



# SOCIAL MEDIA

## Introduction

# OVERVIEW



## Social Media Accounts

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

# Why should you follow us?



- Learn about **special events** and **volunteer opportunities**
- See **your posts** featured on our page
- Stay up to date with **company news** and **job postings**
- Be an **Arc Ambassador** - share about what The Arc is doing with your followers!

# How YOU can share about your Arc experience



- Post a selfie of you at work
- Post a photo of an activity you're doing (no clients) For example, an outing to the park, a craft activity, etc...
- Send a photo of your clients to the Marketing Department, we'll check releases and share!
- Re-share posts from The Arc's social media to your own

# Some rules ...

- Do not post photos of clients
- Do not post names of clients

## Why?

Posting client names and photos is a violation of HIPAA





# THANK YOU!

## Questions?

**Contact:**

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