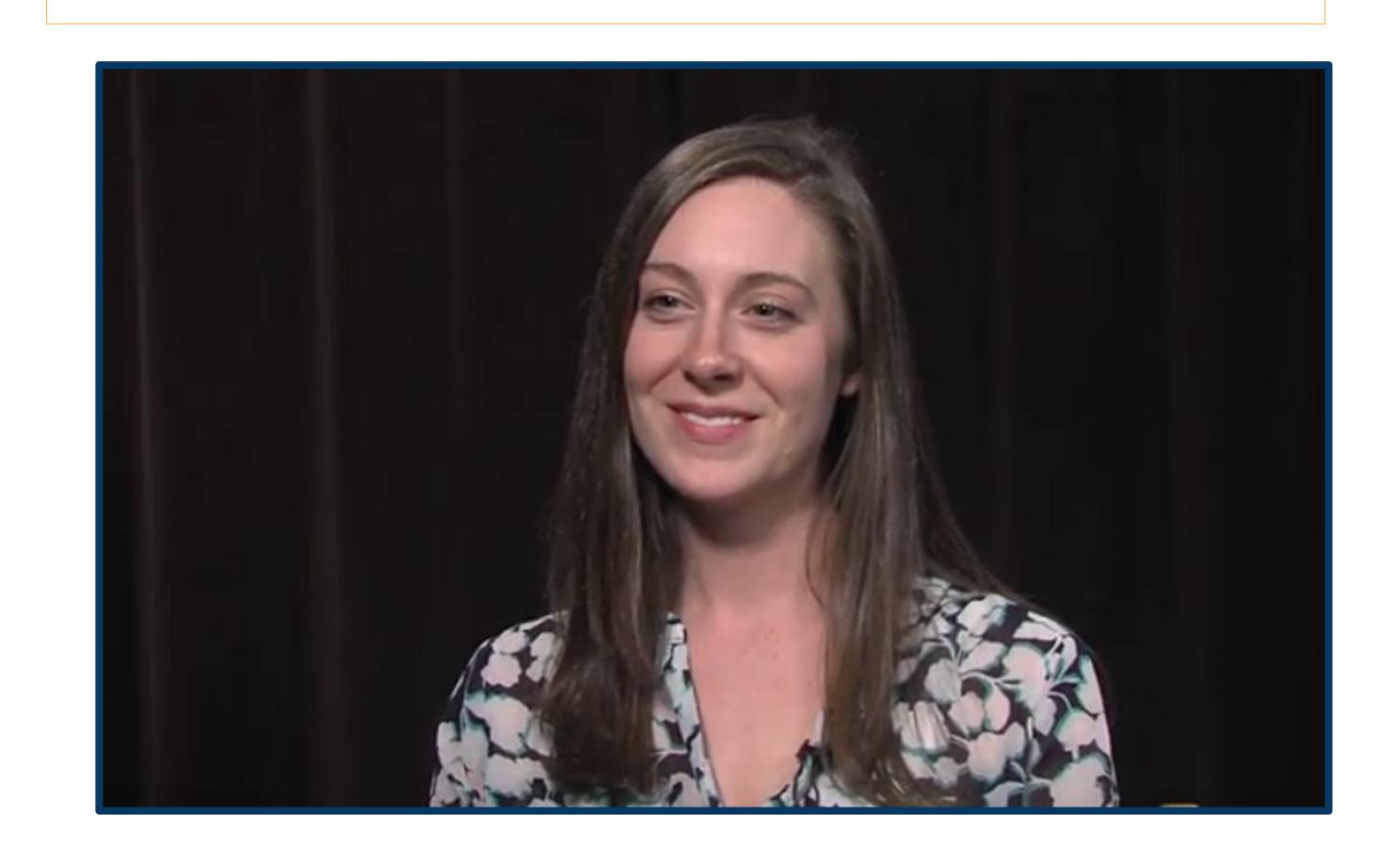
For the service learning practicum capstone, I assisted Dr. Charles Bernaccio and Tiffany Reagan on the media outreach (Linkedin page) for the Clinical Rehabilitation Counseling (CLRC) master's program here at the University of Southern Maine.

## 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'Sulivan, a CLRC student (among others), talking about her experience in the program.

# The "Did You Know" Campaign!



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

#### Linked in Linked in About us Clinical Rehabilitation Counseling (CLRC) is a new track in the Counselor Education master of science program at the University of Southern Maine (USM). This CACREP-Did You Know? accredited program offers a low-residency curriculum to nhance accessibility for students at a distance and in all stages of life. Students' training focuses on the medical, osychological, vocational, and societal issues that surround Clinical Rehabilitation Counseling (MSC) at the share people with disabilities in their future private or public-secto practice. CLRC graduates qualify for all career options for University of Southern Maine rehabilitation and clinical mental health counseling to Did you know that our Clinical Mental Health Care · Gorham, ME · 19 followers iving centers, veterans centers, and disability advocacy and Keep up with Clinical Rehabilitation Counseling (MSC) at the University of https://usm.maine.edu/counselor-education/clinical rehabilitation-counseling-requirements ore information about Clinical Rehabilitation Counseling (MSC) at the University of Southern Maine, find and Gorham, ME ly to jobs that match your skills, and connect with people to advance your career. Company Type Join LinkedIn Educational Institution Clinical Rehabilitation Counseling, Clinical Mental Health Assistance Programs, Veterans Services, Master of Science

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

## **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

(2) providing services to rehabilitation professionals and organizations; and (3) sponsoring rehabilitation-related research and training.

# 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