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

• #CareerTech Champion
• #OKCareerTechDeliver
• #CareerTechDelivers
• This is Career Tech

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/careertech
Video is Key

#CareerTechDelivers: Conversations with Dr. Marcie Mack

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!
Arizona

Use Common Hashtags and create your own

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

#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

@PeoriaCTE

#ThrowbackThursday Take a look at the @PUSDfirescience students during the Sunrise Mountain High School Homecoming Parade! 🔥🚗 Interested in our Fire Science Program? Check it out here: peoriaunified.org/Page/175

#CTE #CTEWorks #CTEWorks4Me
#CTEFridayFact Did You Know? Nationally, 76% of CTE students say learning about a career cluster helped them get better grades.

#CTE #CTEWorks #CTEWorks4Me

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

DID YOU KNOW?

www.careertech.org
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/ ...

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,302</td>
<td>215</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Engagement Rates

- 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!
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

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:

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

Note: Thank you for being part of our community. We have updated the layout of 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

www.careertech.org

@CTEWorks
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

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

www.careertech.org
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  
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

<table>
<thead>
<tr>
<th>Month/Week/Day</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>June 2018</td>
<td>National Safety Month</td>
</tr>
<tr>
<td>July 2018</td>
<td>National Culinary Arts Month</td>
</tr>
<tr>
<td>July 1, 2018</td>
<td>World Architecture Day</td>
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<tr>
<td>November 20, 2018</td>
<td>Future Teachers of America Day</td>
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<tr>
<td>February 2019</td>
<td>Career Technical Education Month</td>
</tr>
<tr>
<td>February 11, 2019</td>
<td>International Day of Women and Girls in Science</td>
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<tr>
<td>February 17 – 23, 2019</td>
<td>National Engineers Week</td>
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<tr>
<td>February 21, 2019</td>
<td>Introduce a Girl to Engineering Day</td>
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<tr>
<td>March 7 – 11, 2019</td>
<td>National Careers Week</td>
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<tr>
<td>March 30, 2019</td>
<td>National Doctor’s Day</td>
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<tr>
<td>April 2019</td>
<td>National Internship Awareness Month</td>
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<tr>
<td>April 29, 2019</td>
<td>World Veterinary Day</td>
</tr>
<tr>
<td>May 1, 2019</td>
<td>National Law Day</td>
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</tbody>
</table>
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%)
Marketing CTE in Maryland

Marquita Friday, Program Manager
Division of Career and College Readiness
December 18, 2018
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

<table>
<thead>
<tr>
<th>Message</th>
<th>Students</th>
<th>Parents</th>
<th>Counselors/Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prepare for the Real World</td>
<td>Charles: Second Choice</td>
<td>Charles: *</td>
<td>Charles:</td>
</tr>
<tr>
<td></td>
<td>Talbot: First Choice</td>
<td>Talbot: First Choice</td>
<td></td>
</tr>
<tr>
<td>2. Get More From High School</td>
<td></td>
<td></td>
<td>First Choice</td>
</tr>
<tr>
<td>3. A Smart Investment</td>
<td></td>
<td>Misleading</td>
<td>Second Choice</td>
</tr>
<tr>
<td></td>
<td>Talbot: Second Choice</td>
<td>Talbot: Second Choice</td>
<td>Most Appealing to</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Parents</td>
</tr>
<tr>
<td>5. Giving Students a Leg Up</td>
<td></td>
<td></td>
<td>Most Appealing to</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Students</td>
</tr>
</tbody>
</table>
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

Where are They Now?

Eddie M.  Hailey B.  Jackson L.  Aaron M.  Alex Y.  Chandler K.

Jenny R.  Laila M.  Luke M.  Regina N.  Taylor M.  Zach

Michael F.  Myan M.  Zach P.
Publications

Maryland High School Career and Technology Education Programs of Study

Maryland High School Career & Technology Education Programs of Study

CTE Student Organizations

CTE Month 2018

SkillsUSA State Leadership Team Open the State Board Meeting
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
Continued Progress

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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