



How to Use Social Media in Your Communications Efforts

December 18, 2018

Speakers



- **Marquita Friday**, Program Manager, Career and Technology Education, Maryland State Department of Education
- **Nicole Howard**, Communications Associate, Advance CTE

Agenda



- Effective social media campaigns
- Maryland State Department of Education will highlight their innovative model to support local school districts in their social media efforts.
- Maryland State Department social media strategy and implementation.

CTE Awareness Is Moderate



Just **47%** of prospective parents and students have heard of “Career Technical Education” compared to...

- *68% Vocational Education*
- *54% Career Center*
- *45% Career Education*
- *30% Career Academy*

Social Media Content Ideas



- Demonstrate what CTE looks like
- Showcase student success stories
- Share insightful and relevant data
- Create consistency with a schedule cadence i.e. weekly, bi-weekly, etc.

Oklahoma



Following

Check out this **#CareerTech** Champion!

Tiffany Kinsey: a weightlifter, former high school football player, fitness model and welder. This young woman has broken more than a few barriers.

Click the link to read the full story. 

okcareertech.org/news/careertec ...



- **#CareerTech Champion**
- **#OKCareerTechDeliver**
- **#CareerTechDelivers**
- **This is Career Tech**

Video is Key

Oklahoma CareerTech
@okcareertech

Following

#CareerTechDelivers: Conversations with Dr. Marcie Mack

CareerTech Delivers
Conversations with Dr. Marcie Mack

67 views 0:06 / 1:08

The screenshot shows a video player interface. At the top left is the profile picture and name of 'Oklahoma CareerTech' with the handle '@okcareertech'. To the right is a red 'Following' button. Below this is the video title '#CareerTechDelivers: Conversations with Dr. Marcie Mack'. The video thumbnail shows a woman, Dr. Marcie Mack, with the text 'CareerTech Delivers' and 'Conversations with Dr. Marcie Mack'. At the bottom of the player, it shows '67 views' and a progress bar at '0:06 / 1:08'.

Check out THE FIRST EPISODE of This Is CareerTech!

This Is CareerTech is a series of ten episodes that give the viewer (YOU) a behind the scenes look at Oklahoma #CareerTech!



career tech

TOO MANY
careers to put
in a post.

The graphic features a blue background with a green horizontal bar at the top containing the 'career tech' logo in white. Below the logo, the text 'TOO MANY' is written in large, bold, yellow, uppercase letters. Underneath that, the phrase 'careers to put in a post.' is written in white, lowercase letters.

Arizona

Use Common Hashtags and create your own

- #MarvelousMonday
- TeacherTuesday
- FeatureFriday
- WBL
- Throwback Thursday

Arizona



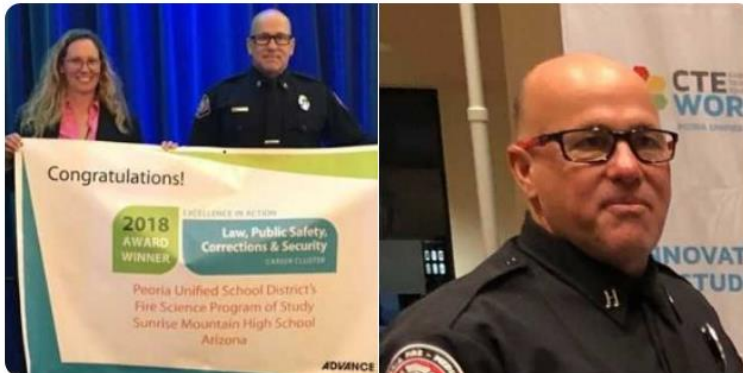
Following

#ThrowbackThursday Take a look at the @PUSDFirescience students during the Sunrise Mountain Homecoming Parade! 🚒🔥 Interested in our Fire Science Program? Check it out here: peoriaunified.org/Page/175 #CTE #CTEWorks #CTEWorks4Me



Following

#TeacherTuesday Not only is @SunriseMustangs Fire Science Instructor Captain Comella a winner of the 2018 @CTEWorks Excellence in Action Award, he is also a hero! 🚒 Captain Comella traveled across the nation to help the victims of Hurricane Florence! #CTE #CTEWorks



#CTEFridayFact



PeoriaCTE
@PeoriaCTE

Following

#CTEFridayFact Did You Know? Nationally, 76% of CTE students say learning about a career cluster helped them get better grades.



#CTE #CTEWorks #CTEWorks4Me

**DID YOU
KNOW?**



Evergreen CTE
@EvergreenCTE

Following

#CTEFridayFact: #CTE isn't a replacement for traditional schooling; it is an enhancement.
#CTEWorks @evergreenps



Boost Engagement

#CTEFridayFact: According to the World Economic Forum, automation is estimated to displace 75 million workers but create 133 million jobs globally by 2022. Learn more about the future of work and how **#CTE** can help prepare learners for future careers: cte.careertech.org/sites/default/ ...



<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
5,302	215	4.1%
Impressions		6,610
Total engagements		226
Likes		77
Retweets		62
Detail expands		39
Link clicks		29
Media engagements		8
Profile clicks		6
Replies		2
Hashtag clicks		2
Follows		1

Success Stories

- Lift up examples of successful CTE learners or alumni of CTE programs of study.
- These stories highlight the benefits of CTE for perspective learners and parents!

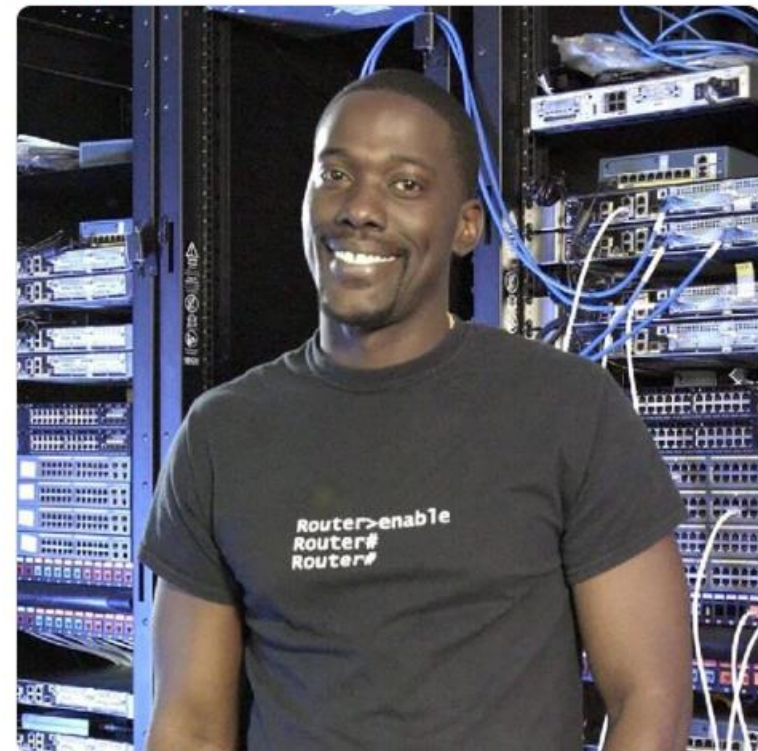
Malcolm Smith: #OkCareerTech Champion from @tulsatech

Smith said #TulsaTech's Cisco certified network associate routing and switching program was a perfect fit for his schedule, his skill set and his passion.

#OkCareerTechDelivers

Link to FULL STORY. 

bit.ly/2Ph1jfv



Increase Awareness with a Campaign



Create a Call to Action

- Communication should not be a one-sided activity
- Encourage your audience to create the content and increase engagement
- Include an 'ask' or call to action. What do you want your audience to do with the information you provided them?
- Ask partners ahead of time to promote the ask.

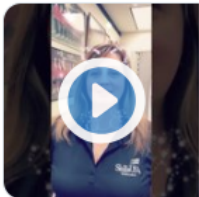
Create a Call to Action



Nebraska Career Ed
@NECareerEd

Following

Next month we celebrate Career and Technical Education month. In preparation, we are asking schools, students, and the community to share their CTE experiences between now and February 20th. #NECTE Watch our video for more details:



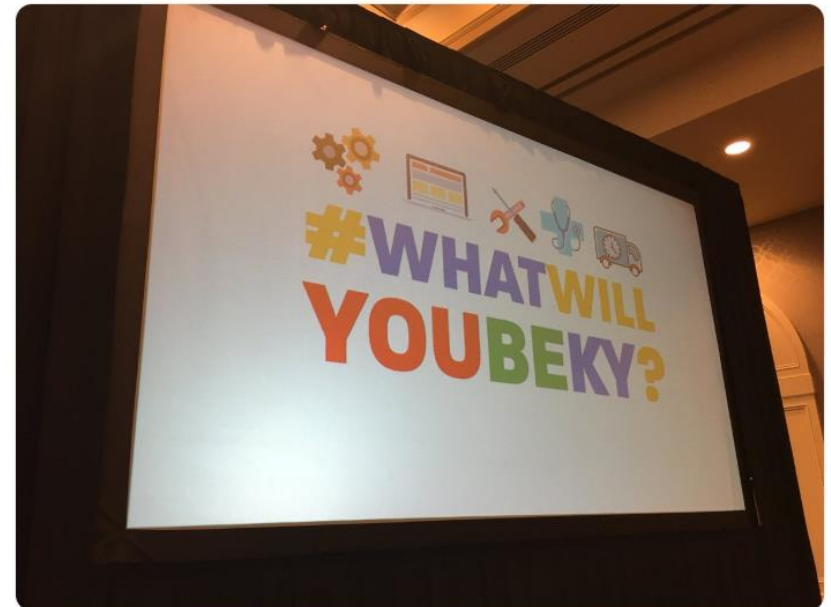
Nebraska CTE Month Promo
youtube.com



KY Dept of Education
@KyDeptofEd

Following

Lewis launches #whatwillyoubeky campaign to gather stories about careers. Email your story about how you decided on your career to whatwillyoubeky@education.ky.gov.





CAREER

TECHNICAL

EDUCATION



Learn how CTE prepares learners for their futures.

- This video is designed to help you make the case for CTE in your community and demonstrate the benefits of today's CTE!

Get the Word Out



Learning that works for America
CTE[®]

CTEWorks Communications
E-blast

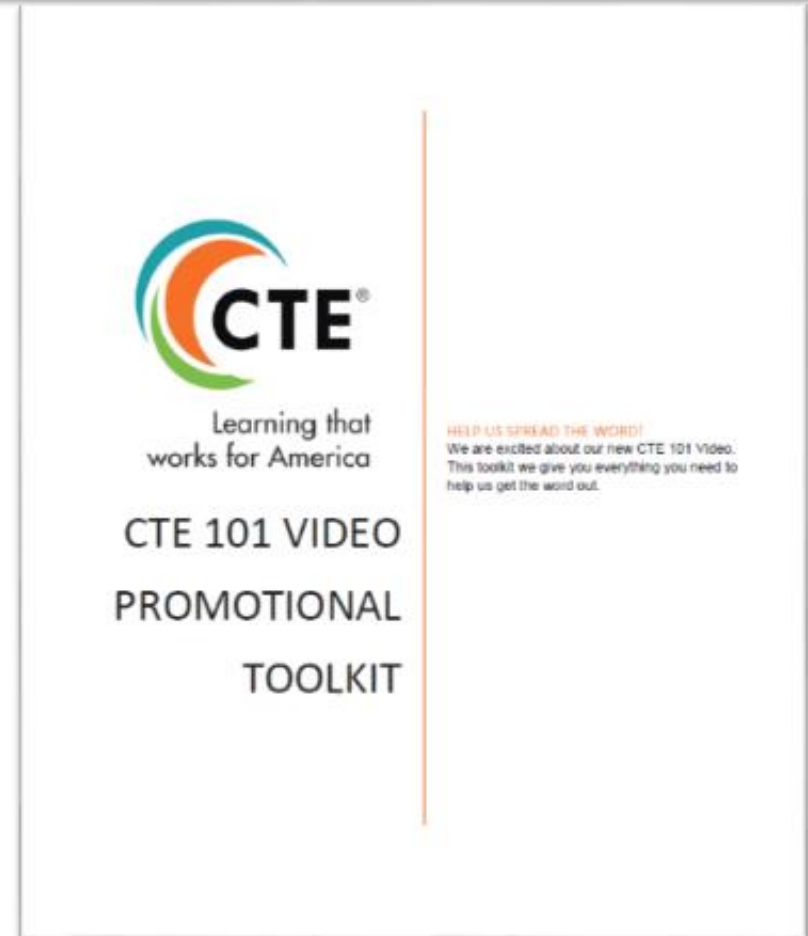
Note: Thank you for being part of our community. We have updated the layout to this newsletter and will send it bi-monthly.

We Are Excited to Present a New Resource the CTE 101 Video!



This new video provides an overview of how Career Technical Education (CTE) prepares learners for their futures while closing the skills gap for employers across the country. Use this video with critical stakeholders from families to employers to policymakers to continue to combat false perceptions of what CTE is and who it is for. This video is designed to help you make the case for CTE in your community through compelling data and evidence-based messages. We hope that you will watch and share our CTE 101 video.

[Watch the Video](#)



CTE[®]

Learning that works for America

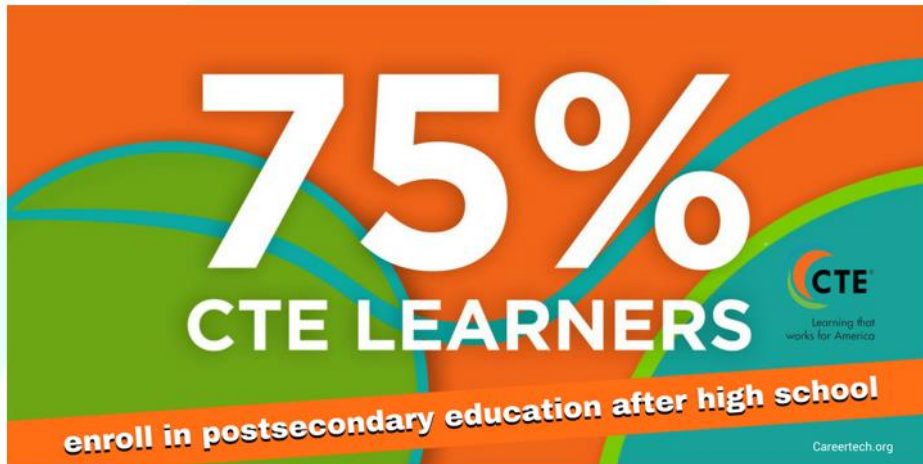
**CTE 101 VIDEO
PROMOTIONAL
TOOLKIT**

HELP US SPREAD THE WORD!
We are excited about our new CTE 101 Video. This toolkit we give you everything you need to help us get the word out.

Provide Text & Images

Sample Tweets with Social Media Graphics

Did you know over 75% of #CTE learners enroll in postsecondary education after high school? Watch this video by @CTEWorks to learn more <https://careertech.org/campaign-video> #CTEWorks #CTE101



Clemens College & Career
@ClemensHS_CCMR

Follow

Hey Buffs! Did you know over 75% of #CTE learners enroll in postsecondary education after high school? Watch this video by @CTEWorks to learn more careertech.org/campaign-video #CTEWorks #CTE101 @scucisd_cte @SamuelClemensHS @ClemensCounsel #futureready #TraitsOfAGraduate

10:01 AM - 11 Dec 2018

NEW Video!

Advance CTE's newest video provides an overview of how Career Technical Education (CTE) prepares learners for their futures while closing the skills gap for employers across the country. Use this video with critical stakeholders to continue to combat false perceptions of what CTE is and who it is for. This video is designed to help you make the case for CTE in your community and demonstrate the benefits of today's CTE! We hope that you will watch and share!



Let people know that CTE works and share this video with others:

- Use the CTE video as an icebreaker during your presentations. It's a great way to introduce the subject, focus your audience's attention, and kick off discussions.
- Share it with your network! View sample social media posts [here](#).
- Find out more about the data presented in the video [here](#).

[Careertech.org/campaign-video](https://careertech.org/campaign-video)
[Careertech.org/cte-101-video](https://careertech.org/cte-101-video)

The Results

10K views in 6 months!



Webpage Views

- 4,618 views (to date)
- 5 minutes (avg. time on page)

Twitter (May 17)

- 16.0K impressions
- 3.6% Engagement Rate

CTE-Related Awareness Days/Weeks/Months

Month/Week/Day	Name
June 2018	National Safety Month
July 2018	National Culinary Arts Month
July 1, 2018	World Architecture Day
November 20, 2018	Future Teachers of America Day
February 2019	Career Technical Education Month
February 11, 2019	International Day of Women and Girls in Science
February 17 – 23, 2019	National Engineers Week
February 21, 2019	Introduce a Girl to Engineering Day
March 7 – 11, 2019	National Careers Week
March 30, 2019	National Doctor's Day
April 2019	National Internship Awareness Month
April 29, 2019	World Veterinary Day
May 1, 2019	National Law Day

Other Ways to Reach Your Audience



48%

of prospects want to hear information about CTE from their school counselor.

- Educational website (46%);
- Open house at CTE school /program (44%)
- High school career fair (40%);
- Brochure/pamphlet mailed (40%)
- E-mail school/principal (23%);
- A school assembly (22%);
- Social media (21%)

MARYLAND  CTE



Marketing CTE in Maryland

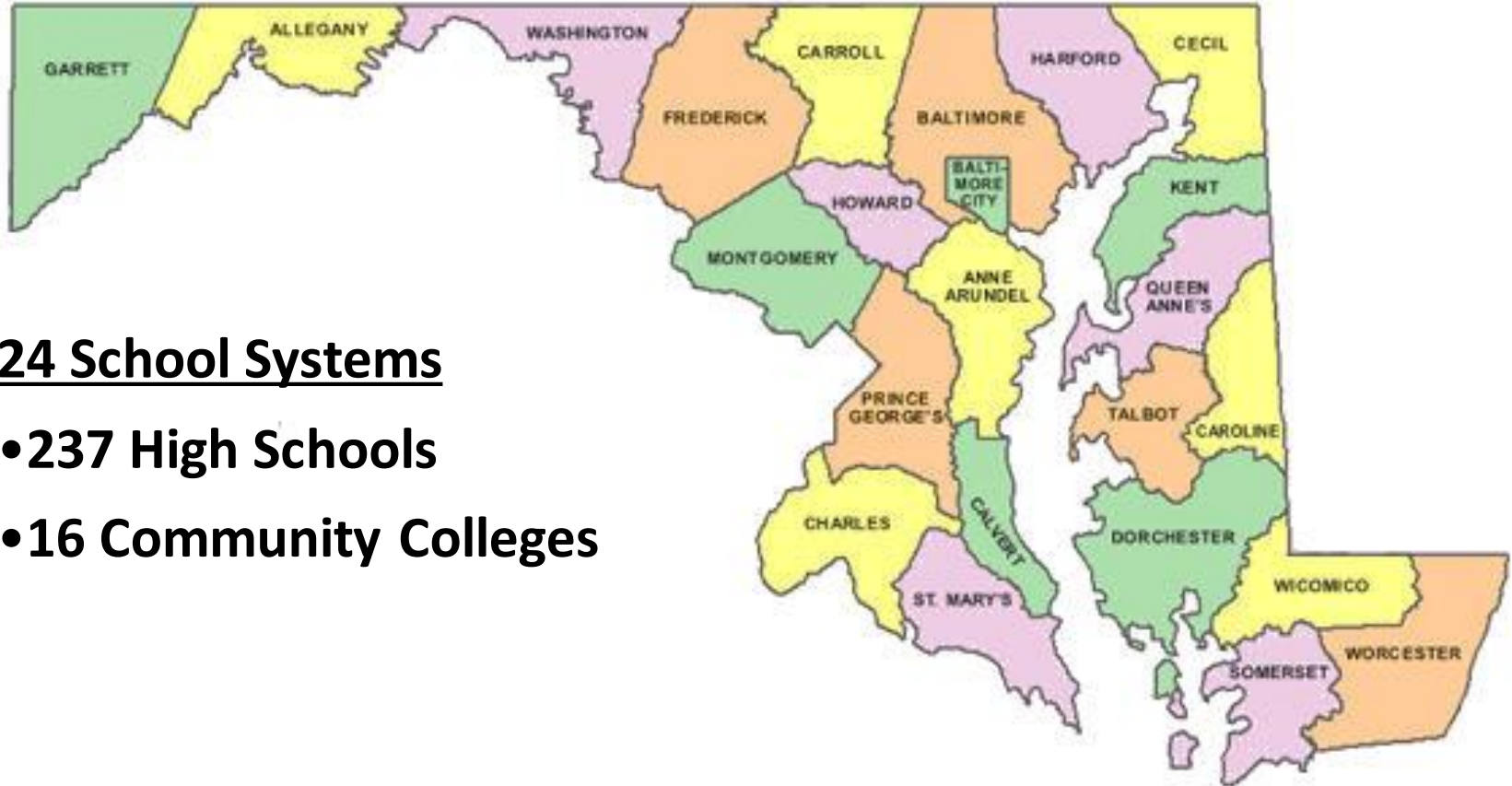
Marquita Friday, Program Manager
Division of Career and College Readiness

December 18, 2018



@Maryland_CTE

Quick Facts About Maryland



24 School Systems

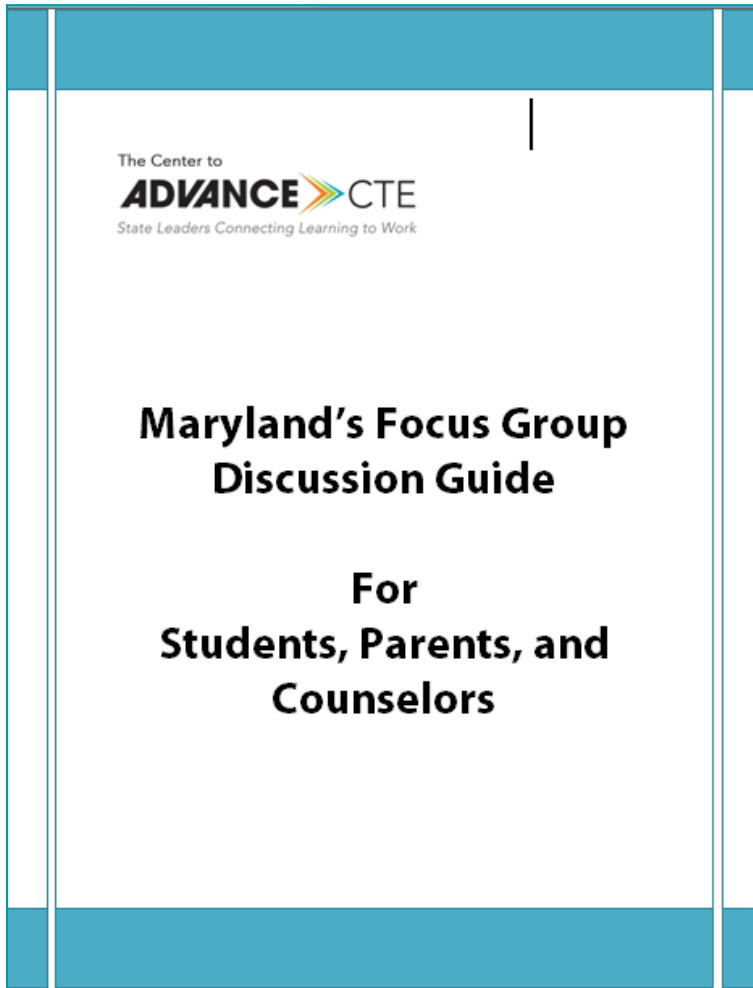
- 237 High Schools
- 16 Community Colleges

Why Market CTE and Why Social Media?



- Address Misconceptions
 - Vocational Education vs. CTE
- Improve Understanding of Programs of Study
- Highlight the Benefits of CTE to Key Stakeholder Groups
- Increase and Improve Communications with Business/Industry Partners
- Identify State and Local Advocates
- Use Social Media to **Augment** Existing Efforts
 - CTE Library Project & CTE/PLTW Counselors' Conference

Comparing Advance CTE Focus Groups to Local Focus Groups




- Adapted the process used by Advance CTE and Conducted Focus Groups in Two School Systems.
- Focus Groups included Students, Parents, **Counselors**, and **Teachers**.

Focus Group Results

Message	Students		Parents		Counselors/Teachers	
	Charles	Talbot	Charles	Talbot	Charles	Talbot
1. Prepare for the Real World	Second Choice	First Choice	*	First Choice		
2. Get More From High School			*		First Choice	
3. A Smart Investment			Misleading		Second Choice	Most Appealing to Parents
4. Exploring Possibilities	First Choice	Second Choice	*	Second Choice		Most Appealing to Students
5. Giving Students a Leg Up			*			

Focus Groups – General Observations

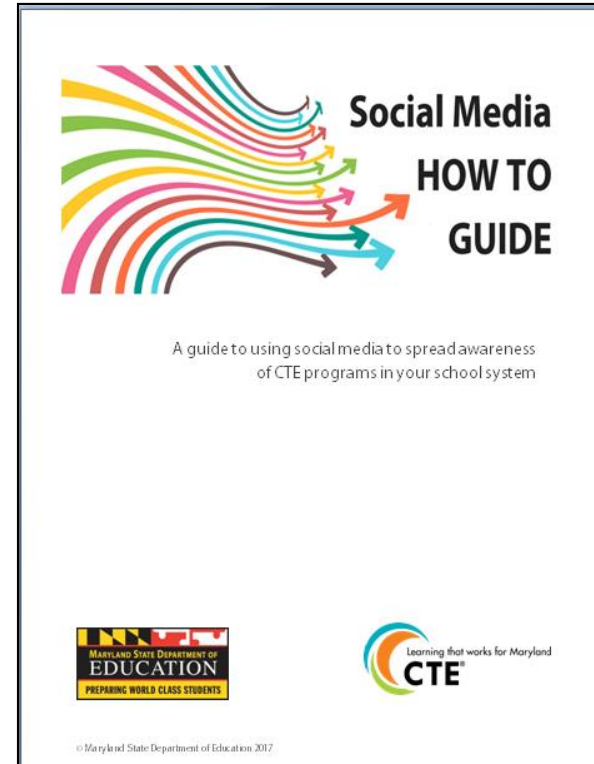


- Parents and Students were Very Positive About CTE
- Parents and Students were not Familiar with CTE Programs at the Home High Schools (Charles)
- Disconnect between Specific Programs and CTE
- Introduce CTE in Middle Schools
- Simplify the Names of Programs and Use Fewer Acronyms for Better Parent Understanding

Marketing CTE Requires A Holistic Approach

Build Social Media into Existing Efforts

- Provide Local School Systems with a “How To” Guide for using Social Media to Promote CTE
- Identify Ways in Which to Incorporate Social Media into our Day-to-Day Work
 - Connect to Local School System’s Social Media Accounts



CTE Video Series

Theo Jack-Monroe - Interactive Media Production



Theo Jack-Monroe, a senior at the Applications and Research Laboratory in Howard County, talks about his animation class in the Interactive Media Production program. It is one of many courses offered in Career and Technology Education.

Stefany Zelaya - Project Lead The Way Biomedical Science Program



Stefany Zelaya pursues a career in the medical field. She's part of the Career and Technology Education program at Franklin High School in Baltimore County, where CTE is Empowering the Workforce of the Future.

Allison Fleming - Cybersecurity Essentials



Allison Fleming has always loved computers. The senior at Howard County's Applications and Research Laboratory has taken full advantage of her classes in Cybersecurity Essentials as Career and Technology Education Empowers the Workforce of the Future.

Kaiya Mundell, Administration of Justice



Kaiya Mundell, a junior at Joppatowne HS, talks about the challenges of investigating crime scenes, in the Administration of Justice strand of Homeland Security and Emergency Preparedness.

Student Profiles

Preparing for the Real World



Eddie M.



Hailey B.



Jackson L.



Jenny R.



Laila M.



Luke M.



Michael F.



Myan M.

Where are They Now?



Aaron M.



Alex Y.



Chandler K.



Regina N.

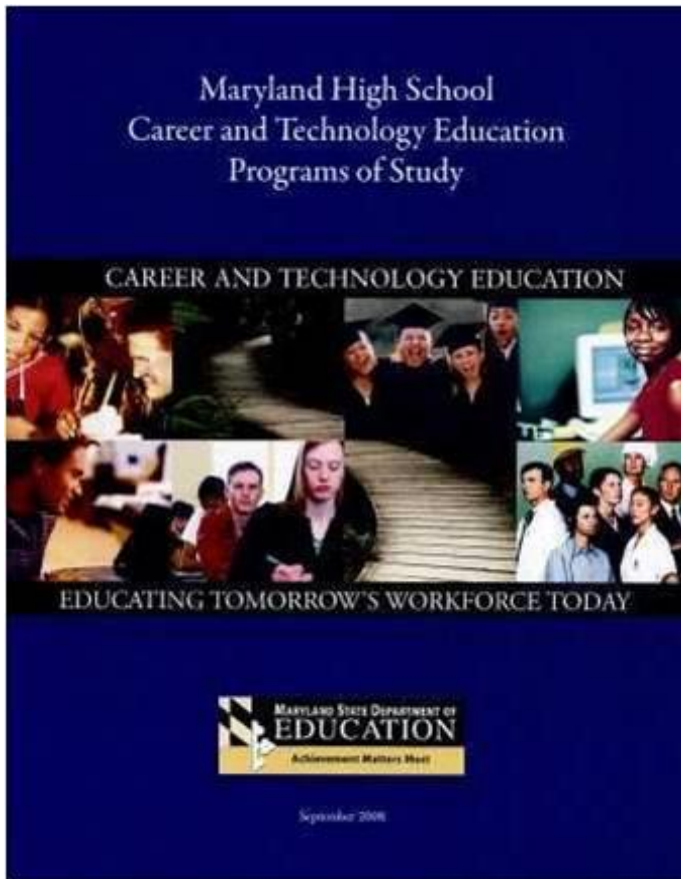


Taylor M.



Zach P.

Publications



CTE Student Organizations

CTE Month 2018

SkillsUSA State Leadership Team Open the State Board Meeting

Tweets **445** Following **140** Followers **222** Likes **553**

4 9

Maryland CTE Retweeted

MdPublicSchools @MdPublicSchools · Jan 30

An impressive group of Maryland Career and Technical Education students joined the Maryland State Board today to help celebrate CTE Month.



13 33

The image shows a group of approximately ten students in red blazers standing at the front of a meeting room. They are addressing a group of people seated around a large conference table. The room has a drop ceiling with fluorescent lights and framed pictures on the wall.

CTE-PLTW Counselors' Conference

- Annual Event Since 2004
- Estimated Attendance = 350 Counselors, Administrators, Teachers, Students (High School and College), Business/ Industry and Postsecondary Representatives
- Incorporate Social Media into the Annual Counselors' Conference



The graphic features a vertical green bar on the left with the text "Career and Technology Education @Maryland_CTE" written vertically. The top right corner has an orange bar with "@Maryland_CTE". The center contains a graphic of colorful arrows pointing right. Below this, a teal background contains the hashtags "#PrepareForTheRealWorld", "#DreamActPlan", and "#ExplorePossibilities". At the bottom, there are logos for "Learning that works for Maryland CTE" and the "Maryland State Department of Education" logo, along with the website "www.mdcteprogams.org".

@Maryland_CTE

Career and Technology Education
@Maryland_CTE

#PrepareForTheRealWorld

#DreamActPlan

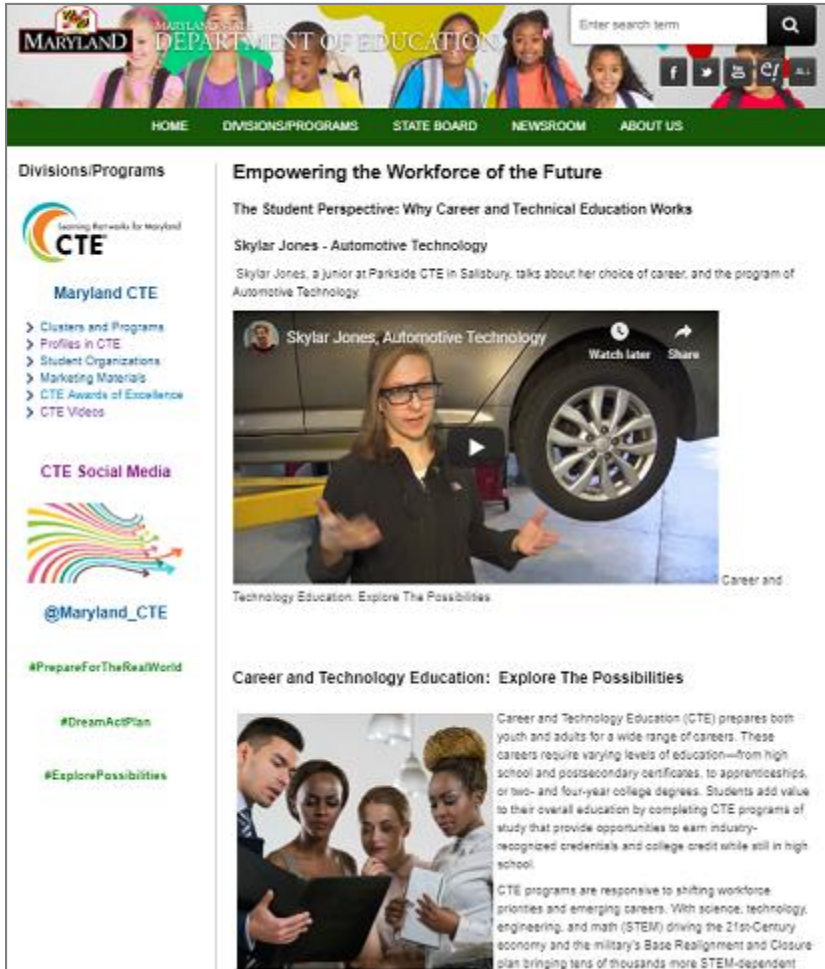
#ExplorePossibilities

Learning that works for Maryland
CTE

MARYLAND STATE DEPARTMENT OF
EDUCATION
PREPARING WORLD CLASS STUDENTS

www.mdcteprogams.org

Continued Progress



The screenshot shows the Maryland Department of Education website. The header includes the state logo and navigation links: HOME, DIVISIONS/PROGRAMS, STATE BOARD, NEWSROOM, and ABOUT US. A search bar is located in the top right. The main content area features a section titled "Empowering the Workforce of the Future" with a sub-heading "The Student Perspective: Why Career and Technical Education Works". Below this is a video player featuring Skylar Jones, a student at Parkside CTE in Salisbury, discussing her career choice in Automotive Technology. The video player includes a play button, a "Watch later" option, and a "Share" icon. To the left of the main content is a sidebar with "Divisions/Programs" and "CTE Social Media" sections. The sidebar includes the Maryland CTE logo, a list of links for Clusters and Programs, Profiles in CTE, Student Organizations, Marketing Materials, CTE Awards of Excellence, and CTE Videos. Social media links for @Maryland_CTE and #PrepareForTheRealWorld are also present. At the bottom of the sidebar, there are links for #DreamActPlan and #ExplorePossibilities.

Since January 2018

- Added 120+ new Twitter followers
- 12,000 Impressions – Number of times people saw our Tweets
- Updating the MSDE CTE Programs Website

Reserve Fund Grants



1. Develop, Improve, Expand, and/or Implement CTE Programs of Study (Secondary and Postsecondary)
2. Prepare High School and Community College Students for Further Education and Careers.
 - **Development and implementation of a social media CTE Marketing Campaign**
3. Provide comprehensive, ongoing, professional development for CTE instructors, faculty, administrators, and counselors.

For More Information, Contact



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www.mdcteprograms.org

Thank You



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