

HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

College to Career Diversity Internship Program (CDIP)

S O C I A L M E D I A T O O L K I T 2 0 2 3

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 2023 CDIP cycle. Below are materials that will be launched December 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.

Short link: bit.ly/CDIP-HASC

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

CDIP IMAGES

Please share the following suggested messages, images and hashtags on your social media platforms. Click on the sample images on pages 2 and 3 to download the full-sized graphics. To access graphics for all the 2022 interns, view the folder of Toolkit Images: [[CLICK HERE](#)]

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 20 interns despite the pandemic.
- 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.

- 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 2023.
- 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 2023 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 2023.
- 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.

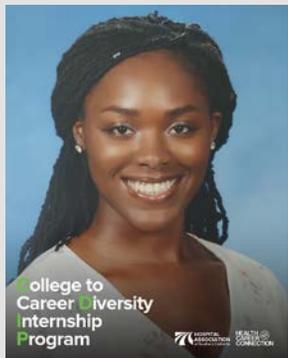
Twitter/Facebook/LinkedIn



Ready-to-use Twitter/Facebook/LinkedIn images ([download here](#))

SOCIAL MEDIA IMAGES

Instagram Feed (Carousel)



“During my internship, I assisted and collaborated with the Service-Learning Team on content for their program, such as student guides for first- and second-year students. I also researched local community health resources that students will utilize for their Service-Learning rotations. I am very proud and optimistic about how my internship went. It gave me the foundation to effectively perform research and to...

discover and analyze local resources that advance community mental health and minimize health inequities for marginalized communities such as undocumented immigrants, the homeless and Black, Indigenous and people of color (BIPOC).”
ANURNA CHILAGA, UC Santa Barbara, Political Science, History of Public Policy & Law, 2022
MemorialCare, Medical Center Foundation

Ready-to-use Instagram Posts ([download here](#))

Instagram Stories



“Through CDIP, I was able to understand how using health equity data can improve Diversity, Equity and Inclusion (DEI) in the hospital setting. I conducted focused interviews and read journal articles, summarized articles weekly for the physician’s group and leadership. I analyzed data on DEI perspectives of leadership and physicians and worked with them to analyze and...

present findings. I have also analyzed breast cancer screenings, diabetes, and chlamydia as the conditions dataset to provide information on health equity.”
SANDHYA MUTHURAJAMALINGAM, San Diego State Univ., Public Health, 2023
MemorialCare, Medical Center Foundation

Ready-to-use Instagram Story ([download here](#))

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

HASHTAG:

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 #diversity
- #workforce #internships

CONTACT

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