

HOW TO PROMOTE YOUR CTE PROGRAM

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 by placing an advertisement in your school registration booklet.

- > Put a story about your class in your school newsletter.
- > Contact your local newspaper 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

- > Twitter — Tweet about your CTE program and student success stories.
- > Facebook — Post information and photos highlighting your program.
- > Instagram — Post photos and videos highlighting your program.
- > Blog — Tell about the benefits of student participation in your program.
- > 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

160,054

Utah students enrolled in CTE courses

2016-2017

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

- > Brochures > Posters
- > Flyers > Videos



UtahCTE.org