



Social Media HOW TO GUIDE

A guide to using social media to spread awareness
of CTE programs in your school system





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ABOUT THIS GUIDE



In February of 2017, the Maryland State Department of Education (MSDE) was one of four states to receive a grant from Advance CTE, an organization that advocates for policies and legislation to enhance and sustain high-quality CTE programs throughout the nation. The grant was sponsored by the Siemen's Foundation to identify and implement

strategies to attract students to high-quality Career and Technology Education (CTE) programs. The objectives of the grant were to:

- Support innovative recruitment strategies into high-quality CTE programs at the state, district and/or local level with students and parents of students being a primary audience;
- Increase awareness of and interest in high-quality CTE programs in participating states among students and parents;
- Demonstrate scalability of recruitment strategies and activities;
- Identify lessons learned from recruitment strategies and activities;
- Implement research-tested messages around high-quality CTE; and
- Lift up model recruitment activities and strategies to be shared with other states.

Maryland's project consisted of three components: 1) Working with two local school systems to implement social media campaigns using research tested messages. 2) Using the Advance CTE Branding Guidelines on Maryland's marketing publications and flyers, and 3) Developing this Social Media "How To" Guide which is intended to provide other school systems with a "road map" for promoting CTE through social media.

INITIAL PREPARATION

Before beginning a marketing campaign, it is important to identify the target audience and know what messages will resonate with them. To start this project, MSDE staff replicated the process used by Advance CTE and conducted focus groups in Charles and Talbot Counties with the target audiences, which consisted of students, parents, and counselors/teachers. Advance CTE shared a Focus Group Discussion Guide with MSDE staff, which was then tailored for local school system implementation– a copy of the guide is available for download at <http://www.marylandpublicschools.org>. State staff asked local school system staff to test the same five messages that Advance CTE used in its focus groups. The next two pages contain the findings from Advance CTE and describe those from both Charles and Talbot Counties.

THE VALUE AND PROMISE OF CAREER TECHNICAL EDUCATION FACT SHEET

Below are some of the top findings from a survey done by Advance CTE titled, *The Value and Promise of Career Technical Education*.

CTE Delivers for Students

- Students in CTE programs and their parents are three times as likely to report they are “very satisfied” with their own and their children’s ability to learn real-world skills as part of their current education compared to parents and students not involved in CTE.
- 86% of parents and students want real-world, hands-on opportunities as part of the high school experience.

91%

of parents of students in CTE believe their child is getting a leg up on their career, compared to only **44%** of prospective parents.

82%

of CTE students are satisfied with their ability to learn real-world skills in school, compared to only **51%** of non-CTE students.

80%

of parents of students in CTE are satisfied with their child’s ability to participate in internships, compared to only **30%** of prospective parents.

- Seventy-seven percent of CTE students are satisfied with their ability to earn credits towards a certification, compared to only 44% of students not enrolled in CTE programs.
- Nearly 70% of CTE students are satisfied with their ability to engage with employers, compared to only 32% of prospective or non-CTE students.

College and Career are Important Goals to Parents and Students

93%

of parents and students say “finding a career that I/my child feels passionate about is important.

85%

of parents and students (involved with CTE or not) say getting a college degree is important, and as many agree (87%) it’s important to have a job that pays well.

2%

of CTE students say they “don’t know” what they will do after high school, compared to **8%** of non-CTE students.

CTE Needs Champions and Messengers

- Professional school counselors are the most trusted source to learn about or to receive more information about CTE programs, by both parents and students, followed closely by teachers.
- Seventy-seven percent of parents and students want to hear from CTE alumni to determine if CTE is a good fit for them.

The findings from the focus groups conducted in Charles and Talbot Counties were similar to those of Advance CTE. According to the Advance CTE Fact Sheet:

- **93%** of students and parents say “finding a career that I/my child feels passionate about is important. This concept is most closely aligned to the **“Explore the Possibilities”** tagline, which in Charles County, ranked highest with students. In Talbot County, this message ranked second with students and parents
- **86%** of parents and students want real-world, hands-on opportunities as part of their high school experience. This concept is captured in the **“Prepare for the Real World”** tagline, which ranked highest among students and parents in Talbot County and ranked second with the students in Charles County.
- **77%** percent of parents and students want to hear from CTE alumni to determine if CTE is a good fit for them. Parents stated that they wanted more information regarding CTE programs and from a variety of sources.

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			*			

Although **“A Smart Investment”** tested well with educators (counselors and teachers), it did not resonate with students and parents. It should be noted that parents from Charles County didn’t think messages were necessary. They wanted ongoing and regular communication about CTE using a variety of social media outlets. Regardless of the message being used, it is recommended to test the messages on key stakeholder groups prior to implementing marketing campaigns.

Other information gleaned from the Charles and Talbot Counties focus group sessions included the preferred social media outlets used by teens and adults. The students primarily communicated with each other through Instagram and Snapchat while the adults used Facebook and Twitter. Lastly, while students and parents were familiar with specific programs, they did not always connect those program with CTE. The results of the focus group findings confirmed that messages need to incorporate the following components: pictures of current or former CTE students, a reference to the specific CTE program, an indication that it is a CTE program, and a reference to the school or school system offering the program.

AN INTRODUCTION TO SOCIAL MEDIA



Communication is constantly evolving. Word of mouth has turned into “world of mouth,” and sharing news is as simple as a swipe on your phone. Both parents and students now rely on social media as a main source of information, and it is important to capitalize on these platforms to represent CTE’s brand at school and in the community.

WHAT MAKES A SOCIAL MEDIA MESSAGE WORTH SHARING?

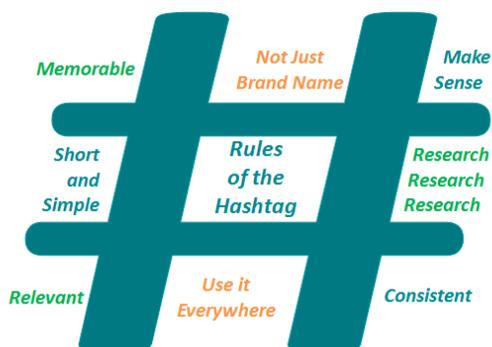
- **Timeliness** – “Now” is more newsworthy than “then.” It is important to share messaging at key times of the year for CTE such as Back-to-School night, CTE and Science, Technology, Engineering and Mathematics (STEM) awareness events and prior to the annual CTE student recruitment and enrollment time frame. It is also better to post during or immediately before or after an event, rather than letting a week or two go by before posting.
- **Proximity** – Nearness. People tend to be more interested in something that is happening near them – in their city, state or county. For CTE, this means posting relevant content within your school system and tagging local connections, people and locations
- **Reach** – Public figures, celebrities and others in the limelight will attract more media attention. Consider asking your local government representatives, principal, school superintendent or even local workplace partner companies for a quote about why they recommend and support CTE programs. For added impact, ask for a photo or video testimonial.
- **Novelty** – Something different and outside people’s normal routine will attract the most attention. A lot of people do not realize the extent of what CTE programs have to offer! What may be “normal” for you is not necessarily normal for the general public.
- **Human Interest** – Highlight the emotional or “human” side of a story. For any school or specific CTE program, one has an opportunity to put a face to the student’s education and experiences.

WHAT MAKES A SOCIAL MEDIA MESSAGE WORTH SHARING?

- Relevance – Can you relate the message to something currently going on in the world and news? If possible, localize a larger issue. For instance, if a study comes out highlighting the value of CTE programs, share it on various channels.
- Impact – Call out the “so what?” What consequences will be realized because of the CTE program? Use examples of what would happen WITHOUT the services provided by CTE. For example, when talking about a school’s CTE programs, include statistics about these student’s graduation, college and employment rates versus students who do not enroll in CTE programs.

WHAT AUDIENCE USES SOCIAL MEDIA?

- 2.8 billion are active social media users worldwide as of January 2017. It is growing rapidly – 22% increase in past year.
- 28% of internet users only use one social media channel.
- 24% use two social media channels.
- 16% use three social media channels.
- 8% use four social media channels.
- 4% use five social media channels.



WHAT IS A HASHTAG AND HOW IS IT USED?

A hashtag is a word or phrase preceded by the hash/pound sign (#). Using a hashtag helps make the content more discoverable, as a hashtag makes a word or phrase “searchable.” It is important to use a mixture of CTE-specific and generic hashtags to optimize the content – think about the types of information that would be of interest to the target audience. For example, using both CTE hashtags and college-related hashtags would help make the content more discoverable to someone looking for college education resources. The social media platforms that heavily use hashtags are Instagram and Twitter.

In order to use hashtags properly, be certain not to include spaces, punctuation marks, or special characters. The possibilities are endless, so it is easy to create one’s own! You will find a variety of sample recommended hashtags throughout this guide.

This guide focuses on Facebook, Instagram, Snapchat and Twitter. Although a school system may not use every platform, it would be helpful to share this information with students to allow them to spread awareness of CTE through their individual social media accounts.

#PrepareForTheRealWorld

#ExplorePossibilities

#DreamPlanAct

FACEBOOK



Facebook is the most popular social media platform, reaching 1.9 billion unique monthly users. Seventy-five (75%) of users spend 20 minutes or more on Facebook daily.

TERMINOLOGY

- Post – Messaging created on Facebook
- Message – A private chat message that can be sent between accounts
- Like – Clicking “Like” on a post is a way to show support to content; it also shows up as an update to your timeline
- Share – By clicking “share” on a post, you can automatically share another account’s content, depending on privacy settings
- Comment – You can leave a message by commenting directly on a post, or people can comment on your posts – this is often how other users will ask you questions
- Mention –When you “mention” another account by typing in “@” followed by an account name, it will automatically link to that profile; also referred to as a “tag”
- Tag – Tags can directly link to a person, page or place (such as your school or a workplace partner), and can be used in a status update or with a photo. For example, you can use a tag to say who you are with or where you are when posting
- Timeline – Your Page’s photos, videos and posts as well as content in which you have been tagged
- News Feed – Facebook’s homepage. This lists recent posts from accounts you follow (as opposed to Timeline, which shows your content)
- Cover Photo – Your Page’s background photo is at the top of your profile
 - Displays at 820 pixels wide x 312 pixels tall on your Page on computers and 640 pixels wide x 360 pixels tall on smartphones
- Profile Picture – This is Your Page’s user photo. This photo shows up on your page and on anything you post or comment
 - Displays at 170 x 170 pixels on your Page on computers, 128 x 128 pixels on smartphones and 36 x 36 pixels on most feature phones
 - Will be cropped to fit a square
- Groups – Facebook Groups are designed for small group communication and can be public or private. Members can interact with each other through discussions within the group
- Followers – Individuals have the option to “follow” Pages, which then shows the followed Page’s updates in their news feed
- Friends – Personal accounts that are connected (by request) on Facebook. Accounts who are “friends” automatically follow each other’s posts, which are displayed in their news feeds
- #Hashtag: A search term prefaced by the “#” symbol

WHO IS THE TARGET AUDIENCE?

- 83% of all women who are online use Facebook; 75% of all online men use Facebook
- Facebook is the best place to reach Millennials (ages 18-34) and Generation X (age 34-52). Generation X spends almost 7 hours a week on social media

Although Facebook may not be the best way to reach students, it is the ideal social media channel to reach local businesses and parents who may be interested in partnering with CTE programs.

Facebook is also a great way to reach professional school counselors by setting up a Facebook Group for your school. By creating a private Group for counselors, you can send them CTE updates, ask questions and allow counselors to provide updates.

HOW OFTEN SHOULD I POST ON FACEBOOK?

Best Practice Is To Post Daily or a Minimum of 3 to 4 Times Per Week.

WHAT IS THE BEST TYPE OF CONTENT TO POST?

- Photos
- Short, clear and purposeful posts
- Tag other Facebook accounts as much as possible (see directions and example on page 8).
- Post with the occasional hashtag
- "Share" related content and articles

It is important that your school posts from its official Facebook business Page, not from a personal page. Having a business Page allows you to post a greater variety of content and adds increased professionalism to your school and to the CTE brand. If your school does not have a Facebook business Page, follow the steps below to set up an account.

HOW TO CREATE A FACEBOOK BUSINESS PAGE

What do I need to prepare to create the Page?

- A designated school employee to manage the account. You will want to use their email address/personal Facebook account to create the Page
- A name for your Page. This name should be your school's full name
- Information about your school for an "About" section
- A profile photo and a cover photo
 - For your profile photo, you can use a photo of the school, a logo or a school mascot photo
 - Your cover photo dimensions should be at 820 pixels wide x 312 pixels tall.
 - For profile and cover photos, it is recommended you use a PNG file format, which is optimized for viewing on computers and phones

After you have logged into Facebook (or created a new employee account), on the left-hand side menu under “Create,” click on “Page.”

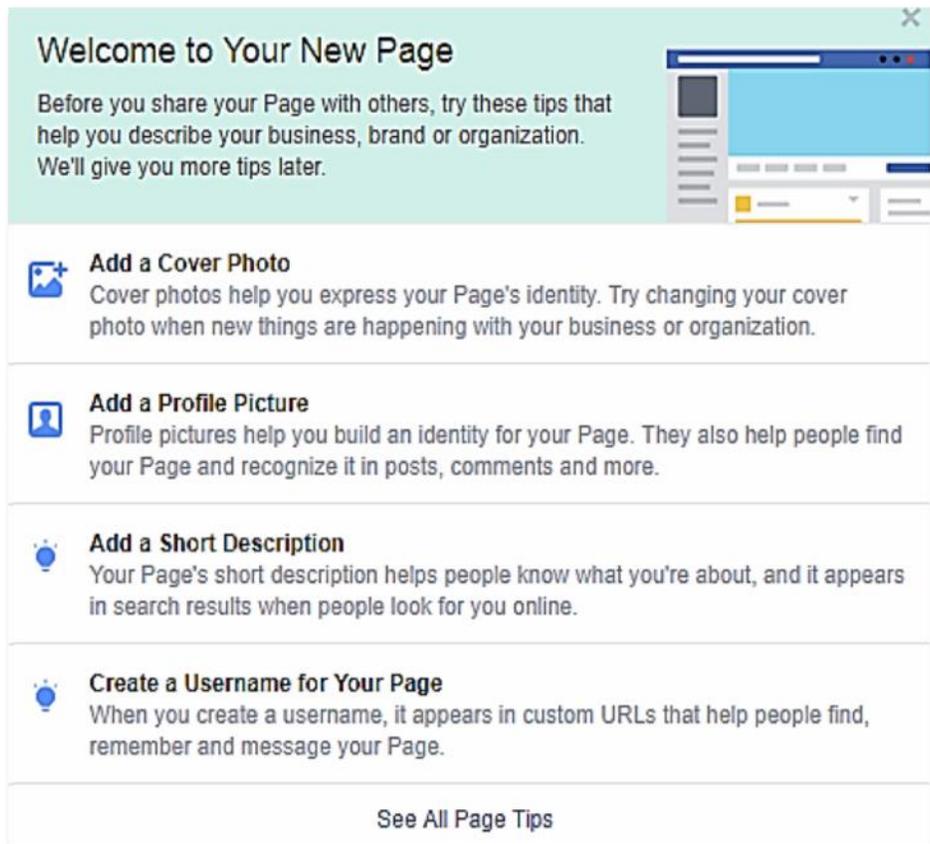


Next, you will be asked to select a Page type. Select “Company, Organization or Institution.”

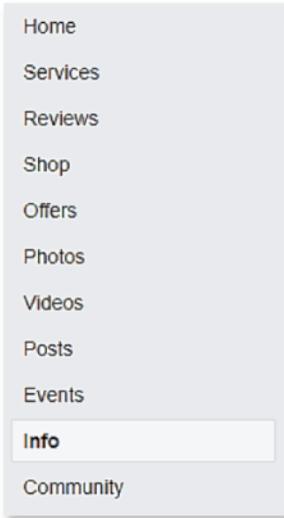


Under the “Choose a category” dropdown menu, you will have the option to select options such as “middle school” or “high school.”

Facebook will then guide you through a series of set-up tasks to establish your school’s Page.



For your username, we recommend using an abbreviation of your school’s name. For example, Easton High School can be abbreviated as “@EastonHS.”



To finish setting up your Page basics, click on “Info” on the left-hand menu. This section will allow you to enter your school’s business and contact information as well as link to your school’s privacy policy.

Before you begin posting content, click on “Settings” in the upper right-hand corner to set your Page’s security and restriction settings. It is important to refer to your school’s social media and confidentiality policy. We recommend turning on the “Profanity Filter.” Please note that if you disable sharing, others will not be able to share any content from your page.

If you have multiple employees you would like to have access to post on your school’s Facebook Page, select “Page Roles” on the left-hand menu under settings. You will be able to add additional Page editors, administrators, and moderators. After you set up your Page, it is time to begin posting content.

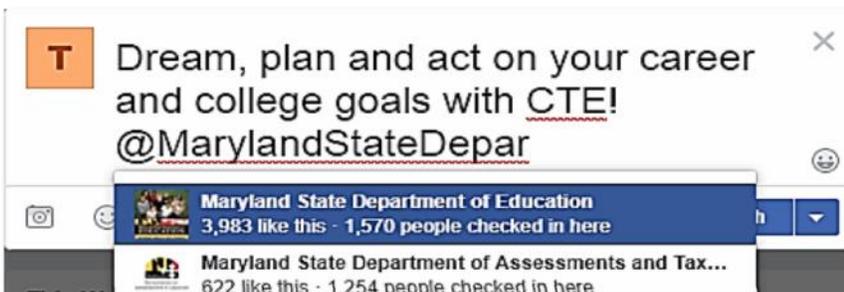
HOW TO POST FACEBOOK CONTENT

To post to your business Page wall, click on the “**Writing something...**” text box.



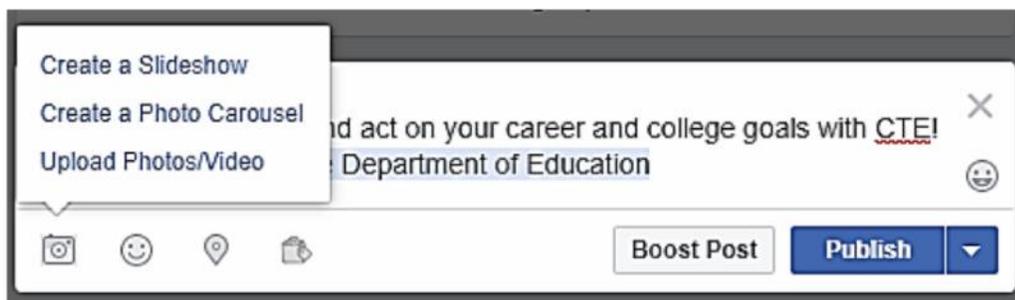
Type your message, and click “Publish” to post immediately.

To tag another Facebook Page or individual (Facebook accounts required), type the “@” symbol and begin typing the account’s name.



As you begin typing, you will see the individual’s or business’ Facebook Page in a dropdown menu. Select the appropriate name to tag their Page.

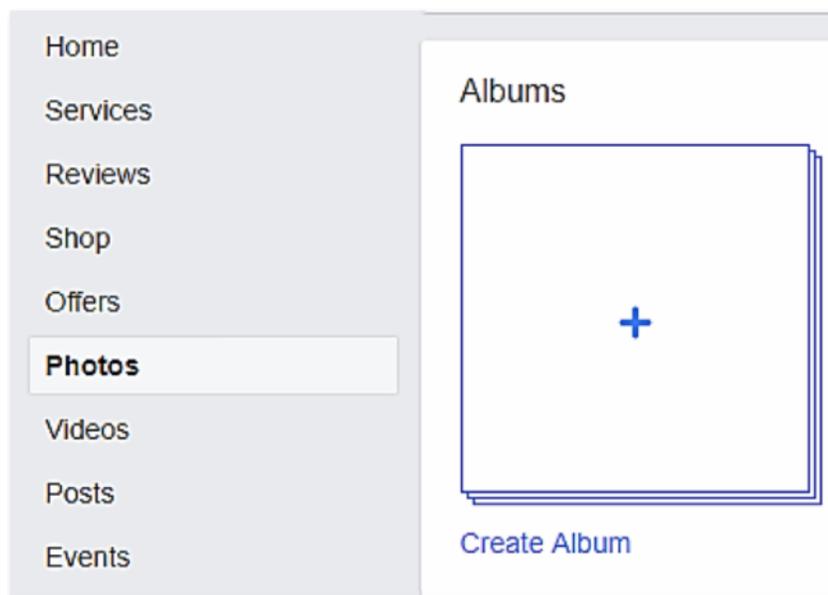
To add photos or video to your post, click on the camera icon in the bottom left-hand corner of your post publisher.



- Selecting "Create a Slideshow" will allow you to create a video from 3 to 10 photos.
- Selecting "Create a Photo Carousel" pulls photos from any website URL you enter. This feature is typically used if your school uses third-party sites such as Flickr, Imgur or Tumblr to host their photos.
- Selecting "Upload Photos/Video" is typically the option used to upload photos and videos to be affiliated with your post.

HOW TO CREATE A FACEBOOK PHOTO ALBUM

If you have multiple photos from a CTE-related school event, consider making a photo album for easy organization of your images.



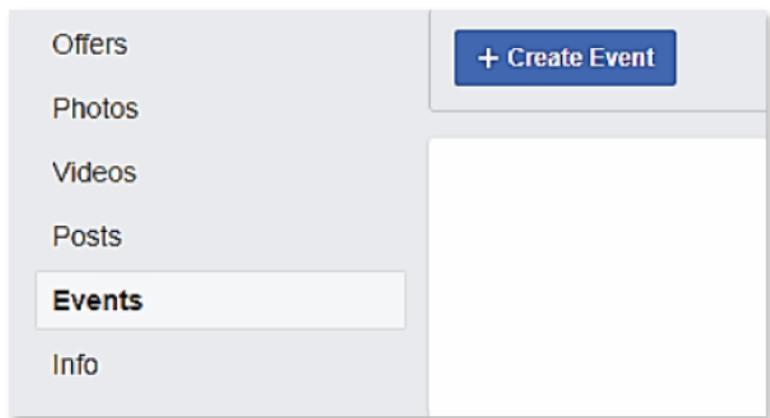
To create an album, simply click on "Photos" in the left-hand menu on your Facebook Page, and click "Create Album." You will be prompted to select the photos you wish to upload.

After uploading your photos, simply title your album name, write a description of what was occurring when the photos were taken, add the location the photos were taken (optional), and click “Post.”

HOW TO CREATE FACEBOOK EVENTS

If your school is hosting an event such as a Back to School Night, a STEM event, or a tour of the school showcasing CTE programs, Facebook events are an excellent way to bring greater awareness and exposure. You may also want to consider a Facebook event to sign up for courses or classes. This can assist parents in planning with their children (be certain to list CTE courses as potential classes for which students can sign up).

To create an event, click on “Events” in the left-hand Page menu, and click on the “Create Event” button. Start with filling in the basic information for your event.



Basic Info
This info will also appear in News Feed and any ads created for this event

Event Photo  

Event Name  0 / 64

Location 

Start   EDT

End   EDT

Event Photo: Choose an image that represents what your event is about. For example, this photo could be a picture taken at a previous “Back to School” night or a custom graphic—see the example on the next page.



- Enter your Event Name
- Include the location of your event
- Select the date and time your event occurs

Before clicking “Publish,” be sure to enter in more details about your event:

Details
Let people know what type of event you're hosting and what to expect

Category

Description

Keywords

Free Admission Kid Friendly

Tickets
Let people know where they can get tickets for your event

Ticket URL

Options
Choose who can edit and post in your event

Co-hosts

Posting Anyone can post (reported posts must be approved)
 Anyone can post (all posts must be approved)
 Only hosts can post

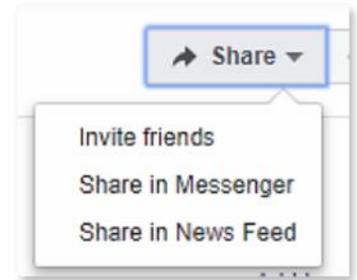
- You have the option to select an event category. If none apply to your event, select “none.”
- Enter a clear and concise description of the event so parents and students know what to expect at the event.
- Select keywords related to your event. These keywords give your event a better chance of being displayed to Facebook users who may be interested in your event. For example, suggested keywords to include are “CTE,” “college,” “career,” “education” and either “high school” or “middle school.”
- Unless your event requires registration, the ticket URL can be left blank.

- Additional options include adding a co-host (this would be appropriate if your school was partnering with another organization to host the event. For example, Easton High School and SkillsUSA could be hosting an event together.
- We recommend allowing anyone to post, as this is an opportunity for parents and students to ask questions prior to the event.

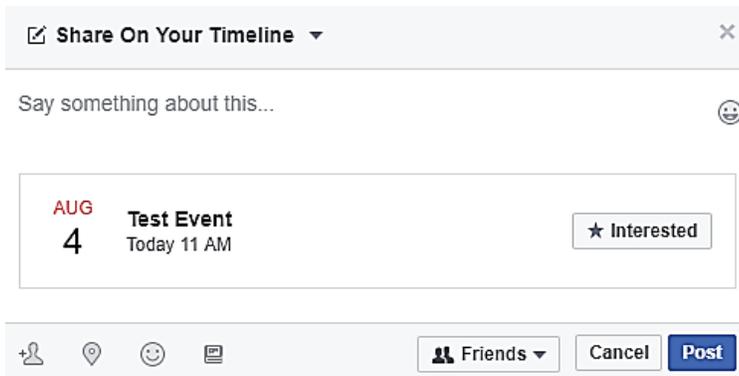
After filling in all of the event details, select “Publish” to finish creating your event.

After creating your event, hover over the “Share” dropdown menu in the event to invite individuals. Share in Facebook Messenger and share in your account’s news feed.

Selecting “Share in News Feed” will allow you to share the event directly on your school’s Facebook Page.



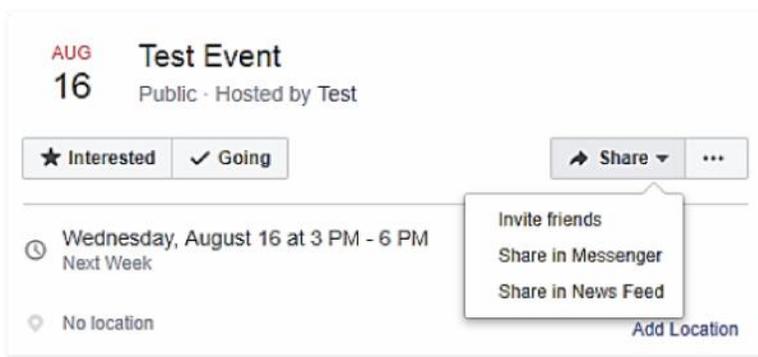
When selecting “Share in Newsfeed,” the following window will appear:



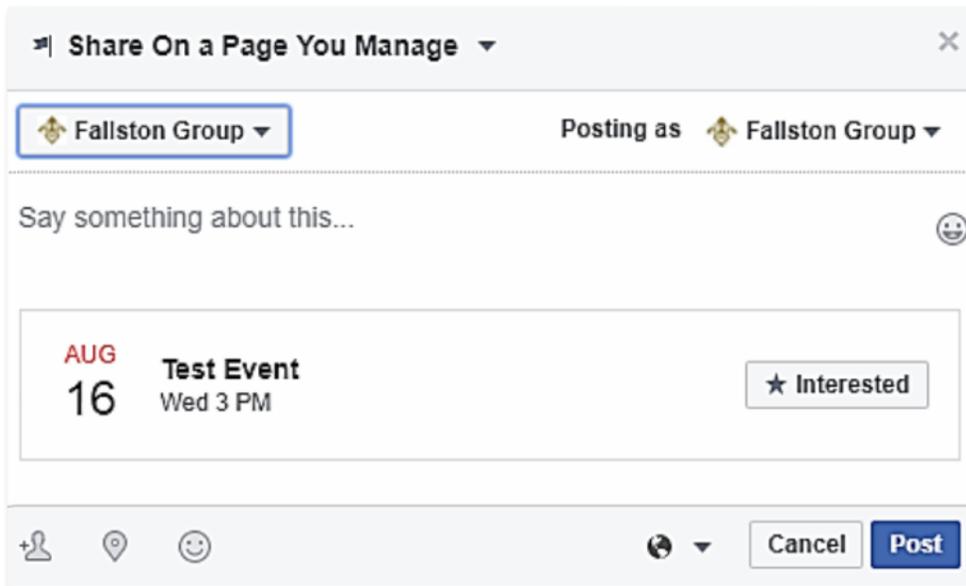
Click on the “Share On Your Timeline” dropdown menu, and select “Share On a Page You Manage.” You can then select your school’s Facebook Page. To finish sharing the event, simply click “Post,” or you can add an additional comment about the event before posting. **This is an opportunity to add a call to action such as “Call your CTE Coordinator at XXX-XXX-XXXX for more information about _____.”**

The last step when creating a Facebook event is to invite people to the event via Facebook. Open your event, and hover over the “Share” button. Clicking on “Invite friends” allows you to invite any friends you have on your personal Facebook account.

You can also send individual messages through “Share in Messenger,” and share the event to your personal account or school Page by clicking “Share in News Feed.”



You should always share your event on your school's Page. To do so, select "Share in News Feed" and click on the dropdown at the top of the window:



Select "Share On a Page You Manage" and choose your school's Page.

EXAMPLES OF FACEBOOK POSTS

- Find out if a job in health care is right for you BEFORE you get to college - get real-world experience by signing up for the Academy of Health Professions CTE program.
- Great at math but not sure what career to choose? You can explore the possibility of becoming an accountant through CTE - chat w/your counselor today!
- Be better prepared for college and your career with CTE PLTW Pre-Engineering and learn more about Aerospace Engineering! #ExplorePossibilities
- CTE delivers real-world skills to students. Kids in CTE programs (and their parents!) are 3X as likely to report they're "very satisfied" with their children's ability to learn real-world skills as part of their education compared to parents and students not involved in CTE. Contact the Local CTE office at XXX-XXX-XXXX to learn more.
- Career and Technology Education is a smart investment in your child's future. Whether your child is looking to begin a career immediately after graduation, attend a community college or go to a four-year institution, CTE provides industry-recognized certifications, college credits, and internships.

To see examples of campaign ideas, refer to page 32.

INSTAGRAM



Instagram is a photo-sharing social media smartphone app that allows users to share photos and short videos with a brief caption attached. Instagram also now features “stories” that are very similar to Snapchat. A “story” allows a user to record a live video and post it to their Instagram account where it will display to account followers for 24 hours.

Instagram boasts the highest engagement of any social network (4.21 percent engagement per post compared to .07 percent for Facebook). It is also considered the fastest-growing social media platform.

TERMINOLOGY

- Post – An image and any related caption uploaded to Instagram
- DM (Direct Message) – A private chat message that can be sent between accounts
- Like – Clicking “Like” on a post is a way to show support to content; it is represented by a heart symbol
- Bio – An area on your Instagram profile to provide a short description of your school/a link to more information about CTE
- Filters – A photo editing tool within Instagram. When you post a photo, you can choose to add a filter to change the color of the photo, including color balance and contrast levels
- Caption – The text posted with the photo shared on an Instagram account
- Share – By clicking “share” on a post, you can automatically share another account’s post to another account, depending on privacy settings. Instagram’s “share” button looks like a paper airplane, and is located underneath the photo in a post
- Comment – You can leave a message by commenting directly on a post, or people can comment on your posts – this is often how other users will ask you questions
- Mention – When you “mention” another account by typing in “@” following by an account name, it will automatically link to that profile; also referred to as a “tag”
- Tag – Tags can directly link to another Instagram account
- Feed – Instagram’s homepage. This lists recent posts from accounts you follow
- Profile Picture – Your account’s user photo. This photo shows up on your page and on anything you post or comment
- Displays at 110 x 110 pixels
- Followers – Individuals have the option to “follow” Instagram accounts (based on privacy settings – if an account is “private,” clicking “follow” sends the private account a request that must be approved), which then shows the followed account’s updates in your Feed

TERMINOLOGY

- Friends – Personal accounts that are connected (by request) on Facebook. Accounts who are “friends” automatically follow each other’s posts, which are displayed in their newsfeeds
- #Hashtag: A search term prefaced by the “#” symbol
- Stories – Similar to Snapchat, Instagram now features a section at the top of your Instagram feed with little circles displaying the stories of the people you follow. Similarly, if you post a Story, only your followers will see it. This feature allows you post pictures or video that will disappear after 24 hours

WHO IS YOUR TARGET AUDIENCE?

- 68% of Instagram users are females; 32% are males
- 90% of Instagram users are under the age of 35
- An increasing number of teenagers (17% of teens in 2017; up from 12% in 2012) say Instagram is the most important social media site.

HOW OFTEN SHOULD I POST ON INSTAGRAM?

Best practice is to post daily. Accounts with 7+ posts per week experience higher engagement. Remember, these posts do not need to all be CTE-related; CTE posts should complement additional school news/content.

WHAT IS THE BEST TYPE OF CONTENT TO POST?

- Photos
- Short, clear captions. You do not need to worry about having complete sentences on Instagram
- Always use hashtags. Posts with at least one hashtag average 12.6% more engagement
 - Try out a variety of different hashtags when you post. Track the posts that receive the most engagement and be sure to re-use those hashtags.
 - Do not use too many hashtags. Hashtags should make sense in the context of the post. We recommend using no more than five hashtags per post.
- Short video clips – Instagram allows for 3 – 60 seconds in length
- Again, tag individuals, businesses and locations whenever possible

HOW DO I SET UP AN INSTAGRAM ACCOUNT FOR MY SCHOOL?

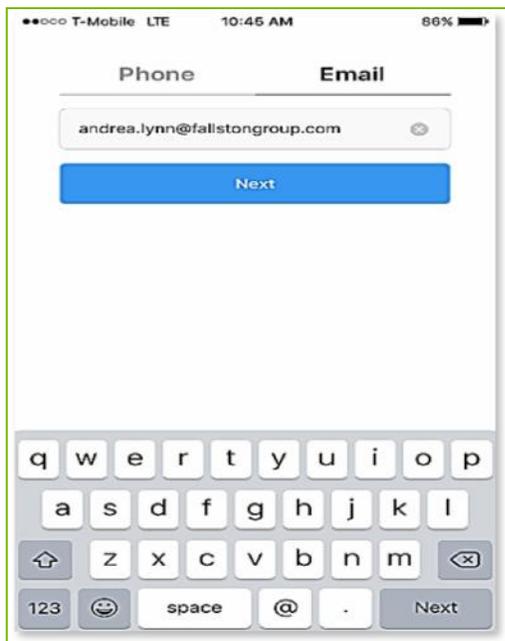
Because Instagram is an app-based social media platform, you will need to create your school’s Instagram account on a mobile phone.

Download the Instagram app from the iPhone app store or Google Play store on Android.

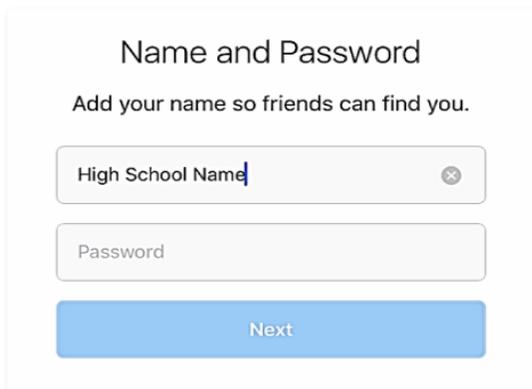
Create an account using an email address.

WARNING: Do not log in using a Facebook account, as this will create an account based on your personal Facebook page.

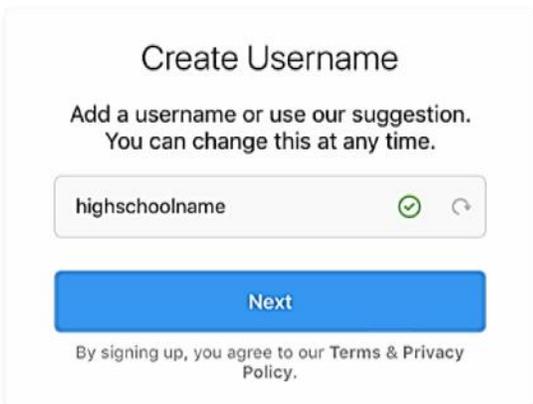
Click “Sign Up With Phone or Email” and use your work email address.



Enter your name and password. Use your school’s name as your full name.



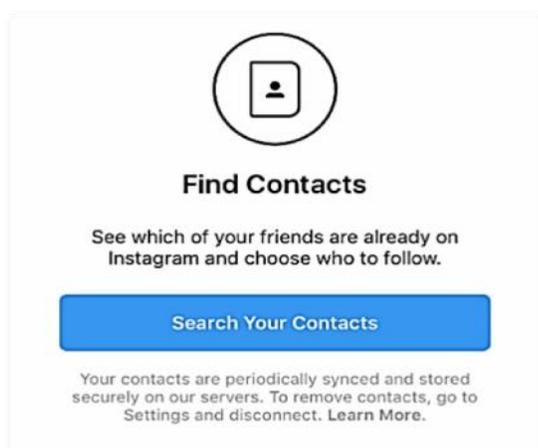
Create a username based on your school’s name. We recommend using the same username as your school’s Facebook Page to ensure brand consistency.



WARNING: Skip the screen that asks you to find Facebook friends, as this will connect to your personal Facebook account.



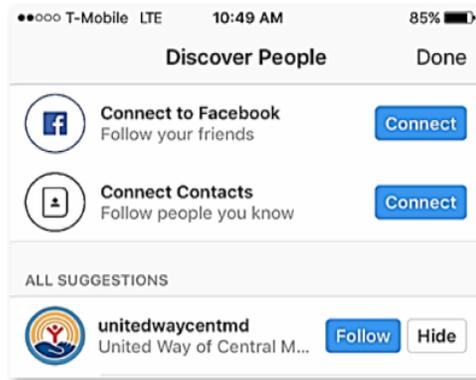
If you have school-related contacts in your phone, you can choose to search them to see who is on Instagram so you can follow them. You can also skip this step if you prefer.



Choose a profile photo. We recommend selecting the same profile photo used by your school's Facebook Page.



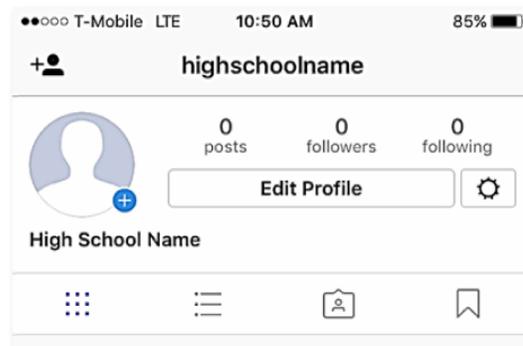
The next screen, "Discover People," recommends additional users to follow (optional). To exit this screen, click "Done" in the upper right-hand corner of the screen.



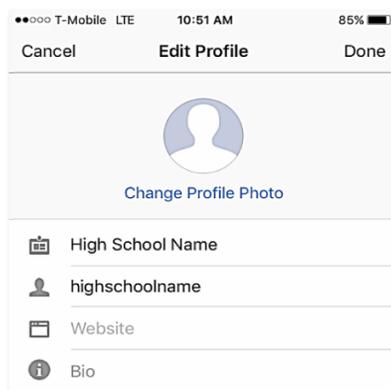
Next, set up your profile. Click on the profile icon in the bottom right-hand corner of your screen. This will take you to your profile.



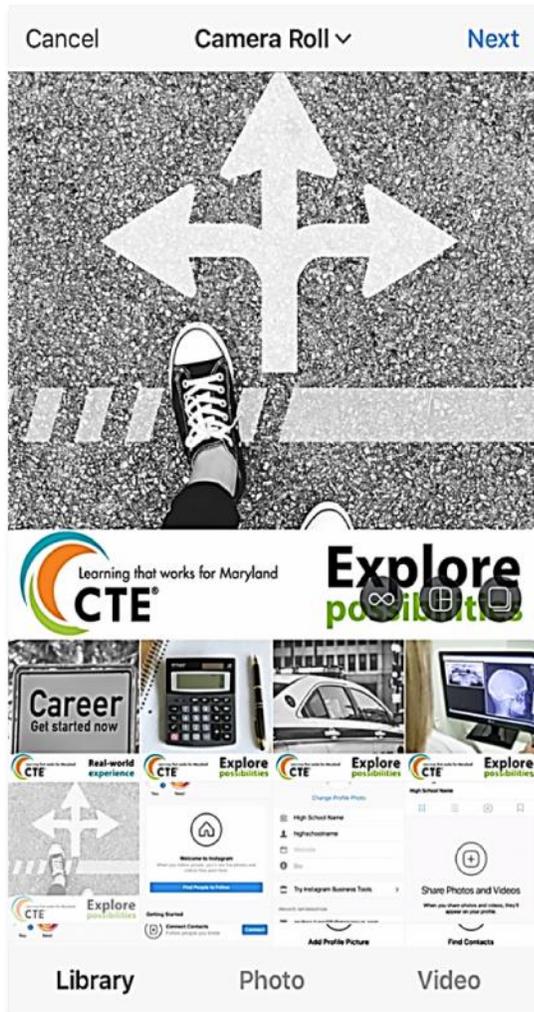
Click on "Edit Profile." Be sure to link your school website in "Website." In "Bio," we recommend including a brief description about your school with a mention of CTE. Because Instagram does not allow photo captions to link to a website, "Bio" is where you can include a link to more information about CTE. Click "Done" in the upper right-hand corner after setting up your school profile.



The screen below will allow you to edit your profile photo, school name and user name.



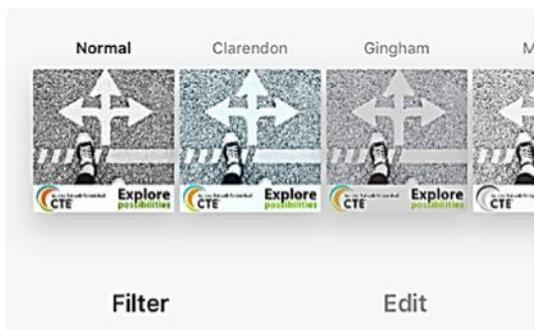
HOW DO I SHARE CONTENT ON INSTAGRAM?



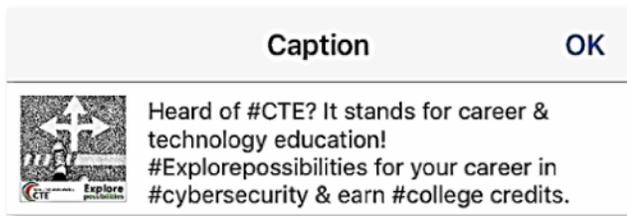
After you open the Instagram app, click on the “+” icon in the bottom center of the screen.

Your photo and video options must be saved to your phone, as Instagram pulls directly from your phone’s photo/video library. Select the photo or video you wish to post.

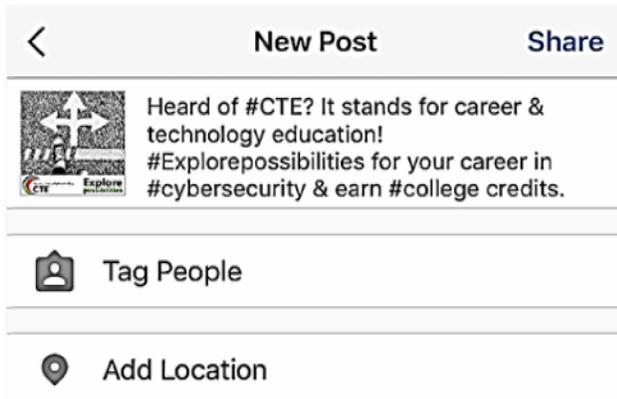
Select “Next” in the upper right-hand corner of the screen.



Instagram allows you to apply a photo filter to your image, if you wish. This changes the coloring of your image. If you do not want to use a filter, select “normal” and hit “Next” in the upper right-hand corner.



The next screen is where you type in a caption for your photo. For example: “Heard of #CTE? It stands for career and technology education! #Explorepossibilities for your career in #cybersecurity & earn #college credits.”

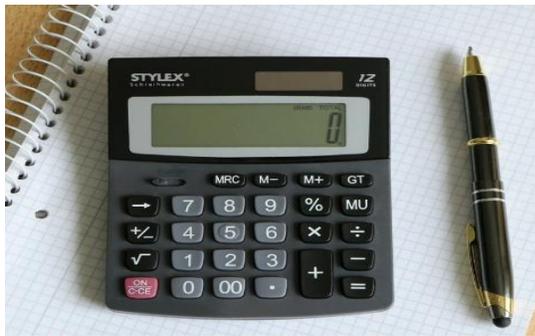


After typing your caption, select “OK” in the upper right-hand corner. You can tag other Instagram accounts (if applicable) by selecting “Tag People,” and add a location if desired. When you are ready to post, select “Share” from the upper right-hand corner of the screen.



Your post will now appear in your Instagram feed. It is visible to your account followers, and is searchable by the hashtags you included in your post.

EXAMPLES OF Instagram POSTS



Explore possibilities

Math whiz? #ExplorePossibilities like becoming an #accountant thru #CTE. Chat w/your counselor today!



Explore possibilities

Do you enjoy science and learning about the brain and human DNA? Let Project Lead the Way lead you to the right degree in Biomedical Sciences - #ExplorePossibilities w/#CTE!



Explore possibilities

Did you know students who sign up for our #CTE program, Teacher Academy of Maryland, are eligible for #scholarships and a guaranteed #job? Learn more by contacting your counselor.



Real-world experience

#RealLife; #RealWorld experience for college. You can earn class credits through #CTE!

To see examples of campaign ideas, refer to page 32.

SNAPCHAT



Snapchat is a popular mobile app that allows users to quickly send pictures and 10-second videos to friends. For your school, Snapchat is an option to raise awareness for your CTE programs in a fun and unique way! Although you cannot plan individual content in advance, you can plan for targeted activity with guidelines in place.

TERMINOLOGY

- Snap – A photo or video clip taken on the Snapchat app
- Swiping – By using your finger, you can “swipe” left or right to use different Snapchat features such as lenses and filters
- Lenses – An integrated Snapchat feature that analyze a user’s face to apply animations and overlays to pictures, as well as voice changing features for video
- Filters – After taking a Snap, you can apply a filter by swiping left on your screen. Filters include photo editing tools such as color changing filters, as well as geofilters, which are based on the location you take a Snap. Businesses can pay for their own geofilter to target visitors at their location
- Friends – Snapchat accounts that have been connected as “friends” within the app. These users are able to send Snaps and chats privately, as well as view each other’s stories
- Individual Snaps – A Snap sent directly to another Snapchat user disappears immediately after viewing
- Stories – Snaps shared to your Snapchat friends via “My Story” are compiled into a series of photos and/or videos. Stories remain on the app for 24 hours; a user can also download their own stories if desired
- Memories – Snapchat users have the option of saving their Snaps to a personal cloud-based archive through Snapchat called “Memories”

WHO IS YOUR TARGET AUDIENCE?

- An average of 158 million people use Snapchat every day.
- Each day, Snapchat users spend an average 25 – 30 minutes in the app daily.
- 2.8 billion Snaps are created every day.
- 60% of daily users use Snapchat to chat with their friends.
- 60% of users are under 25, and nearly a quarter (23%) have not yet graduated from high school. This means Snapchat is a great engagement tool for students.

It is interesting to note that 25- to 34-year olds make up about 26% of Snapchat users. This means there is a huge opportunity to engage young parents to promote CTE.

TWITTER



Twitter is a social media channel used for “tweeting” short bursts of information. This social media platform is considered the most “oversaturated” with information and is very fast-paced, with an average of 500 million Tweets sent per day.

TERMINOLOGY

- Tweet – A post made on Twitter; no more than 140 characters
- Followers – Twitter accounts that have clicked to “follow” your Twitter profile. Your messages will show up on their account’s newsfeed
- Following – Twitter accounts that your profile is following
- Timeline/Newsfeed – A constantly-updating list of Tweets from accounts you follow
- Like – By clicking the “heart” symbol on a Tweet, you can “like” a Tweet
- Direct Message – Private messages sent within Twitter between accounts
- #Hashtag – A search term prefaced by the “#” symbol
- @Username – A Twitter account’s username – to tag a Twitter account, you can include “@Username” in your Tweet
- Retweet – Re-posting another user’s Tweet from your own account

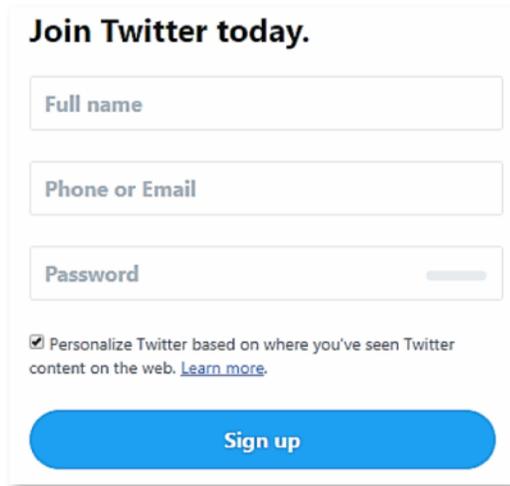
WHO IS MY TARGET AUDIENCE?

- Media and businesses
- Predominantly male audience
- Mainly 18-29 year-olds

Although Twitter attracts an early adult demographic, many parents rely on Twitter for daily news. It is also a hashtag-based platform, so Tweeting about CTE allows for greater awareness when individuals search for the program. Because most organizations are on Twitter, it is also an excellent opportunity to spread community awareness for CTE and potentially attract local media attention.



CREATING A TWITTER ACCOUNT FOR YOUR SCHOOL



The image shows a screenshot of the Twitter sign-up form. At the top, it says "Join Twitter today." Below this are three input fields: "Full name", "Phone or Email", and "Password". There is a checkbox labeled "Personalize Twitter based on where you've seen Twitter content on the web." with a link to "Learn more." at the bottom left. A blue "Sign up" button is at the bottom center.

Visit www.twitter.com and click on "Sign Up." You will need to sign up with a school employee's work email address.

Should I select "Personalize Twitter based on where you've seen Twitter content on the web"?

This is optional; if selected, Twitter will pull suggestions for your Twitter account based on your web browsing history. If you are consistently using your work computer to search for community news and CTE-related information, this feature will be helpful.

Enter in a phone number to be affiliated with your account. This phone number should be a cell phone number. We recommend using the cell phone number of whoever will be managing the Twitter account, as this phone number is used for account recovery, if needed.

Choose a username. This username should be the same username you have selected for your school's other social media accounts to ensure brand consistency.

Select your account interests. Twitter will recommend users and content for you to follow based on these interests. Recommended interests include "Science," "Technology," "Education," "High School," "Middle School," "STEM," the name of your school system and "CTE."

The next step is optional – you can choose to link email accounts to suggest Twitter followers.

Final step: Based on your selected interests, Twitter will recommend accounts to follow. Recommended accounts to follow include Advanced CTE: @CTEWorks and the Association for Career & Technical Education: @acetecareertech.

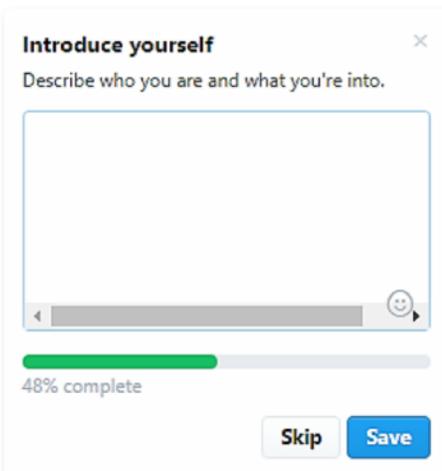
SETTING UP YOUR TWITTER PROFILE



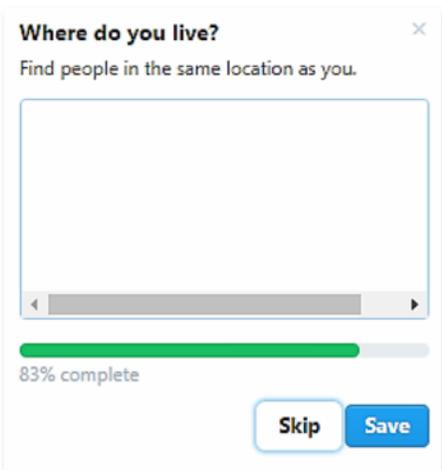
In the upper left-hand corner of your profile, Twitter will walk you through, step by step, finishing your profile.

Select “add a photo” to add your profile photo. This photo should mirror the profile photos used for your school’s other social media accounts. Potential options include school logo or a mascot photo; recommended dimensions are 400x400 pixels.

You can also add a profile header photo, which is similar to a Facebook cover photo. Recommended photo dimensions are 1500x500 pixels.



Add a profile description (maximum 160 characters) about your school and click “save.” This is a great section to include a link to CTE information. After clicking “save,” you can “skip” the next section, which prompts you to add your birthday.



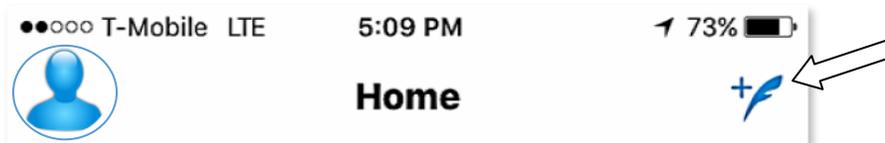
Add your school’s city, state and county.

HOW TO TWEET CONTENT

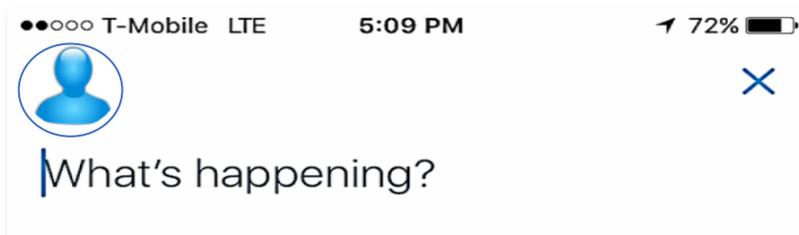
After logging into Twitter on a desktop or laptop computer, click on “Tweet” in the upper right-hand corner.



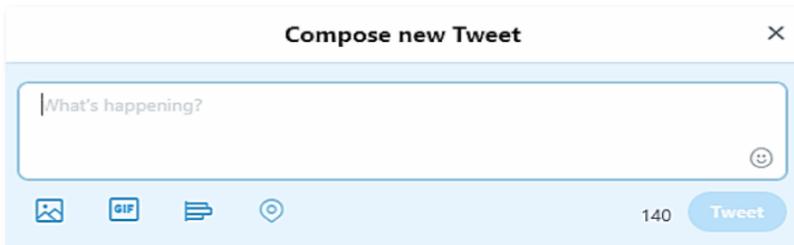
If you are using a mobile phone, click on the feather and the plus sign to compose a Tweet:



Compose your Tweet



Desktop/laptop: Clicking the “Tweet” button or feather icon will open your Tweet composition window:



You have the option to type a message (limited to 140 characters), add photos or videos, add a GIF (short moving image), add a user poll and select your location.

Your Tweet should not be framed as a complete sentence. Tweets are for short “information bites,” and should be hashtag-based.

For example, “Interested in a #marketing career? Get #RealWorldExperience thru #CTE!”

Whenever possible, tag individual or business Twitter accounts by using the “@” symbol followed by an account’s Twitter handle (username).

TRACKING TRENDS

Twitter engagement is most effective if you also Tweet based on daily trends. These can be found in the bottom left-hand corner of your screen.



This list of trends reflects what is currently being talked about on Twitter, and changes constantly. By capitalizing on trending topics and hashtags, you can improve your Tweet's visibility.

For example, out of this trends list, adding “#MondayMotivation” to the end of a Tweet would increase a message's visibility

EXAMPLES OF TWEETS

- #Realworld, real experience - your child can study #businessmanagement thru #TalbotCounty #CTE!
- Let #CTE lead you to your future #collegedegree & #career - call the Charles County CTE office at XXX-XXX-XXXX.
- Parents, do you think your child would thrive working in #IT? Talk to the #CTE Coordinator about program offerings!
- We know the #challenge of choosing a career path. Talk to your child about #CTE so they can #explorep possibilities early!
- #CTEdelivers college & career readiness - a #smartinvestment in your child's future!

To see examples of campaign ideas, refer to page 32.

YOUTUBE



YouTube is a video-sharing website that allows users to upload and view videos, as well as easily share video content to other social media channels.

As of February 2017, there are more than 400 hours of content uploaded to YouTube each minute, and daily, one billion hours of content is watched worldwide.

The average most popular YouTube video length is approximately 4 minutes. Most viewers typically watch 1-2 minutes of a video, so consider making your videos short and concise with an immediate call to action. If you need to post a longer video, consider breaking it up into smaller segments.

To grow an engaged YouTube audience, keep in mind you will need to publish video content consistently. The top media brands on YouTube publish as many as 500 videos per month. School systems, in comparison, may find YouTube to be more useful for housing their videos for social sharing.

Should you choose to use YouTube to house any video content, it is important not to violate copyright laws. For example, if you create a video to showcase a CTE program to officially represent your school, you may not use any music with the video without legal permission, or you will be in violation of a copyright law. If your video is believed to be in violation of a copyright law, any user can file a complaint against your YouTube account. If the complaint is found to be valid, you will be issued a YouTube copyright strike. Three successful complaints for copyright infringement will result in your account and videos being deleted.

CAMPAIGN SUGGESTIONS

- Use action shots whether they are “In the classroom” or “on the job” Snaps, Facebook Live streaming and live “in the moment” Tweets. Have teachers encourage students to Snap during their CTE programs to show how excited they are about their learning. Be sure to tell them to caption their Snap with your school’s preferred hashtags. This can be event-specific, but should also include a mixture of CTE-recommended hashtags such as #ExplorePossibilities, #CTEdelivers and #RealWorld.
- “Back to School.” This is a great opportunity to incorporate social media with a guaranteed audience. Students, parents and teachers alike can be encouraged to take selfies and share info about CTE. They could be given pre-made signs to hold, stand in front of posters or even be allowed to create their own signage surrounding a “Selfies for CTE” theme.
- Celebrate STEM holidays in CTE programs and encourage teachers and students to snap their activities. Create custom text for everyone to include. Holiday options include:
 - Pi Day (3/14) - #CTELovesPi
 - Earth Day (4/22) – Clean Earth w/CTE; #CTECares
 - Mole Day (10/23) - #CTEEnvironmentalSustainability; could show students purifying water using the substance found in cactus plants – use #CTEcleanwater
 - STEM Day (11/8) - #CTESTEM
- American Education Week (usually the third week of November) – CTE programs should be celebrated this week! #CTEAEW; #AEW2017 and #ptchat.
- CTE Month (February). This month is your biggest opportunity to spread awareness. Any planned activities should be shared by educators, students and parents. This is also an opportunity to engage employers and program partners. Use #CTEMonth.
- Consider providing content to students in related CTE student organizations to post to their individual accounts. These students would make excellent CTE ambassadors!

Organizing Content

Consider using a spreadsheet to organize your messages by target audience, social media platform, and program

General CTE Awareness		
Facebook	Instagram	Image or Link
Have you heard of CTE? It stands for career and technology education! By signing up for CTE programs at your high school, you can begin exploring your career options and even get college credits!	Have you heard of #CTE? It stands for career and technology education! By signing up for CTE programs at your #highschool, you can begin exploring your career options and even get college credits!	
Explore your possibilities with #CTE. You can prepare for college, a career and earn certifications in programs YOU care about. Talk to your guidance counselor to learn more.	#Explorepossibilities with #CTE. You can prepare for college, a career and earn certifications in programs YOU care about. Talk to your guidance counselor to learn more.	
What's your passion? Signing up for career & technology education (CTE) during high school lets you take classes you're interested in to help figure out what job you might like or what to major in during college!	Follow your #passion - sign up for career & technology education (#CTE) to learn what job or college major is right for you!	
Did you know CTE certifications can further your education? Get real-world experience and a head start on college. Learn more by talking to your guidance	#CTE certifications can further your #education. Get real-world experience and a head start on college. Learn more by talking to	

For 8th Grade Students | **For HS Students** | For Parents | For Counselors | +

Health and Biosciences			
Facebook	Twitter	Instagram	Image or Link
Considering a career as a doctor or nurse, but prefer to try working in a hospital, first? Get a head start while you're still in high school and sign up for a CTE Health and Biosciences program.	Get #hands-on w/#healthcare - #CTE gives you a head start in your career while you're still in HS!	Considering a career as a #doctor or #nurse, but prefer to try working in a hospital, first? Get a head start while you're still in high school and sign up for a #CTE Health and Biosciences program.	

Human Resource Services			
Facebook	Twitter	Instagram	Image or Link
Why sign up for CTE? Lisette explains, "Not only would I be able to complete my EMT but also Fire 1, Fire 2, Hazmat Ops, and more in one school year. This is an amazing opportunity because it allows students who are dedicated to the volunteer service to get years of training in just one school year, and the best part is that it is integrated into our school schedule so that we do not have to worry about not having enough time to fully commit ourselves." She was able to through CTE's partnership with @MFRI.SMRTC!	Why sign up for #CTE? Students like Lisette can complete their #EMT & more, & "the best part is it's integrated into our school schedule."	Why sign up for #CTE? Students like Lisette can complete their #EMT & more, & "the best part is it's integrated into our school schedule."	*Photo of Lisette?

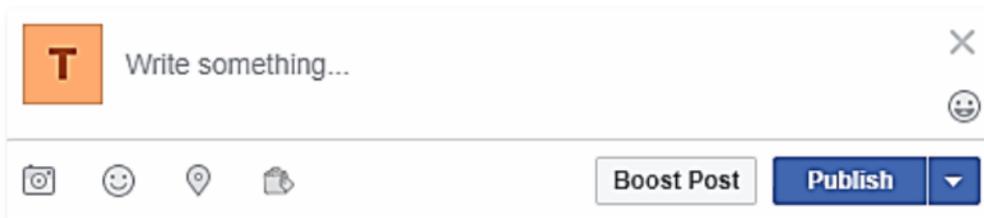
PAID CONTENT

Social media channels provide a variety of paid content options to enhance your digital advertising. Because this paid content can be an inexpensive way to spread awareness online, it is worth considering! Each school system needs to check their advertising policy, and if appropriate, discuss with their local advisory committee. Paid content is also an opportunity to acknowledge business and employer partners with a “thank you” advertisement.

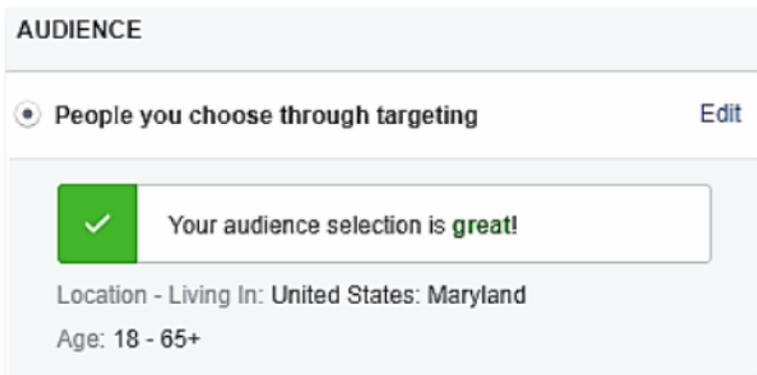
Forms of paid content include:

FACEBOOK

Boosted posts – Facebook posts can be “boosted” to pay to reach more people. Simply type your post content and attach a photo as if you were doing a typical post, and select “Boost Post.”



You can then choose your audience through targeting, and set your budget and “boost” duration.



BUDGET AND DURATION

Total budget ⓘ

\$20.00 USD ▼

Estimated People Reached ⓘ

3,900 - 10,000 people of 2,400,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days **14 days**

Facebook will review your ad and send you a notification if your ad has been approved or not. It is important to note your image associated with your boosted post can only contain 20% text in the entire image.

TWITTER

Twitter walks you through their advertising process by campaign objective. For example, you can choose to create an ad to raise awareness, build your Twitter account's followers, or only pay if someone clicks on a website link.

Select the objective for your campaign

 <p>Awareness You want as many people as possible to see your Tweet.</p>	 <p>Followers You want to build an engaged audience to amplify your message, on and off Twitter.</p>	 <p>Promoted video views You want more people to see your GIFs, Vines, or videos.</p>
 <p>Website clicks or conversions You want people to visit and take an action on your website (e.g. download a paper or make a purchase).</p>	 <p>Tweet engagements You want to maximize engagement of your Tweets and get more people talking about your business.</p>	 <p>Want more? Click to see a complete list of campaign objectives.</p>

You can then set a daily budget, a maximum budget and the length of time you want to run your ad.

INSTAGRAM

To purchase an ad in Instagram, open up the app, open your settings, then scroll down to “Switch to Business Account.”

Next, you must connect your Instagram business account to your school Facebook Page. You will then be directed to Facebook’s Ad Manager to set up an ad campaign for your Instagram account.

Recommended text should not exceed 150 characters, and you should upload an ad image that follows the recommended square image used for Instagram (1080x1080 px). Just like Facebook, only 20% of your image can be text. You can also add a call to action and link to a website.



SNAPCHAT

A geofilter are special overlays for Sanps that can only be accessed in certain locations and can be active for as short as one hour and as long as up to 180 consecutive calendar days. Annual filters are available, but this option would be costly.

- Geofilters can be targeted by age.
- You select your “Geofence” - location area of between 20,000 – 50,000,000 square feet.
- Cost is based on the location size and the hours that the filter is active. For example, a 4-hour time block for 2,545,152 square feet would be \$62.93. You can test out pricing in advance.

Geofilters would be your most effective brand-awareness option due to ease of creating filter and the cost-effectiveness. However, there are other options including Snap Ads and full-screen ads that allow you to select a target audience. Snap Ads begin with an up to 10-second vertical video,

and then there is an option to add an interactive element by swiping up. Best practices suggest 0:03 – 0:05 are the “sweet spot” for ad length to drive action. You can set your own budget and spending cap.

Sample Geofilter Designs:

Geofilters are applied to photos AFTER a Snap has been taken by swiping left on your phone. For example:



NOTE: additional themes can be developed, including for CTE month, American Education Week, etc.

 <p data-bbox="313 1499 553 1654">Explore the possibilities</p> 	  <p data-bbox="699 1602 857 1717">Back School^{to} Charles County, MD</p> 	  <p data-bbox="1170 1623 1336 1707">BACK TO SCHOOL TALBOT COUNTY, MD</p>
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ANALYTICS

To track the effectiveness of your messaging and determine what types of messages work best, it is important to pull social media analytics from the channels your school uses, when possible. By tracking your analytics on a monthly comparative basis, you can also use this data as an evaluation tool for grant funding requests.

By clicking on “Insights” at the top of your Facebook Business Page, you can track a variety of data. The most relevant to your CTE campaign will be to examine your “Reach” and “Post Engagement.” “Reach” tracks how many people have viewed each post, and “post engagement” tracks how many people have “liked,” “shared” or commented on a post. Facebook Insights allows you to choose time periods in which to view your data, but automatically displays data in a seven-day snapshot format.

Twitter Analytics automatically track data by month. These data show your “top Tweet,” “top new follower,” and a snapshot of your monthly activity. The snapshot includes the number of times your account Tweeted, Tweet impressions, profile visits, and new followers.

Although Instagram and Snapchat data can only be pulled into a report by running ads, you can track the number of “likes” your Instagram posts receive, as well as comments.

PROS & CONS OF “LIVE” FEATURES

Facebook, Instagram, YouTube and Twitter all contain “live” video streaming options. In order to use live streaming, it is important to obtain approval from your school system first. Live demonstrations during CTE classes and video streaming during student events and competitions are excellent ways to draw interest to CTE programs; however, many schools may not be legally able to stream live video of students. Anytime students’ images are used, prior permission is needed.



Pros:

- Accessibility – if someone is interested in CTE and unable to attend a particular event, live streaming allows them to experience the event live digitally versus simply recording the event and posting the video later. A live stream is also time-sensitive; if viewers do not watch the video live, they will miss out on the content – this can create a sense of exclusivity and urgency.
- Engagement time – audiences are more likely to watch a live stream for a longer period of time than a pre-recorded video; they are also more likely to share if they are watching a live stream



Cons:

- Connection – if you do not have a strong internet connection, your video will not stream smoothly
- Technical challenges – if you are live streaming a presenter, sound can become a challenge if they do not have a microphone. It is also important to have lighting/visibility

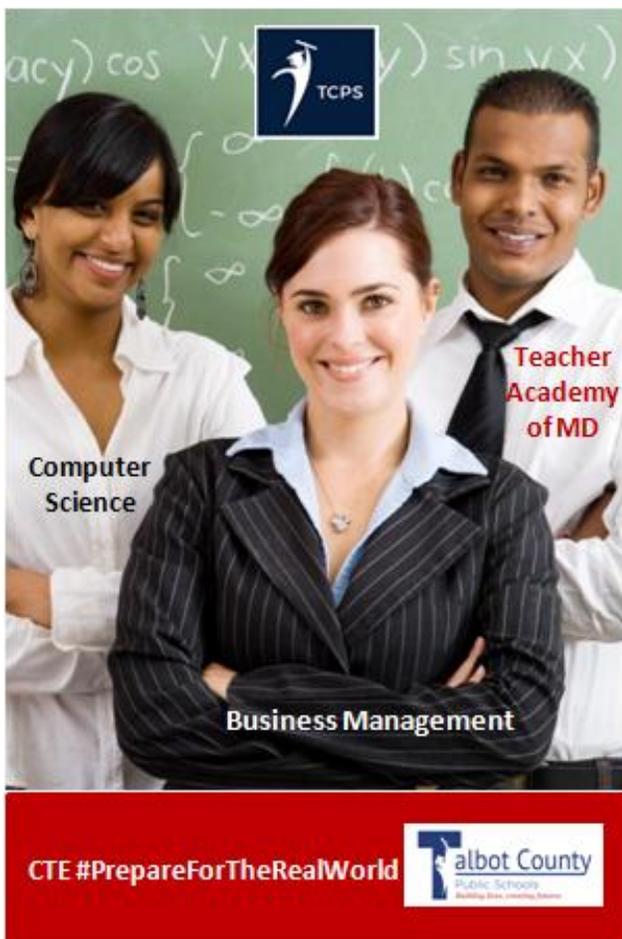
Overall, when deciding whether or not to live stream, it is important to plan in advance. You should announce if you are live streaming ahead of time so people know when to “tune in,” and you should assess if your content would make for an interesting video.

HOW TO USE MESSAGES



Celebrate CTE students' accomplishments by posting pictures of them on the various social media platforms.

Be sure to include the school system's logo, the name of the CTE Program, and the CTE message.



The focus groups conducted at the beginning of this project revealed that students and parents know about specific programs but did not relate or connect programs to CTE. Thus, make sure your messages include current and former CTE students, the names of their CTE programs, the message you want conveyed, and the name of the school or school system.

- To the extent possible, use pictures of your students in their CTE Program of Study.
- Create messages for recent CTE graduates to post. This will give students a chance to see into their future.



HOW TO CREATE IMAGES

Even if you do not have an in house graphic designer, it's easy to create personalized graphics for your CTE campaign! You will need:

- A program to target (for example, Project Lead the Way Biomedical Sciences)
- A picture of a student or students (be certain to follow legal protocol – most school systems require a signed consent for photography)
- Your school logo
- CTE-targeted message

Although it is not necessary to include a hashtag on your graphic, choosing one of the pre-approved CTE messages makes it easy to focus your imagery.



You can also create simple graphics based on key messaging.

WARNING: Stock photos are a great way to add to your visuals, but be certain they are truly stock and free for commercial use – do NOT rely on a simple Google Image Search! Your safest option is to use a stock image site.

When exporting/saving your image, save the file as a PNG – this image type is recommended for web and mobile browsing.

Suggested software for creating graphics:

- Adobe Photoshop
- GIMP (similar to Photoshop, but free!)
- Microsoft Word

Online websites for creating graphics:

- Canva (<https://www.canva.com/>) – free online graphics tool containing templates that automatically size by social media platform. Smartphone app also available
- Adobe Spark – free smartphone app with photo filters, text and pre-designed templates with easy customization
- PicMonkey (<https://www.picmonkey.com/>) – similar to Canva, this free online photo editor and graphics designer includes templates and enhanced photo-editing features as a free alternative to Photoshop.



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