



Tim Riche'
(Ree-shay)

Marketing The Heck Out of Your CTE Program

NO SALES and Done Early!!!!

Introduction Part 1

My job - career - family -
Intro part 1

Introduce Madera, CA

2 Billion Annually Ag

Grapes, Almonds, Pom, Citrus

In Between UC Merced

CSUF and has MCOE

Center of CA

Yosemite



Introduce Madera Unified

21,517 students

2,055 employees

30% English Learners -Oaxaca

90% is low income

Current Situation High School

4 High Schools

2000, 2300, 2250, 45

Our Seniors

440, 480, 458, 5

CTE Pathways

6th grade Imago Videos

7th Wheel

8th MadTEC

9-12 4500 students

in 11 pathways

Old Boss, My Principal

You never do your job,
You do the appearance of your job!

Do your job and do the appearance of
your job!

ROP to CTE

We were doing great things but who
knew?

Do you have a great story? How is it
being told?



Tim Riche'
Marketing Your CTE Program
Introduction Part Two
Kung Fu-FFA-Tark-ABC-ROP



Equity on Social Media

Establish Your Brand

Brochure

JAN
2023

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



4.76
BILLION

QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS



we
are
social

+0.5%
+23 MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



Meltwater

+3.0%
+137 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



GWI.

2H 31M
YOY: **+2.0% (+3M)**

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.2
YOY: **-4.6%**

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



59.4%

SOCIAL MEDIA USERS AGE 18+
vs. POPULATION AGE 18+



Meltwater

77.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



92.3%

FEMALE SOCIAL MEDIA USERS:
SHARE OF TOTAL USERS



we
are
social

46.3%

MALE SOCIAL MEDIA USERS:
SHARE OF TOTAL USERS

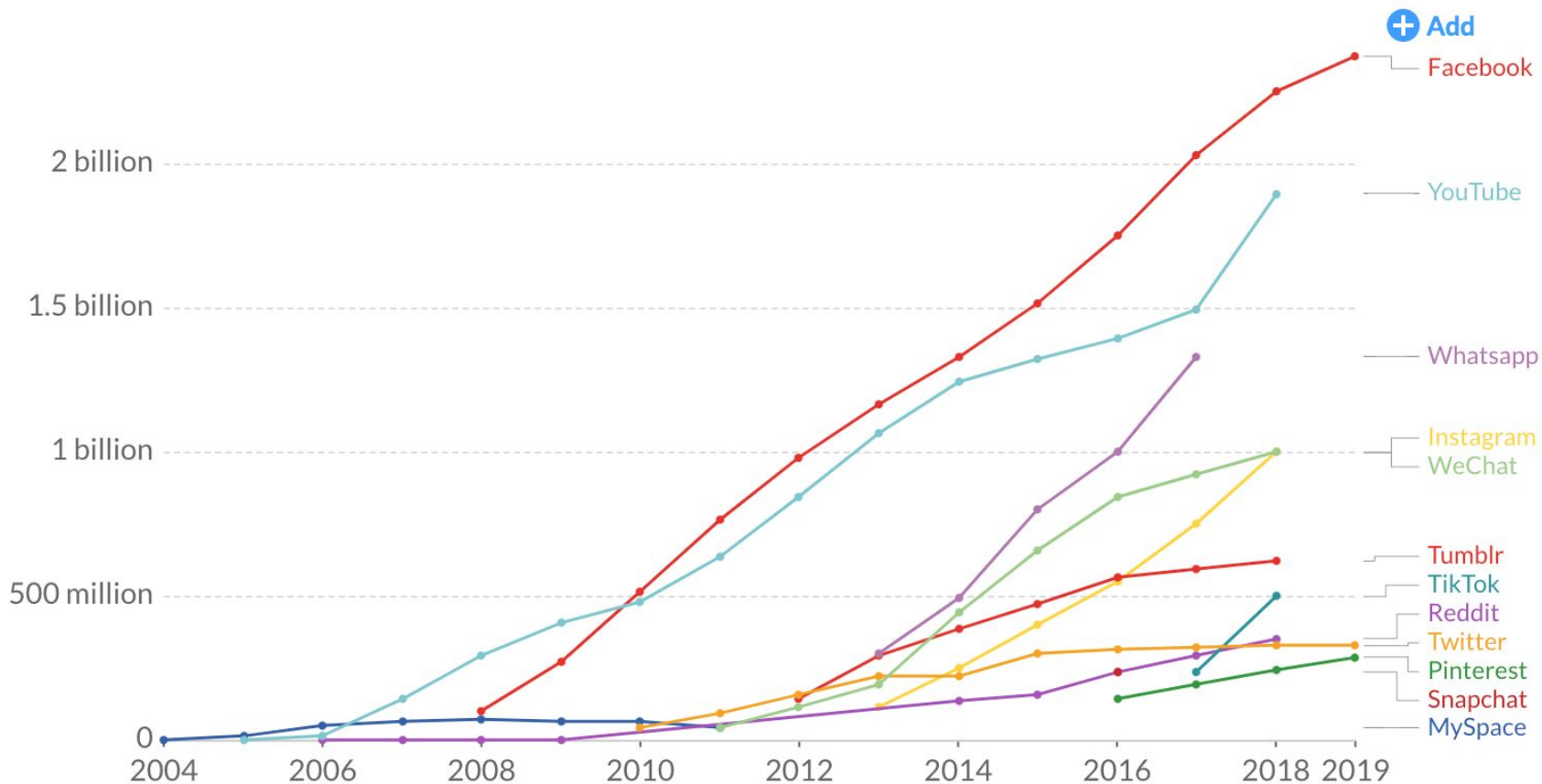


53.7%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2022) **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.





Website

Avenues of Marketing

Print - Google - TV

Facebook - Instagram



What to put out there...

Pictures

Slide Shows

Videos

Accomplishments



Showcase Your Strengths

Use Imovie - Iphone

Share FFA /District Stories



Counselors

Flyers

Communications



For Me Email is Everything

Get Involved In Your Community

Anytime you can make it to a CTE Advisor meeting!

The End

Questions timriche@maderausd.org