



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 & tag us!
- Post a photo of an activity you're doing. 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:

Chloe Pankratz

Digital Marketing & Media Specialist

cpankratz@arc-sd.com

619.795.4189