

# Recruit CVRT

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How you can engage in our social media campaign?

## Recruit CVRT Social Media Challenge

Do you want others to know what it is to be a Vision Rehabilitation Therapist?

Help us educate others by sharing your story and inspire others to join the field of vision rehabilitation therapy. Show the world what it's really like to be a VRT and raise awareness of our profession. Use the hashtag #RecruitCVRT and tag us in your posts!

By following the guidelines and examples in the following slides, you'll be able to create social media content that is engaging, informative, and in line with #RecruitCVRT's goal of raising awareness about the profession and recruiting new vision rehabilitation therapists. Our goal is to make the sharing of content easy to produce and visible for those outside the field.

## Guidelines

1. **Keep it professional**
2. **Be authentic**
3. **Use visuals**

## Examples of Content

1. Share a "day in the life" of a vision rehabilitation therapist. This could include photos or videos of therapy sessions, as well as personal reflections on the work.
2. Share tips and advice for clients and students. This could include exercises or strategies that have been effective in therapy, as well as general advice for managing vision loss.
3. Share success stories of clients or students. This could include before-and-after photos or videos, as well as testimonials from clients or students about their experiences in therapy.
4. Share any new research or studies relevant to the field of vision rehabilitation therapy.
5. Share personal experiences in vision rehabilitation therapy.

# Social Media Post Examples:

## 1. "Day in the life" post:

- a. "Being a vision rehab therapist is so rewarding! Today, I had the pleasure of working with a client who had recently lost their vision. We worked on organizing methods to more easily locate necessary items in their home safely. It's amazing to see their progress and the impact vision rehab therapy can have in a person's life #DayInTheLifeCVRT #VisionRehabTherapy"
- b. "There's nothing quite like the feeling of helping a student achieve their goals. Today, I had the pleasure of teaching a young student how to read braille. They were so proud of themselves when they were able to read their first word. It's amazing to see the progress they make and to know that I'm making a difference in their lives. #DayInTheLifeCVRT #VisionRehabTherapy"

## 2. Tips and advice post:

- a. "Living with vision loss can be challenging, but it doesn't have to be. Here are a few tips to make your daily life easier: #VisionRehabTherapy #AdaptingToVisionLoss"

## 3. Success stories post:

- a. "This is Sarah, one of my clients. When she first came to me, she was struggling to navigate her home safely. With therapy and hard work, she's now able to navigate her home with ease. #VisionRehabTherapy #SuccessStory"
- b. "This is Jake, one of my students. He was struggling to identify his medication when he first came to me, but with hard work and dedication, he's now able to use tactile methods to safely discriminate his medications. It's been amazing to watch his tactile skills flourish. #VisionRehabTherapy #SuccessStory"

## 4. News and updates post:

- a. "Exciting news! We're hosting a webinar next month on the latest research and technology in the field of vision rehab therapy. Register now to learn more! #VisionRehabTherapy #Webinar"
- b. "We're excited to announce that we've just launched a new resource center for clients and students. Check it out to learn more! #VisionRehabTherapy #ResourceCenter"

## 5. Research and studies post:

- a. "Did you know that studies have shown that vision rehab therapy can improve the quality of life for people with vision loss? Learn more about the research here: #VisionRehabTherapy #Research"
- b. "New study shows that incorporating technology in vision rehab therapy can help improve outcomes for clients. Learn more here: #VisionRehabTherapy #Technology"

## How to record a video

1. **Have a purpose**
2. **Be yourself**
3. **Be accessible**

## Upload/Share video instructions

1. Open the Photos app on your iPhone.
2. Locate the video you want to send via email.
3. Tap the video to open it.
4. Tap the Share icon in the bottom left corner (it looks like a square with an upward arrow).
5. In the share sheet that appears, tap the Mail icon.
6. In the New Message window, fill in the recipient's email address, add a subject and message if desired.
7. Tap the Send button to send the video via email.

**Note:** You may also use other apps to share the video such as google drive, dropbox, etc.

Also, Make sure that your video is small enough to be sent via email, as some email providers have size limits for attachments. If your video is too large to be sent via email, you may need to use a file-sharing service like Google Drive or Dropbox to share the video.

## Steps for sending a large video via Google Drive using an iPhone:

1. Install the Google Drive app on your iPhone, if you don't have it already.
2. Open the Google Drive app and sign in to your account.
3. Locate the video you want to send via Google Drive.
4. Tap the video to open it.
5. Tap the Share icon in the bottom left corner (it looks like a square with an upward arrow).
6. In the share sheet that appears, tap the Save to Drive icon.
7. Select the folder in Google Drive where you want to save the video.
8. Once the video is uploaded, open the Google Drive app and find the video.
9. Tap the three dots to the right of the video and select Share.
10. Enter the email addresses of the recipients, and add a message if desired.
11. Tap the send button to share the video via Google Drive.

Alternatively, you could also use the share link feature, where you could share the link of the video with the recipients, they can access the video by clicking on the link without any need of having a google account

**Note:** Make sure that your recipients also have access to the shared file/folder, you can do this by changing the sharing settings of the file/folder.