COVID-19 presented challenges to respite care
   - Recruitment, retention, and comfort receiving respite services
IRC transformed social media presence to reflect what caregivers, providers and individuals with disabilities wanted to see
   - Content curated based on interactions, expressed needs
   - Commitment to constant refinement: meeting needs across the lifespan
   - Sharing and posting content from other providers and organizations

Shift to completely virtual outreach
Using social media to promote mindfulness and self care
Partnering with organizations who ran programs that people in our state wanted to see
   - RCAW Respite Care Certificate Program, announced June 30
   - Garnered over 300 views in less than 12 hours overnight
Social Media & Website: Curated Content

- IRC began posting content and started using our Facebook page’s analytics to determine the content that our audience wanted to see and reacted to
  - Ranged from inclusive workouts, to webinars, to mini - trainings
- Focus on Self Care & Care for the Caregiver
  - Saturday Motivational Graphics (consistently high interactions)
  - Virtual Care Package (resources posted on social media & website)
- Expanded website resources
  - Posted mental health crisis hotlines
  - Added more sections for older adult services
  - Updated resources that were shared on Facebook
Virtual Outreach & Interactive Elements

- IRC created interactive elements on Facebook to bring positivity and engagement
  - Fall Rocks rock painting contest
  - Valentines sent to IL caregivers and families made in partnership with the Early Childhood Center in St. Charles, IL

- Virtual Outreach
  - Promoted statewide lifespan information and referral
  - Promoted in-home services
  - Each outreach received over 500+ views, and typically resulted in over 50 referrals across
    - Avg. over 400 lifespan calls per quarter