

College to Career Diversity Internship Program 2021 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 2021 CDIP cycle. Below are materials that will be launched mid-October to December. 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.

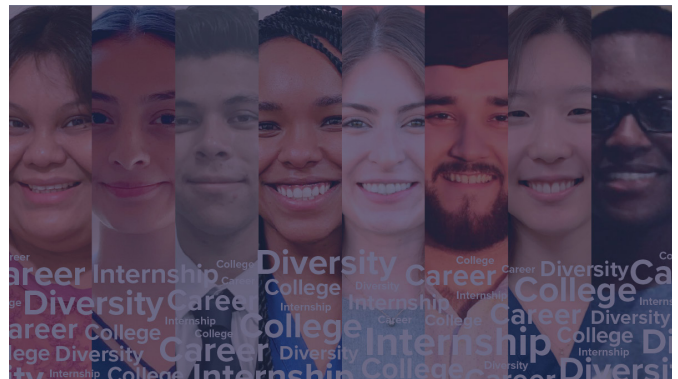
Formal Link: www.hasc.org/general-information/college-careerdiversity-internship-program-cdip

Shortened Link: 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 2021 CDIP recruitment cycle, the theme will encompass a group photo of the 2020 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 8 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 2021.
- 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 2021 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 2021.
- We continue to build our future health care workforce. Learn about and participate in HASC's College to Career Diversity Internship Program.

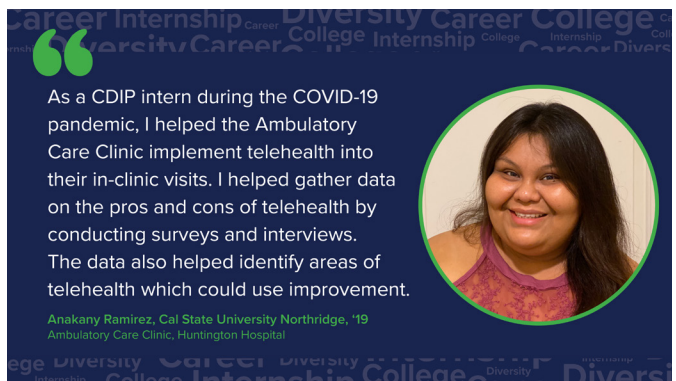
Social Media Images

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




“During my CDIP internship, I completed an assessment of a referral system and created a process to track downstream revenue. This experience was amazing because I got to see how health care leadership responds to problems that patients and physicians face, especially as they regard COVID-19.”

Adrian Morales, Pitzer College, '21
Huntington Health Physicians, Huntington Hospital



“As a CDIP intern during the COVID-19 pandemic, I helped the Ambulatory Care Clinic implement telehealth into their in-clinic visits. I helped gather data on the pros and cons of telehealth by conducting surveys and interviews. The data also helped identify areas of telehealth which could use improvement.”

Anakany Ramirez, Cal State University Northridge, '19
Ambulatory Care Clinic, Huntington Hospital



“As a CDIP intern, I helped safely escort potentially exposed COVID-19 community members and employees to and from Huntington Hospital. I also helped promote community events, checked individuals' temperatures, and shadowed nurses. Despite the pandemic, CDIP allowed me to learn hospital dynamics and the importance of employee contributions to an effective functioning hospital.”

Jessica Nunez, UCLA '21
Community Outreach, Huntington Hospital



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“ I helped update physician preference cards to accurately reflect current hospital inventory in order to streamline productivity loss due to mislabeled, nonexistent, and unnecessary instrumentation within the Cerner system. The highlight of my internship was being able to see an open-heart surgery and a robotic prostatectomy alongside a senior surgeon who answered all my questions.



Jordan Keys, UC Riverside '18
Purchasing and Surgical Services, Huntington Hospital

“ During my internship, I enhanced my communication and leadership skills. I created an Ambassador Program to engage staff in Care for the Caregiver, Health Equity, and related hospital-wide, quality & team-building initiatives. As I pursue a career in medicine and public health, I'm confident that the skills I gained will remind me that I am capable of doing anything I put my mind to.



Sylvester Foley, UCLA '20
Excellence, Engagement & Patient Experience, Huntington Hospital

“ I reviewed report designs with a lead HEDIS/Stars Specialist for a Family Care Specialist IPA, verified program eligibility and facilitated child service questionnaires in Spanish. CDIP solidified my interests in preventative care and community outreach, despite working remotely due to the pandemic.



Lucia Muro, Cal State University Long Beach '21
MedPOINT Management

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

“ My primary internship role was to ensure proper condition codes were being inputted for members under the varying health plans that MedPOINT works with. In addition, I also delegated cases that had not yet been assigned to a case manager, in order to ensure that patients were receiving timely, proper care.



Paul Trujillo, Tulane University '20
Case Management, MedPOINT Management

Twitter Cards

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

FOLLOW US:



“ During my internship, I helped detect factors that caused problems with item listings reflected on preference cards and helped address issues that would improve item management efficiency. As a recent graduate, this opportunity allowed me to apply what I had learned in school to benefit the community.



Sarah Bang, USC '19
Purchasing, Huntington Hospital

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