

Some Tips on What to Do and Where to Start

Please refer to the lists below for general guidance on successfully communicating your site's impact and successes.

Describing Bridge to Employment

BTE boilerplate description: In collaboration with Johnson & Johnson, Bridge to Employment empowers young people to build brighter futures by introducing them to a variety of STEM2D and health-related careers through mentorship, skill-building workshops, and real-world experiences.

The program's goals are to increase youth who:

- Have human and technical skills to successfully transition to the workforce;
- Pursue professional opportunities within Johnson & Johnson;
- Engage in industry-aligned work-based learning experiences or certifications;
- Plan to enroll in post-secondary education or training;
- Pursue a career in a STEM2D field

BTE is a **two-year** college & career readiness program

BTE has **5 key partners** at each site:

- Local Operating Company (J&J Site Champions)
- Secondary School(s)
- Institution(s) of Higher Education
- Community-based Organization (Site Coordinators)
- Local Workforce Board

BTE has **4 key focus areas:**

- Pre-Apprenticeship
- Career Exploration & Readiness
- Post-Secondary Exploration & Preparation
- Community Engagement & Leadership

Branding and the Comms Toolkit

- Refer to the Style Guide for BTE’s brand colors, fonts, and how to layout a Word doc using BTE branding. Additionally, the guide contains an example of how to co-brand, adding your logo to the corner opposite from BTE’s logo.
- The BTE logo should **NEVER** be locked up with the Johnson & Johnson logo. The BTE logo and “In collaboration with Johnson & Johnson” text should be arranged as co-branding, in opposite corners or on opposite sides of a design. See this document’s header as an example.
- The full color logo should be used on white and light-colored backgrounds
- The white logo should be used on dark backgrounds
- The black logo can be used in places where the full-color logo would not provide sufficient contrast. The black logo can also be used for greyscale or one-color printing.
- Use the PNG version of the logo whenever possible.
- The logo and ‘in collaboration with J&J’ text should always be clearly visible and must not overlap with any other design elements or text.
- The logo should never be stretched or otherwise altered.
- If you need assistance with the logo or with printing materials or swag, please contact FHI 360’s BTE team at bte@fhi360.org.
- If the FHI 360 logo is present, do not remove it. If you have further questions about the FHI 360 logo, please contact us!
- Use the PowerPoint template, photos, and additional items in the toolkit to help you get your site’s communications started.
 - If you need assistance designing or producing additional materials, please reach out to FHI 360.



Social Media

- Your organization may already have social media accounts. You can use those to share events, photos, and information about your BTE program.
- If you do not have social media accounts, or want one specifically dedicated to BTE, we recommend starting with an Instagram account. If you have not managed an Instagram account before, there are many resources online to help you get started.
- Follow BTE! You can find us: [@BTEgrams](https://www.instagram.com/BTEgrams), <https://www.facebook.com/jandjbridgetoemployment>, and <https://www.linkedin.com/company/bridge-to-employment/>
- Use the hashtag #jnjbte for BTE content. Use any other hashtags relevant to your post, such as #STEM for a STEM activity.
- Tag your partners. If you visit a university campus, tag that school in your post. If Johnson & Johnson volunteers join your event, tag your J&J partner or even the individual volunteers, if they share their information with you.
- Make sure you have **photo release forms** from your students' parents before you share their images online! DO NOT share their pictures if you do not have permission.

BTE Website (Site Page)

- Don't forget the BTE website is a great place for you to share event info, documents & resources, and program updates with your participants, parents, volunteers, and other stakeholders.
- After your website training, make sure you update your site page each month with an activity you did the previous month and events that are upcoming.
- Direct your participants to the page regularly for information.
- You can link any social media accounts to your site page
- You can also direct people to your site page via social media, although only some parts of the site page will be publicly visible.
- Keep up with global BTE events and news via the website, too! Visit: <https://www.bridge2employment.org/>

At any point, please feel free to reach out to the FHI 360 team for information and assistance with communications: bte@fhi360.org.