



CELEBRATING
THE BTE STORY:

25 YEARS,
25 LESSONS

Bridge to
Employment
Johnson & Johnson

Celebrating the BTE Story: 25 Years, 25 Lessons distills BTE's 25 years of experience into words of wisdom from those who have been there and done the work. Here we share one of those lessons.

LESSON 18

Harness the Power of Technology

Social media can be a ready means for reaching a variety of BTE stakeholders, from current students and their parents, to BTE partners and students at other sites who might share insights, FHI 360 and Johnson & Johnson experts, and even BTE alumni.

Local BTE partners should take the time to consider the best way to reach each audience as well as each audience's comfort with social media. Many students are likely already facile with various social media services like Facebook, Twitter, WhatsApp, and Snapchat; it may be easier to reach their parents by email. BTE programs might consider setting up a private Facebook page and an email newsletter for students, parents, alumni, and partners. They use these avenues to share about BTE events, successes, and student perspectives. FHI 360 also uses social media to connect local BTE programs with the broader BTE family through Facebook, Twitter, and the BTE Alumni LinkedIn group.

Connecting with students, parents, and partners via social media can also offer a valuable opportunity for students to practice their professional communication skills online. BTE programs can take advantage of this prospect to provide students with tips and resources on the norms of networking and professional communication. They check-in with students periodically with reminders and reviews of appropriate professional use of social media. BTE community partners model this behavior for students in their own online communication.