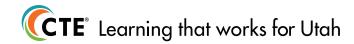
HOW TO PROMOTE YOUR CTE PROGRAM



CAREER AND TECHNICAL EDUCATION

Use student stories and testimonials to PROMOTE your CTE program:

- A. In PRINT
- B. On the WEB
- C. Via SOCIAL MEDIA
- D. Using CTE FACTS
- **E. At CTE EVENTS**



PRINT > Promote your CTE program in your schools online registration.

- > Put a story about your class in your school newsletter.
- > Contact your local media to highlight an event in your school or classroom.

WEB > Email local and state policymakers and share student success stories.

- > Post student success stories and classroom events on your school website.
- > Highlight Career and Technical Student Organization (CTSO) local, regional, state, and national competitions.

SOCIAL MEDIA Hashtags: #UtahCTE | #LearningThatWorks | #CTEWorks

- > Blog Tell about the benefits of student participation in your program.
- > Facebook Post information and photos highlighting your program.
- > Instagram Post photos and videos highlighting your program.
- > X (formerly known as Twitter) Post about your CTE program and student success stories.
- > YouTube Have your class create a video showing hands-on CTE Career Pathways activities.

CTE FACTS

- > Use CTE facts to promote and highlight your program.
- > National CTE facts > District facts > Classroom facts
- > Utah CTE facts > School facts

CTE EVENTS

- > Back-to-school night
- > Career fairs
- > CTE Month

177,959

Utah students enrolled in CTE courses

PROMOTE your CTE program using resources available on UtahCTE.org:

> Brochures

> Posters

> Flyers

> Videos