



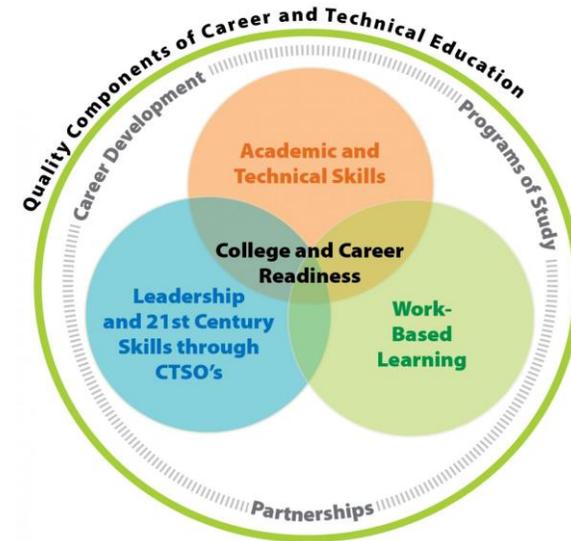
# Wisconsin Career and Technical Education Month Social Media Calendar February 2017



CELEBRATE TODAY,  
OWN TOMORROW!

**DIRECTIONS:** Each week has an assigned quality component of Career and Technical Education. This social media calendar is only meant to be a resource; therefore, please do not feel there is an expectation to post daily and use all 4 types of social media. In addition, you are not limited to these topics each week and we encourage additional social media use throughout the entire year.

Monday	Tuesday	Wednesday	Thursday	Friday	
Like <a href="#">Wisconsin Career &amp; Technical Education</a> and include the hashtags in your posts: #wictemonth and #wicte Follow us @WisconsinCTE (please use hashtags: #wictemonth and #wicte in all posts) Follow us on <a href="#">Instagram</a> . Post your pictures with , , and . with the hashtags: #wictemonth and #wicte Follow <a href="#">Wisconsin Career &amp; Technical Education</a> and let the re-pinning begin!					
		1	2	3	
	During the week of 2/1 – 2/3, illustrate how your high quality CTE program prepares your students for College and Career Readiness. Tweet and post examples of the Wisconsin Common Career Technical Standards (WCCTS): <ul style="list-style-type: none"> <li>• Career Development</li> <li>• Creativity, Critical Thinking, Communication and Collaboration</li> <li>• Environment, Health &amp; Safety</li> <li>• Global &amp; Cultural Awareness</li> <li>• Information, Media and Technology</li> <li>• Leadership</li> </ul>				
6		7	8	9	10
	During the week of 2/6 – 2/10, showcase experiential learning, transcribed or dual enrollment options, equivalency credit options, and partnerships with your local Technical College.				
13		14	15	16	16
	During the week of 2/13 – 2/16, tweet and post examples of your work-based learning options— job shadowing, paid work experiences (students earning the Employability Skills Certificate, State Certified Cooperative Programs, & Youth Apprenticeship), Leadership Certificates and industry certifications. This is also a great week to promote your business & community partnerships/advisory committees!				
20		21	22	23	24
	During the week of 2/20 – 2/24, spotlight how Career and Technical Student Organizations (CTSO) are developing civic responsibility, leadership and 21 <sup>st</sup> century skills. This week you should be extra loud & proud of all of your CTSO accomplishments!				
27		28			
	During the final week, this is one more opportunity to showcase your CTE connection to College and Career Readiness!				



High quality CTE programs incorporate the following:

- The Program of Study components provide a framework for building and maintaining a high quality, contemporary CTE program
- Workplace skills – such as problem solving, communication and teamwork – to ensure career and college success for students.
- Rigorous academics and technical skill attainment, work-based learning and Career and Technical Student Organizations (CTSOs).