TELLING THE HSHT STUDENT STORY

The Able Trust relies on High School High Tech coordinators to help tell the story of how the program works to change students' lives. Sharing photos and descriptions of student experiences helps raise awareness of the HSHT program, celebrate student success and recognize the partners who make these opportunities possible. Most importantly, this storytelling showcases the **enduring quality and impact** of the program.

Our stories reach HSHT coordinators and partners; education organizations; vocational rehabilitation and education leaders; legislators and other funders; and local businesses.

MARKETING TOOLS

Student stories and photos may appear in informational handouts, mailers, press releases, presentations, The Able Trust website and social media.

PHOTO REQUIREMENTS

Send clear, well-lit photos that show students actively participating and represent the range of HSHT experiences. Hands-on activities and interactions tell a stronger story than posed group shots alone.

- Include the date and location of the activity, plus the school or county.
- Explain what students did, what they learned and why the experience matters.
- Identify the host organization, speakers or business partners when applicable.
- Share original, high-quality photo files.

SOCIAL MEDIA: TAG THE ABLE TRUST

We love to see and share your students' activities and achievements! Use the below handles to tag us on your platform(s) of choice so we can repost your stories for all our followers to see:

Facebook: @The Able Trust	Instagram: @abletrust
LinkedIn: @The Able Trust	X (Twitter): @AbleTrust

On Facebook and LinkedIn, type our name and select The Able Trust account from the suggestions. On Instagram and X, enter the appropriate @handle. Include #FloridaHSHT in your posts. (**NOTE:** Please ensure your privacy settings are configured so we can see and share what you post; posts should be set to Public visibility.)

QUESTIONS?

Contact us for advice, suggestions and best practices: Tracey@abletrust.org | Justin@abletrust.org

HELP US CELEBRATE CTE SUCCESS

STUDENT MILESTONES • STATEWIDE SOCIAL MEDIA CAMPAIGN

Your student's next achievement could inspire more young Floridians to explore new careers.

Through Career and Technical Education (CTE) Month in February, The Able Trust will spotlight Florida HSHT students who are building career skills and achieving CTE milestones. We need your help finding and sharing their stories!

WHAT KINDS OF ACHIEVEMENTS?

- Industry-recognized certifications, licenses or other career credentials
- Apprenticeships, pre-apprenticeships or other structured career training
- Completion of CTE coursework, technical training or other meaningful skill-building milestones

WHAT PHOTOS ARE WE LOOKING FOR?

- Students doing hands-on work in their career field or area of interest
- Students displaying certificates, credentials or other evidence of achievement

Please send clear, well-lit original photos that show the student and their accomplishment.

WHAT TO INCLUDE WITH EACH SUBMISSION

NOTE: All of the below information is ideal, but we'll gladly accept submissions with less information if need be.

- Student name, school and county (and preferred public name, if different)
- CTE program or career field and the specific milestone achieved
- A few sentences describing what the student learned, did or accomplished and why the achievement matters to the student or their career goals
- Photo(s), with names of any pictured partners or instructors when relevant
- Confirmation that required photo/story permissions are on file

HOW TO SUBMIT

Email the story details and original photo files to Justin@abletrust.org and Tracey@abletrust.org. Use the subject line "HSHT CTE Student Spotlight." We would prefer to receive submissions before CTE Month begins in February, but we will take them all year as well.