# Promoting Career Technical Education
## SOCIAL MEDIA GUIDE

June 2021

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State Leaders Connecting Learning to Work

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# Introduction

Social media is an important communications tool that can be used to effectively recruit learners into high-quality Career Technical Education (CTE) programs, build and strengthen relationships with industry, extend advocacy to reach policymakers, and build a network with other audiences about the value and promise of CTE. This guide will walk you through the importance of social media, highlight how to use different platforms, showcase effective campaigns, and provide sample posts to get you started.

## Demographics

While there are numerous social media platforms with active users, this guide will primarily focus on Facebook, Twitter and YouTube. Over time Facebook's user base has remained constant with 69 percent of U.S. adults using the social media network. Twenty-three percent of U.S. adults report using Twitter.[1] Recent research shows that the use of YouTube continues to grow, placing the video-sharing service as the most commonly used social platform by 81 percent of Americans.[2] It also is important to note the increasing popularity of some other social media platforms: Instagram, Snapchat and TikTok. Based on your target audience for your messaging, Figure 1 will help you decide the best platforms to invest your time in.

Figure 1: Social Media Use by U.S. Adults

% of U.S. adults in each demographic group who say they ever use ...

| | Twitter | Facebook | YouTube |
|---|---|---|---|
| Total | 23% | 69% | 81% |
| Men | 25% | 61% | 82% |
| Women | 22% | 77% | 80% |
| Ages 18-29 | 42% | 70% | 95% |
| 30-49 | 27% | 77% | 91% |
| 50-64 | 18% | 73% | 83% |
| 65+ | 7% | 50% | 49% |
| White | 22% | 67% | 79% |
| Black | 29% | 74% | 84% |
| Hispanic | 23% | 72% | 85% |
| Less than $30K | 12% | 70% | 75% |
| $30K-$49,999 | 29% | 76% | 83% |
| $50K-$74,999 | 22% | 61% | 79% |
| More than $75K | 34% | 70% | 90% |
| High school or less | 14% | 64% | 70% |
| Some college | 26% | 71% | 86% |
| College graduate | 33% | 73% | 89% |
| Urban | 27% | 70% | 84% |
| Suburban | 23% | 70% | 81% |
| Rural | 18% | 67% | 74% |

Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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**What Makes a Social Media Message Worth Sharing?**

**Timeliness** — You can plan to share messages at key times of the year for CTE, such as Back-to-School Night, CTE Month, Career Advising Month, CTE awareness events, and the weeks preceding annual CTE learner recruitment and enrollment (see a full list of CTE-related awareness days and months on page 23). Live updates during an event or immediately before or after an event are more effective than updates posted a week later.

**Proximity** — CTE audiences tend to be more interested in, make connections with and build their network with their peers, educators and mentors who are local to their area (in their city, county or state). This tendency highlights the importance of posting relevant content within your state or school system and tagging local connections, partners and locations.

**Reach** — To expand the number of people who will see your post, you need high engagement. Public figures, local celebrities and others in the limelight will attract more media attention for your CTE messages. Consider asking your state and local leaders in education, business and industry for a quote about why they recommend and support CTE programs. For added impact, ask for a photo or video testimonial.

**Novelty** — Content that is different and outside people's normal routine will attract the most attention. CTE has many unique qualities to highlight, including gaining skills in specific fields through work-based learning opportunities, hands-on learning inside the classroom, internships, employer engagement and more. This broad range of qualities is part of what makes CTE compelling and should be highlighted often.

**Human Interest** — Learners and parents/guardians want to hear from successful CTE students and alumni on how CTE programs prepared them for the real world and career success. Identify and showcase learner success stories to populate your messages.

**Relevance** — Can you relate the message to something currently going on in your community, in your state, in the world?  If possible, localize a larger issue. A trending hashtag that relates to the post can help too.

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**Impact** — Posts with impact often call out the "so what?" Demonstrate how CTE affects learners, employers and the community. For example, when talking about CTE programs, include statistics about participant graduation, credential attainment, college enrollment and employment with local businesses compared to learners who do not enroll in CTE programs.

## The Dos and Don'ts in Social Media Engagement

Do not post material that is harassing, obscene, defamatory, libelous, threatening, hateful, or embarrassing to any person or entity. Dishonorable content such as racial, ethnic, sexual, religious and physical disability slurs are not tolerated.

Do not post any images or other content from another source unless you are sure that it is in the public domain or that the owner has granted permission. Check website terms of service to see if the site has rules about when you may reproduce content.

Do engage with others. It is always about conversation. Actively seek conversation, participate in discussions and reply to questions. Social media is not meant for one-way communication. Ensure that engagement and conversation are key aspects of your social engagement strategy.

Do use elements to increase traffic to your post. Posts using data points, local connections, images and trending hashtags receive significantly higher traffic compared to those that do not.

Do pay attention to quality. Sustained, intensive dialogue is valuable only if initiated or enriched by high-quality content. Be sure you have carefully vetted articles, videos and links to external content that you are posting.

Do be honest. Cite your sources through links and tags. Providing citations shows respect for the author and increases your credibility.

Do be professional and polite. A dialogue is worthwhile only if all participants treat each other with respect. Avoid provoking and insulting people and break off conversations if a social media user becomes offensive.

Do correct your mistakes. Recognize mistakes and correct them in a timely manner.

Do separate opinions from fact. To avoid misunderstandings, you should make a clear distinction between opinions and facts in your statements. You should also indicate whether you are presenting your own opinion or that of the organization, school or institution.

## Understanding Facebook

Facebook is the online social networking service with the highest number of active users around the world. Facebook can be used to share news and success stories accompanied by video and pictures; promote events; and talk to audiences via video in real time using the Facebook LIVE feature.

The Facebook feed is made up of posts from the people you follow. When you share a post, your audience can like it, comment on it or share it. Hashtags are also used on Facebook, but their use is not as popular as it is on Twitter.

**Anatomy of a Facebook Post**

Below is an image of a post from Advance CTE's Facebook page. This example points out the elements of a post, and you can
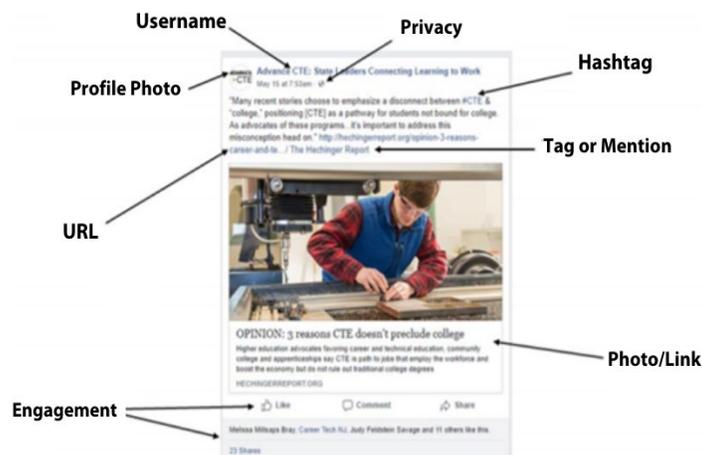


Tip: The dimensions for profile pictures are 170 x 170 pixels on computers, 128 x 128 pixels on smartphones, and 36 x 36 pixels on most feature phones.

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## Facebook Terminology

**Comment**: You can comment directly on a post, or people can comment on your posts. It is important to check comments daily to engage with your audience and to become aware of any questions that may need immediate attention.

**Facebook Messenger**: Messenger is a platform for private messages that can be sent between Facebook users.

**Followers**: Individuals have the option to "follow" pages. When an individual follows a page, that page's updates appear in the individual's news feed.

**Friends**: Friends are personal accounts that are connected (by request) on Facebook. Facebook friends automatically follow each other's posts, which are displayed in their news feeds according to the Facebook algorithm.

**Page Like**: Facebook users can connect to a Page by liking the page. Liking a page allows activity from the Page to show up in the Facebook user's news feed.

**Post**: A post is messaging created on Facebook.

**Post Like**: Liking a post is a way to show support or agreement with content; likes also show up as an update to your timeline and are visible as activity to your followers.

**Profile Picture**: This is your page's user photo. This photo shows up on your page and on anything you post or comment on.

**Share**: You can automatically share another account's content, depending on privacy settings. If someone has a private account, their content will not be accessible to people they are not friends with.

**Tag or Mention**: Using the @ symbol creates a drop-down menu to "tag" a person you want to mention in that post. For example, if you want to mention a business that is included in a photo of a learner at their internship you would use this function. Once you publish the post, the user will be notified. Be sure to receive permission to publicly use images of learners.

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## Understanding Twitter

Twitter is a social media platform that allows users to create profiles and share or "tweet" their thoughts. Twitter content includes breaking news and entertainment, sports, politics and everyday interests.

Join the Twitter network by following other users. To make your profile visible to a larger audience, create a public profile. You can engage in conversations by replying to tweets and retweeting or sharing posts. You are limited to 280 characters, and videos cannot exceed two minutes and 20 seconds, so be sure your posts are compelling, but also concise.

To boost engagement, help users find your content by using hashtags. This guide includes examples of trending CTE hashtags. Relating your tweet to a trending topic is also an easy way to become part of a larger conversation and build your network. Custom hashtags help you find and track when others share your content. Learn more about Twitter by reading [this guide](#)[3].

### Anatomy of a Tweet

Below is an image of a tweet from Advance CTE's Twitter account. This example points out the elements of a tweet, and you can find definitions of key terms related to Twitter below.
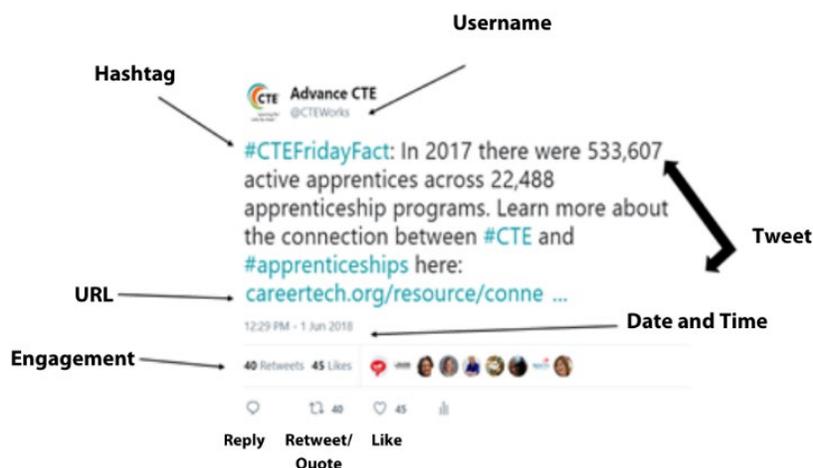


Tip: Twitter's recommended graphic dimensions are 1,600 x 900 pixels.

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## Sample Tweets

Families participating in #CTE are more satisfied with all aspects of their education including quality of classes, opportunities for college credit and gaining real-world skills. Learn more: careertech.org/recruitmentstrategies #CTEWorks

#CTEFridayFact: The graduation rate for students who take a concentration of #CTE courses is about 93 percent, approximately 10 percent higher than the national average. #CTEWorks

88% of families and learners involved in #CTE are satisfied with their high school experience compared to 75% of non-CTE learners: bit.ly/3g9KBdq #CTEWorks

Almost 85% of families in #CTE are satisfied with their ability to learn real-world skills and explore careers in school, compared to just 54% of families not in CTE. bit.ly/3g9KBdq #CTEWorks

## Twitter Terminology

**Direct Message:** A direct message is a private message sent between accounts.

**Followers:** Followers are Twitter accounts that have clicked to "follow" your Twitter profile. Your messages will show up on their account's news feed.

**Following:** If you follow an account, you are subscribing to a Twitter account.

**Like:** Liking a tweet indicates that you appreciate and agree with the content. By clicking the heart symbol on a tweet, you can like a tweet. Your likes are visible on your profile to other users.

**Hashtag:** A hashtag collects tweets that talk about the same thing in one place. Hashtags are preceded by the # symbol.

**Username:** A username, also known as a Twitter handle, is how you are identified on Twitter and is always preceded by the @ symbol. To tag a Twitter account, you can include "@Username" in your tweet.

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**Retweet:** By clicking the retweet button, you share another account's tweet with all of your followers.

**Trends:** A trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment. You can choose to tailor trends based on your location and who you follow.

**Tweet:** A tweet is a post made on Twitter and has no more than 280 characters.

## Understanding YouTube

Video sharing platforms like YouTube are a great way to share your message given their rise in popularity over the past decade. Active users visit YouTube daily to search top-of-mind topics, gather the latest news and information, and connect with other viewers and social communities in real time.

YouTube has a unique algorithm that helps users find videos that are relevant, have high engagement and are high quality. It is helpful to understand how your videos will be recommended to other active users as they engage in YouTube searches and are provided video recommendations by the platform.

Content is the most important factor to boost engagement and watch time on YouTube. The more your video is watched, the more likely it will show up in the algorithm, leading to increased views and watch time. Help users find your content by using keywords that are relevant to your audiences, tagging your video in ways that distinguish your content from others, and providing video thumbnails and supporting social posts on other platforms to increase click-through rates.

## Anatomy of a Video Upload

Below is an image of a video post from Advance CTE's YouTube channel. This example points out the elements of an upload, and you can find definitions of key terms related to YouTube below.
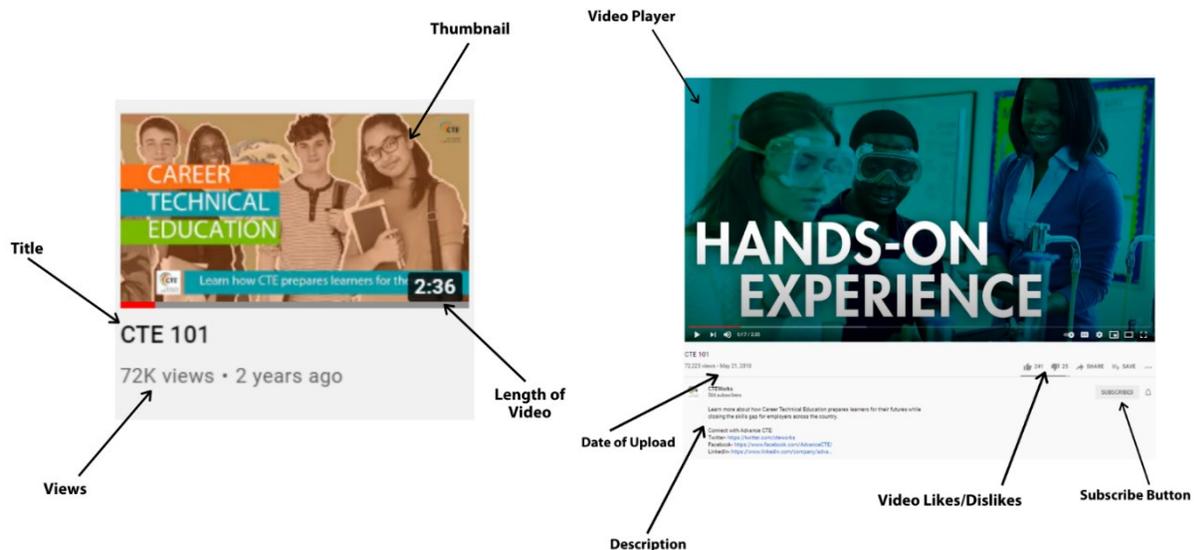


Tip: The standard video sizes for YouTube are 426 x 240 (240p), 640 x 360 (360p), 854 x 480 (480p), 1280 x 720 (720p), 1920 x 1080 (1080p), 2560 x 1440 (1440p) and 3840 x 2160 (2160p). Aspect ratio is 16:9. The maximum file size for a video is 128GB or 12 hours, whichever is less. The recommended size for YouTube thumbnails is 1280 x 720.

## YouTube Terminology

**Autoplay:** With autoplay, videos play continuously without the viewer having to select a new video once one finishes.

**Description:** The description is a phrase that tells viewers exactly what your video is about. Use searchable keywords in your descriptions and keep your descriptions concise.

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**Keywords:** Keywords are searchable terms that are relevant to your content and to your audience.

**Likes:** Likes are a way for viewers to show interest in and support for your content.

**Subscribers:** Subscribers are viewers who click the subscribe button to subscribe to your YouTube channel. Subscribers see more of your content and are notified when you upload new content.

**Tag:** A tag is a word or phrase that helps to identify your video content.

**Thumbnail:** The thumbnail image serves as a marketing poster for your video. Thumbnails are important because not all platform users will read video titles.

**Title:** The title is the name of your video.

**Views:** Views show the number of times your video has been played.

**Watch Time:** Watch time is the amount of time a viewer has watched one of your videos or content across your YouTube channel.

## Sample CTE Hashtags

Below are common CTE-related hashtags that can enhance your social media posts.

#CTE: Use when posting about CTE.

#CTEFridayFact: Use for weekly posts including a CTE data point.

#CTEMonth: Use during CTE Month in February and/or when promoting CTE Month activities.

#CTEWorks: Use when pushing out organizational announcements and resources and/or for advocacy-oriented posts.

#PerkinsV: Use when discussing the Strengthening Career and Technical Education for the 21st Century Act (Perkins V).

## Popular Hashtags

Mix your CTE-specific hashtags with general and/or local ones to increase the post's visibility.

| | |
|---|---|
| #CareerReadiness | #STEM |
| #CareerTechEd | #TipTuesday |
| #COVID19 | #ThrowbackThursday |
| #CTSO | #TuesdayThoughts |
| #FlashbackFriday | #WednesdayWisdom |
| #HigherEd | #WorkBasedLearning |
| #MondayMotivation | |

Tip: Before you post, be sure to do a search to ensure that a tag is not being used by something or someone you may not want to be associated with.

## Creating a Compelling Post

### Use Data to Drive Social Engagement

Social media should not be one-way communication that only provides your audience with information. It is critical to think strategically about how to ensure that your social media pages are engaging and how to establish two-way communication between your audience and your organization.

To determine the effectiveness of your social media, view the social media analytics to see which posts are doing well and which posts are the most engaging. You want your audience to interact with the content and share it with others.

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Feb 2021 · 28 days

TWEET HIGHLIGHTS

**Top Tweet** earned 9,580 impressions

Happy #CTEMonth! Be sure to tag @CTEWorks all month long as you showcase your activities, events, awards and more! #CTEWorks pic.twitter.com/DjI9HvFfoT

↩ 1   ⇄ 51   ♥ 124

[View Tweet activity]      View all Tweet activity

**Top Follower** followed by 193K people

"KNOW THAT NONE OF US HAVE IT ALL FIGURED OUT. WE'RE ALL

**Top mention** earned 438 engagements

**Dickson County Schools CTE**
@DCS_CTE · Feb 23

With 5 days left of CTE Month, @DCS_TN isn't letting our students go unnoticed! With students at over 30 local businesses, they have the opportunities to implement all things CTE at their sites. @DLWeeks83 @raylecomte @DchsWbl @gayle_burton66 @CTEWorks @TDCTE @mattspinella pic.twitter.com/8WxXJGHtB3

↩ 1   ⇄ 6   ♥ 19

FEB 2021 SUMMARY

| Tweets | Tweet impressions |
|---|---|
| 111 | 173K |

| Profile visits | Mentions |
|---|---|
| 9,590 | 400 |

New followers
110

---

Tip: Use the data from analytics dashboards to understand what messages resonate best with your followers and what content behaviors you should continue.

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## Use Video to Encourage Engagement

In spring 2018, Advance CTE launched a CTE 101 video, which provides an overview of how CTE prepares learners for their future while closing the skills gap for employers across the country. Staff used social media as a critical component of the promotion of the video. Below is a sample Advance CTE post that used the video content and resulted in high engagement rates.

**What Worked:** The tweet to the right addresses a popular topic in the spring: school graduation. It includes an attention-grabbing image; the popular #CTE



**Advance CTE**
@CTEWorks

#CTEFridayFact: Congratulations to all those #CTE students graduating in the next few weeks! We know that #CTE learners have a graduation rate over 10 percent higher than non-CTE students! careertech.org/campaign-video

10:59 AM - 25 May 2018

101 Retweets  153 Likes

↩ 1   ⇄ 101   ♡ 153

hashtag makes it easy to find; and the statistic is relevant information for advocates, parents/guardians, instructors and more.

**Results:** The tweet had an engagement rate of 4.6 percent, which included 392 engagements and 8,418 impressions. Total engagements included 155 likes, 101 retweets and 25 link clicks.

It is important to know that videos on Twitter are limited to two minutes and twenty seconds. You can trim longer videos directly in Twitter if you upload the raw video file instead of linking to the video on a separate platform. Another approach for the use of videos is to create short teasers or explainers for your audiences. As demonstrated in the tweet to the right, Advance CTE used a 15-second clip to provide a brief introduction to a longer vide housed on Advance CTE's YouTube channel, with a call to action to read more about the topic on the Advance CTE Blog.



Tip: With either a full video or a short teaser, the use of video can spark engagement with your content similar to the use of graphics.

**Encourage Your Followers to Promote Your Posts**
Consider drafting a promotional toolkit to help others easily share your content on social media. Advance CTE's promotional toolkits include sample posts for each platform, a relevant hashtag, social media handles, graphics and relevant links to share. The *Without Limits: A Shared Vision for the Future of Career Technical Education* (CTE Without Limits) promotional toolkit[4] is one example. When creating graphics for social posts, use the dimensions that are specific to that platform to make sure the graphics appear in the best quality possible.

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**National TSA**
@NationalTSA

Today is the last day of National TSA Week! Celebrate Friendship Friday by posting a picture of you and a friend you have made in TSA.
#TogetherTSA

You may decide to create your own state, local or event hashtag to increase engagement with your social content.

For example, the National Technical Student Association (TSA) used #TogetherTSA during National TSA Week. By asking followers to post pictures, tag a friend and use the hashtag, National TSA was able to increase its reach and engagement.

## Engaging Key Audiences

Audiences will respond positively to different types of messages. It is important to understand who your key audiences are and how to reach them. You can start by understanding the key messages for learners, parents/guardians, policymakers and other vital stakeholders. Additionally, know the demographics of the active users on the platform you are using.

TIP: Learn more about the messages and language that resonate with parents/guardians and learners to help you craft relevant content.

**Communicate the Value of CTE**

Advance CTE's newest research[5] demonstrates that parents/guardians of learners enrolled in CTE were twice as likely to be satisfied with their overall school experience as those not in CTE. Your messaging on social media should communicate that CTE delivers for families.

One of the best ways to demonstrate the benefits of CTE is to localize your examples. Learners and their parents/guardians want to know specifically how CTE will



**ECMC Education**
@ECMCEducation

Why pursue a career in the #skilledtrades? These are shorter, less expensive education pathways that lead to family-sustaining careers that meet the needs of today's learners. #skilledtradesday #CTEworks
indeedhi.re/3ti7Mqy

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work for them in their own schools and communities and will be put off by examples that they cannot relate to. Using local examples can help explain the nuts and bolts of how CTE delivers, make the connection between CTE and a specific career or industry, and highlight partnerships with local colleges and employers that are recognizable to parents/guardians and learners.



For example, Jordan CTE localized its tweet by tagging the medical facility where learners were able to receive on-the-job training through their CTE experience and connect their passion to a career right in their community.

**Showcase Learner Success Stories**

The best way to sell CTE to parents/guardians and learners is to lift up the examples of successful CTE learners or alumni of CTE programs. One avenue to find compelling learner examples is to coordinate with statewide or local Career Technical Student Organizations (CTSOs) and gather testimonials, photos and stories to share on social media. For example, the tweet below focused on a local learner success story to create human interest in CTE. To help expand the reach of this tweet, Wisconsin CTE used relevant hashtags and tagged the state CTSO and the university the learner was attending.

**TIP 1:** Create a graphic template for a weekly or monthly feature to provide consistency for your posts. This will direct your audience's attention.

**TIP 2:** Use learner quotes to amplify the impact of your social post. When possible, attribute a statement from learners, state leaders, policymakers or key stakeholders.

**TIP 3:** Be sure to get permission before sharing any photos of learners and/or staff.



Wisconsin CTE
@WisconsinCTE

Meet State Officer Cortney Zimmerman, who serves as State Vice President for Wisconsin FFA! @WisconsinFFA @SDStateCAFES

**Cortney Zimmerman**
South Dakota State University, Freshman
Wisconsin FFA, State Vice President

"Without FFA, I would still be the really shy student who didn't want to stand out from the rest. Although I don't exactly know where I will land career-wise, I know that FFA has set me up on a path towards success."

This type of post is a great way to highlight CTE and the many ways CTE benefits learners. While lifting up learner stories, especially in workplace settings such as job shadowing, internships or apprenticeships, highlight the role of the employer or business partner.

**Share Insightful and Relevant Data**

Data can be a particularly strong selling point to demonstrate the benefits of CTE. Advance CTE has numerous fact sheets and resources you can use to share the importance of high-quality CTE and help educate those who may not know what CTE is. For more data about CTE, view Advance CTE's fact sheets[6].

For example, the CTE community shares data using the hashtag #CTEFridayFact on Twitter. See the example below. This hashtag is a good place to start to get ideas for content and data.



Oregon CTE
@OregonCTE

#CTEFridayFact: About half of all CTE learners are enrolled in programs in leading fields such as health care, STEM and information technology. Learn more by watching this @CTEWorks video bit.ly/2rUX8IH .
#CTEWorks

1/2 OF CTE LEARNERS
ENROLLED IN PROGRAMS IN LEADING FIELDS

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## Highlight Hands-On Learning Experiences

Families and learners both participating in and considering CTE highly value an education experience that allows learners to explore careers and gain real-world skills that will help them achieve college and career success. Use images of learners in their CTE courses, in work-based learning settings and youth apprenticeship programs, and at CTSO activities and competitions. They are more likely to share social content that directly includes them, increasing your post engagement. For example, Utah uses graphics of learners engaging in real-world skills training to promote its CTE pathways using the hashtag #WBLWednesday.



> **Utah CTE**
> @UtahCTE
>
> #WBLWednesday: Discover the #UtahCTE Auto Mechanics & Repairs Career Pathway and #TurnYourDreamIntoACareer bit.ly/3uw1VyY. #UtahCTE #LearniingThatWork



> **National TSA**
> @NationalTSA
>
> Highlight your achievements by applying for the TSA Technology Honor Society! This program is designed to recognize TSA members who exemplify high academic ideals, and members are eligible for recognition at the state and national level. Visit the TSA website to apply! #TSAnow

## Lift Up Equity

It is important for learners and families to see success stories of individuals who look like them and share similar educational, racial, socio-economic, gender and geographic backgrounds. Make an effort to provide an equitable lens across your content when sharing over social networks.

Including learner photos that represent a variety of ethnic backgrounds, learner ages and learner needs is a great place to start. For example, the National TSA used images of historically marginalized communities by race to promote the Technology Honor Society.

Tip: Use data to understand where equity gaps exist in your state and CTE programming.

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## Do Not Forget to Include Business/Industry Partnerships

Social media can be a fantastic tool to engage with important business, industry and workforce partners in your state or district. Employers play a critical role in the development and implementation of high-quality CTE programs, often weighing in on curriculum and industry standards and providing work-based learning experiences for learners.

Demonstrate how learners are gaining important real-world skills by highlighting success stories from internships, apprenticeships, job shadowing, mentorships and even local industry leaders in the classroom.

## Reach Policymakers

Social media gives you a direct line of communication to policymakers; legislators at all levels typically use social media. Use these channels to share the many successes of CTE in your state, district and/or school. If you are able, advocate for policy that is specific to CTE. For posts that are specific to the Perkins Act, use the #PerkinsV hashtag.

**SkillsUSA** ✓
@SkillsUSA

#DYK: Perkins V now supports the increased participation of all special populations in CTSOs? Contact your advisory committee and administrator and ask them to support the special population students in your program. #CTE #SkillsUSA #CTSO #PerkinsV

**Perkins V**

SkillsUSA.
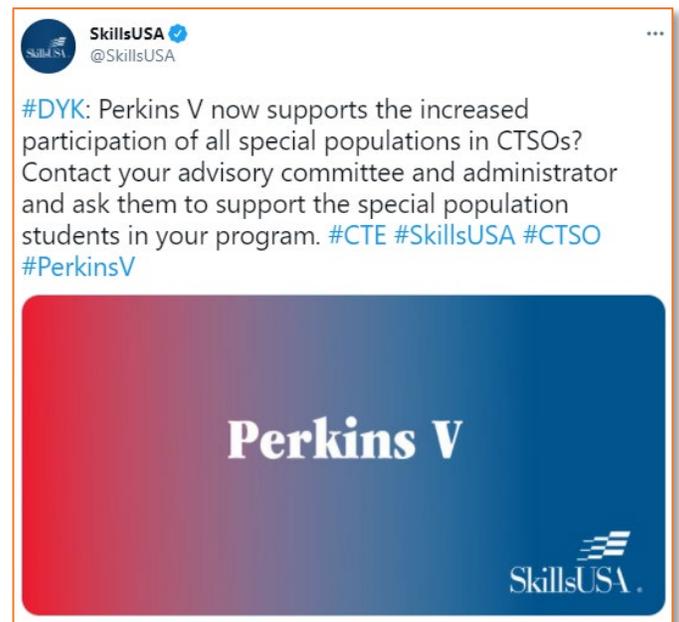
## CTE State Accounts on Twitter

| | | |
|---|---|---|
| Alabama | Louisiana | Oklahoma |
| Alaska | Maine | Oregon |
| Arizona | Maryland | Pennsylvania |
| Arkansas | Massachusetts | Rhode Island |
| California | Michigan | South Carolina |
| Colorado | Minnesota | South Dakota |
| Connecticut | Mississippi | Tennessee |
| Delaware | Missouri | Texas |
| District of Columbia | Montana | Utah |
| Florida | Nebraska | Vermont |
| Georgia | Nevada | Virginia |
| Hawaii | New Hampshire | Washington |
| Idaho | New Jersey | West Virginia |
| Illinois | New Mexico | Wisconsin |
| Indiana | New York | Wyoming |
| Iowa | North Carolina | |
| Kansas | North Dakota | |
| Kentucky | Ohio | |

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## National Partnering Organizations

Follow these CTE Without Limits supporters on Twitter to join the CTE community and stay informed.

- Achieving the Dream
- Advance CTE
- Alliance for Excellent Education
- American School Counselor Association
- American Youth Policy Forum
- Association for Career and Technical Education
- Business Professionals of America
- Center for Global Education at Asia Society
- Center for Occupational Research and Development
- Coalition for Career Development Center
- College in High School Alliance
- Corporation for a Skilled Workforce
- Council of Chief State School Officers
- Credential Engine
- Data Quality Campaign
- DECA
- Education Strategy Group
- Family, Career and Community Leaders of America
- Future Business Leaders of America-Phi Beta Lambda, Inc.
- HOSA — Future Health Professionals

- JFF
- KnowledgeWorks
- NAF
- National Alliance of Concurrent Enrollment Partnerships
- National Alliance for Partnerships in Equity
- National Association of State Boards of Education
- National Association of State Workforce Agencies
- National Career Pathways Network
- National Council of Workforce Education
- National FFA
- National Skills Coalition
- Opportunity America
- SkillsUSA
- Southern Regional Education Board
- State Higher Education Executive Officers Association
- Technology Student Association
- U.S. Chamber of Commerce Foundation
- Western Interstate Commission for Higher Education

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## CTE-Related Awareness Days/Weeks/Months

An easy way to create content is to highlight CTE in relation to national awareness days, weeks or months. The table below gives you some examples.

| | |
|---|---|
| January | 9: Law Enforcement Appreciation Day<br>12: Pharmacist Day<br>17: International Mentoring Day<br>24:  International Day of Education<br>29: Thank Your Mentor Day |
| February | **CTE Month (#CTEMonth)**<br>1-5: National School Counseling Week<br>11: International Day of Women and Girls in Science<br>21-27: National Engineers Week<br>25: Digital Learning Day<br>25: Introduce a Girl to Engineering Day (#GirlDay2021)<br><br>Many national CTSOs host awareness weeks throughout the month of February. Be sure to follow each organization for the specific dates each year.<br><br>13-19 (2022): National FBLA-PBL Week<br>14-18 (2022): National FCCLA Week<br>16-12 (2022): National SkillsUSA Week<br>19-26 (2022): National FFA Week |
| March | 7-13: National Women in Construction Week<br>26: International Social Emotional Learning/SEL Day (#SELDay #SocialEmotionalLearning)<br>30: National Doctor's Day |

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| April | Financial Literacy Month (#MySavingsStory, #FinancialLiteracyMonth, #FinLitMonth)<br>Counseling Awareness Month (#CounselorsHelp)<br>National Internship Awareness Month<br>4-10: National Robotics Week<br>29: World Veterinary Day |
| May | Mental Health Awareness Month<br>Military Appreciation Month<br>1: National Law Day<br>5: National Skilled Trades Day (#NationalSkilledTradesDay)<br>6: National Nurses Day<br>16-22: National EMS Week<br>17-23: National Careers Week |
| June | National Safety Month<br>5: World Environment Day |
| July | National Culinary Arts Month<br>Minority Mental Health Awareness Month<br>1: World Architecture Day |
| August | 12:  International Youth Day (#YouthDay)<br>19: National Aviation Day |
| September | 21: National IT Professionals Day<br>27- October 1: DECA New Member Week |

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| October | Careers in Construction Month<br><br>National Disability Employment Awareness Month<br><br>1: Manufacturing Day<br><br>4-8: National TSA Week<br><br>11-15: DECA School-Based Enterprise (SBE) Week<br><br>12: National Farmers Day/National Thank a Farmer Day<br><br>19: National Pharmacy Technician Day<br><br>28: National First Responders Day |
| November | National Career Development Month<br><br>National DECA Month<br><br>1st Full Week of November: HOSA Week<br><br>8: National S.T.E.M./S.T.E.A.M Day<br><br>8-14: Global Entrepreneurship Week<br><br>10: International Accounting Day<br><br>11: Veterans Day<br><br>20: Future Teachers of America Day |
| December | 6-12: Computer Science Education Week (#CSEdWeek, #CSForGood, #CSforSocialJustice) |

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[1] Pew Resource Center, Source: Social Media Use in 2021
https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/
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[3] Twitter, Help Guide https://help.twitter.com/en/twitter-guide
[4] Without Limits: A Shared Vision for the Future of Career Technical Education Promotional Toolkit- Partners
https://cte.careertech.org/sites/default/files/WithoutLimits_PartnerToolkit_AdvanceCTE_032021.pdf
[5] Communicating Career Technical Education: Learner-centered Messages for Effective Program Recruitment
https://careertech.org/resource/communicating-CTE-recruitment
[6] Advance CTE Fact Sheets https://careertech.org/fact-sheets

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