

Special Topic Forum – VIRTUAL

VIRTUAL

DATE AND TIME

Thu., Feb. 27, 2025

6:00pm – 7:30pm

This session will be recorded.

**REGISTER BY WED.,
FEBRUARY 26, 2025**

Register Online

<https://otac.site-ym.com/events/EventDetails.aspx?id=1925721&group=>

Register by Fax

916/294-0415

Register by Mail

Send form with payment to:

OTAC,

3620 American River Dr.,

Suite 230

Sacramento, CA 95864

Registration must be received

by March 17, 2025

QUESTIONS?

Contact OTAC staff:

Email staff@otaonline.org

Call toll-free (888) 686-3225



Utilizing Social Media to Promote and Advocate for OT (1 PDU)

Jhennylyn Rivera-Villano, OTD, OTR/L; Courtney Lindblom, MS, OTR/L (FL); Lindsay DeLong, MS, OTR/L (MI)

This dynamic session will focus on leveraging social media platforms to advance the occupational therapy profession. This interactive workshop will explore how OT practitioners can effectively use social media to connect with their communities, share their expertise, and advocate for the field.

Learning Objectives

1. Participants will understand how social media connects practitioners to the community in an important and accessible way.
2. Participants will learn the single most important rule of social media content creation ("Show, don't tell.")
3. Participants will be empowered to embrace being vulnerable, as the panelists help you discover the support available in your journey.

REGISTRATION FORM *One form per person. Please type or print clearly.*

OTAC MEMBERS - \$19 | NONMEMBERS - \$29

Name _____

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Home Address _____

City _____ State _____ Zip _____

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Fax to: 916/294-0415, or

Mail to: OTAC, 3620 American River Dr., #230, Sacramento, CA 95864, or

REGISTER ONLINE - <https://otac.site-ym.com/events/EventDetails.aspx?id=1925721&group=>

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About Our Presenters



Jhennylyn Rivera, OTD, OTR/L (she/her), is dedicated to advancing the field through research, mentorship, and leadership. In 2018, she began sharing her OT school journey on YouTube (Jhenny BerryOT) and expanded

her reach through Instagram and TikTok, connecting with aspiring and current OT students as well as new graduates, offering mentorship and inspiration. Rivera currently serves on the OTAC Board of Directors as the Region 4 Director-Elect.



Courtney Lindblom, MS, OTR/L (FL), is an occupational therapy practitioner in Jacksonville, Florida, who has been practicing for seven years. The first four years she worked in skilled nursing and the last three years in inpatient rehab. She

loves the adult population and sees all diagnoses from ortho, to neuro, to cardiac, and more. She is passionate about using social media to normalize the reality of being a clinician.



Lindsay DeLong, MS, OTR/L (MI), has been an occupational therapy practitioner for 12 years focusing on adult populations in home health with specialties in adaptation and modification of daily life. She is the founder of EquipMeOT, an online platform on YouTube,

Instagram, and TikTok focusing on modifications and adaptations for maximizing safety and quality of life through the lifespan. She also founded an adaptive equipment company called EOT Wellness that develops unique products to increase comfort, independence, and function across the lifespan.

FIND OTHER SPECIAL TOPIC FORUMS and SYMPOSIA [HERE](#) THROUGH OUR ONLINE MASTER CALENDAR

ABOUT SPECIAL TOPIC FORUMS

Why OTAC Special Topic Forums? To support OTAC Core Value 7 – Professional Development: To provide quality education and resources to advance the knowledge, skills, and continued competence of occupational therapy practitioners.

To earn PDUs. Registrants must complete the post event survey that is emailed out within one week following the event.

Event Disclaimer.

This event is sponsored by OTAC for the purpose of professional development. The material presented is not intended to represent the only or the best methods appropriate for the occupational therapy and/or medical condition, or professional development issues being discussed, but rather is



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intended to present the opinions of the presenters, which may be helpful to other health care professionals at arriving at their own conclusions and consequent application. Attendees participating in this professional development education program do so with the full knowledge that they waive any claim they may have against OTAC and its representatives for reliance on any information presented during this educational event.

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[You must agree to these disclaimers/terms. Please don't register if you do not.](#)

About OTAC. OTAC is a nonprofit, 501c6. This means that end-of-year net revenue is retained for operations and benefit of the members and is not distributed to private owners. It is governed by an elected, noncompensated Board of Directors and hires a professional association management team.

OTAC Mission Statement. OTAC is the collective voice that serves, promotes, and supports the profession of occupational therapy and its practitioners.