

# College to Career Diversity Internship Program 2022 Social Media Toolkit



## Campaign Goal

The goal of this social media campaign is to increase member and general public awareness about the College to Career Diversity Internship Program (CDIP). HASC understands that recent conditions have altered access to on-site internship opportunities. However, internships can still be completed. That is why HASC created this campaign — to raise awareness that interns can safely and remotely complete their assigned scopes of work. In addition, this campaign also aims to recruit internship host sites within HASC’s membership for the 2022 CDIP cycle. Below are materials that will be launched from January to March. Please feel free to adjust the copy to better suit your organization.

## How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in providing helpful information that educates and guides people to resources, including workforce opportunities. We will take care of the content; all you need to do is share it with your communities via your social media platforms.

## Other Ways to Support:

- Follow and tag HASC’s social media accounts: [Twitter](#), [Facebook](#), and [LinkedIn](#).
- Re-share content directly from our social accounts onto yours.
- Share the links to the initiative.

**Formal Link:** [www.hasc.org/general-information/college-careerdiversity-internship-program-cdip](http://www.hasc.org/general-information/college-careerdiversity-internship-program-cdip)

**Shortened Link:** [bit.ly/HASC-CDIP](https://bit.ly/HASC-CDIP)

- Share campaign images and hashtags on your social media platforms. [\[CLICK HERE\]](#)
- Share HASC Briefs’ CDIP article: [\[CLICK HERE\]](#)

## CDIP Images

For the 2022 CDIP recruitment cycle, the theme will encompass a group photo of the 2021 CDIP interns and a word cloud that focuses on diversity.



## Social Media Messaging

The following messages were developed to accompany social media campaign graphics.

- HASC continues to support workforce #diversity. This past summer, HASC and its members hosted 22 interns despite the pandemic.

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- CDIP interns gained valuable work experience integral to their future health care careers. #workforce
- The pandemic presented health care facilities with many challenges, including for their internship programs. However, they all found safe ways to host interns.
- CDIP interns bring valuable perspectives to hospitals. They add fresh thoughts and ideas that enhance hospital projects in multiple departments.
- In March, we didn't know how internships were going to play out for our members. However, they soon found ways to bring interns aboard, even if it was remote.
- CDIP interns can complete internships remotely during the pandemic. They still can support and enrich varied hospital departments. Learn how you can host a CDIP intern in 2022.
- CDIP offers #SoCal hospitals an opportunity to grow their workforce locally. Interns are placed in their hometowns to complete projects. It's a win-win for interns, our hospitals, and the community. Sign up to host a 2022 intern!
- Creating the next generation of health care leaders—that's what HASC's College to Career Diversity Internship Program (CDIP) does. Sign up to host an intern Summer 2022.
- We continue to build our future health care workforce. Learn about and participate in HASC's College to Career Diversity Internship Program.

## Social Media Images

Quotes reflect the work experience interns gained in their diverse scopes of work.



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“

An experience I gained through CDIP was observing the behind-the-scenes workings of a hospital. There's so much that goes into running a hospital that I did not realize. Additionally, there are so many different specialties and departments I never knew about.”

Hannah Habibi, UC Berkeley, '21  
Administration, KPC South Coast Global Medical Center



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Link to Toolkit Images: [\[CLICK HERE\]](#)

## Hashtags:

In an effort to add momentum to the campaign, please reference any of the following hashtags in each of your social media posts.

### #CDIP

- #HASC
- #workforce
- #diversity
- #internships

“

Through CDIP, I assisted in interviewing, selecting, and placing candidates in various departments at City of Hope. We placed over 100 interns into over 50 departments at City of Hope. I also helped develop professional development workshops and networking events for the interns.”

Karina Morales, UC Riverside, '20  
Human Resources, City of Hope



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## Twitter Cards

CDIP Twitter cards will be shared on HASC's [Twitter](#) and can be reshared directly from that platform.

## FOLLOW US:



## Contact

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“

As a woman of color who has grown up in a predominantly white community, participating in CDIP exposed me to a hospital environment where I felt more represented. This experience allows me to see that I have a space in health administration and leadership.”

Krystal Cheung, Rice University, '21  
Center for International Medicine, City of Hope



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