

McCallum Journalism

Austin, Texas



NSPA Best Use of Social Media Entry
Social Media Reporting

McCallum High School

Instagram: @macjournalism
Twitter: @macstudentmedia
Facebook.com/macjournalism

BREAKING NEWS: Daughter of Mac custodian killed in attack



Analytics

Impressions: **10,741**

Reach: **4,135**

Comments: **258**

Likes: **1,354**

Saved: **57**

https://www.instagram.com/p/B4szv9egHIE/?utm_source=ig_web_copy_link



BREAKING NEWS: Coach Ray Amaro retires after 43 years

Facebook analytics

People reached: 17,174

Post clicks: 1,951

Engagements: 3,616

Total number of reactions/
comments/shares: 1,665

<https://www.facebook.com/macjournalism/photos/a.647651852063982/1565201576975667/?type=3&theater>

BREAKING NEWS: Alvarez takes coaching job at Lake Travis



Twitter Analytics

Impressions: 4,907

Total engagements: 831

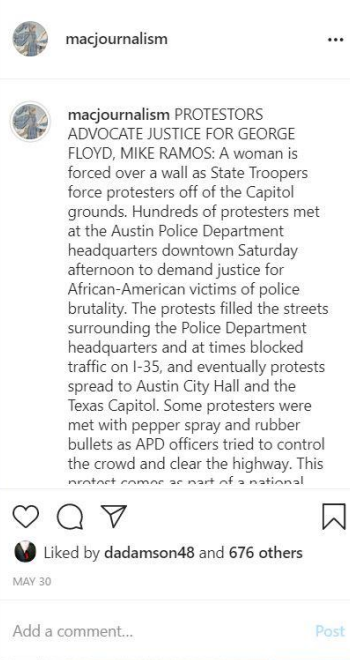
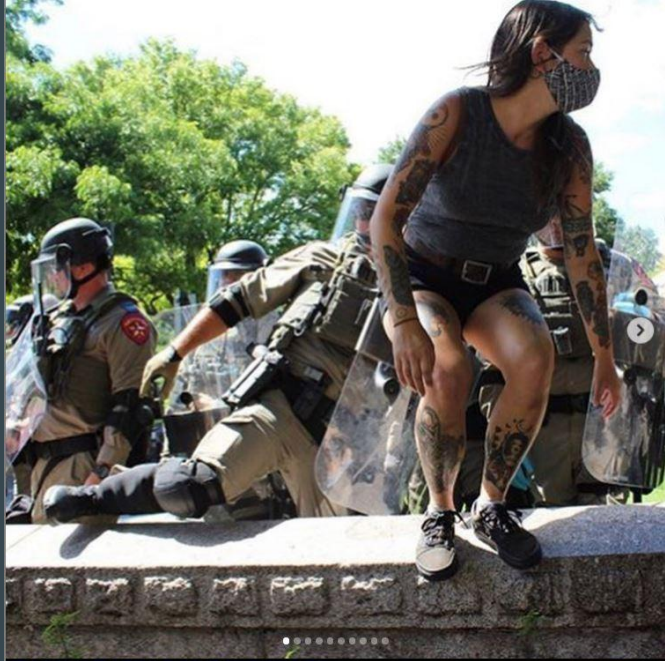
Media engagements: 549

Detail expands: 178

Profile clicks: 58

<https://twitter.com/macstudentmedia/status/1143660459201052676>

BREAKING NEWS: Protestors advocate justice for Floyd, Ramos



Instagram Analytics

Impressions: **3,508**

Reach: **2,316**

Comments: **11**

Likes: **677**

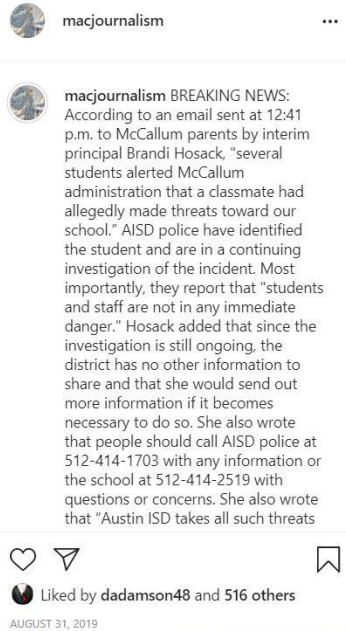
Saved: **22**

https://www.instagram.com/p/CA1j7N1H_DH/

BREAKING NEWS: School responds to social media threats

BREAKING NEWS

According to an email that interim principal Brandi Hosack sent to McCallum parents early this afternoon, "several students alerted McCallum administration that a classmate had allegedly made threats toward our school. Austin ISD police immediately investigated and identified the student who made the threat. The police are continuing their investigation, but students and staff are not in any immediate danger. Because this is an ongoing investigation, we have no other information to share at this point. We will send an update later this weekend if necessary."



Instagram

Analytics

Impressions: 6,442

Reach: 2,811

Comments: 47

Likes: 517

Profile visits: 337

Saves: 32

Follows: 26

<https://www.instagram.com/p/B11q6ssHVh1/>

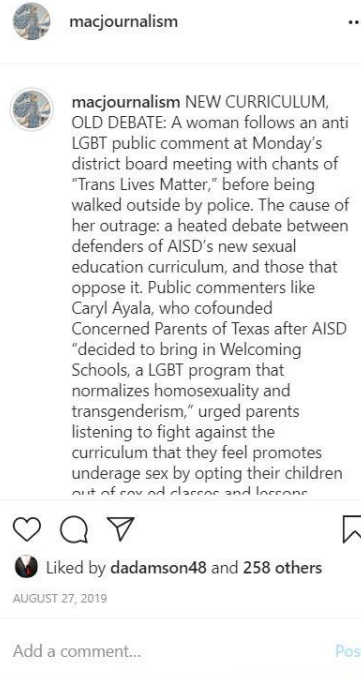
BREAKING NEWS: Students walk out to join climate strike



Instagram
Analytics
Impressions:
3,542
Reach: **2,003**
Comments: **13**
Profile visits: **66**
Likes: **441**
Saved: **10**

<https://www.instagram.com/p/ByquVAWH74d/>

BREAKING NEWS: Sex ed curriculum contested at board mtg



Instagram Analytics

Impressions: 4,188

Reach: 1,772

Comments: 11

Profile visits: 31

Likes: 259



Saved: 12

<https://www.instagram.com/p/B1qE684Hadj/>

Macjournalism is at House Park.
Published by macjournalism [?] · November 8, 2019 · Austin · 🌐

A FINALE FOR FORTY: Friday night's halftime performance by the @mccallumband was certainly a show worth remembering and not just because it was the final one of the award-winning season. Just seconds before the climax of the production, when trombone soloist Jacob Martinez would usually defeat the character of Medusa, played by Maddie Hello, the band froze (and this time not due to Medusa's magical powers). Band parents swiftly turned the back props around as Martinez and Hel...

See More



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

12,203	4,983	Boost Post
People Reached	Engagements	

👤 Leslie Reid, Stephanie Fariss and 226 others 28 Comments 66 Shares

👍 Like 💬 Comment ➦ Share 🌐

BREAKING NEWS: Band boosters surprise director on 40th anniversary

Facebook analytics

People reached: 12,203

Post clicks: 3,893

Engagements: 4,983

Total number of reactions/
comments/shares: 1,090

<https://www.facebook.com/macjournalism/posts/1382367275259099>

BREAKING NEWS: Hosack leaves Mac for district position



Twitter Analytics

Impressions: 1,197

Total engagements: 194

Media engagements: 104

Detail expands: 60

Profile clicks: 12

<https://twitter.com/macstudentmedia/status/1275296381918420995>



Macjournalism

Published by macjournalism 171 · June 23 at 3:42 PM ·

BREAKING NEWS: Former academy director at Austin High Nicole Griffith has been named as McCallum's interim principal effective July 1. Before becoming the academy director, Griffith was a world geography teacher and before that, worked with educating students through time with wildlife. "Throughout my years working with young people, I have dedicated myself to providing enriching experiences that give students the opportunity to take their learning to a deeper level," Griffith... See More



819

People Reached

118

Engagements

Boost Post

24

4 Shares



Like



Comment



Share



BREAKING NEWS:

Nicole Griffith named new interim principal



MAC Journalism @macstudentmedia · Jun 23

Austin HS academy director Nicole Griffith has been named @McCallumHS's interim principal. "I have seen magic happen when teachers are given the opportunity, encouragement and support to create authentic experiences for their students," Griffith wrote to Mac teachers today.



2



10



macjournalism



macjournalism BREAKING NEWS: Former academy director at Austin High Nicole Griffith has been named as McCallum's interim principal effective July 1. Before becoming the academy director, Griffith was a world geography teacher and before that, worked with educating students through time with wildlife. "Throughout my years working with young people, I have dedicated myself to providing enriching experiences that give students the opportunity to take their learning to a deeper level," Griffith wrote in a statement to the faculty. "I have seen magic happen when teachers are given the opportunity, encouragement, and support to create authentic



Liked by nancyhoneycuttsearle and 335 others

3 DAYS AGO

Add a comment...



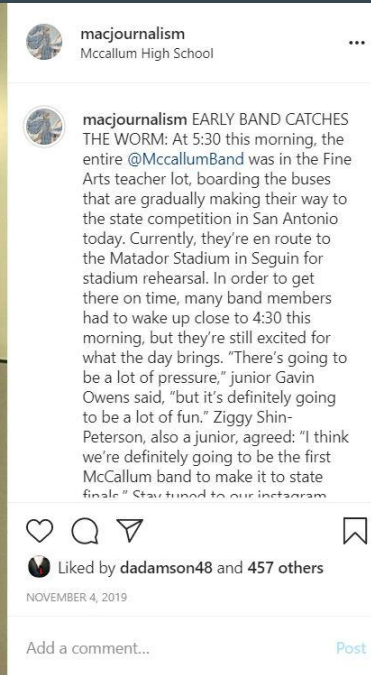
Post

Analytics

Facebook reach: 819 Twitter reach: 671

Instagram reach: 2,071 Total reach: 3,561

BREAKING: Band departs at 5:30 a.m. for state competition



Instagram Analytics

Impressions: 4,164

Reach: 1,935

Comments: 11

Profile visits: 86

Likes: 458

Saved: 1

<https://www.instagram.com/p/B4cbVo7AyhZ/>

BREAKING NEWS: Band narrowly misses spot in state finals



Instagram Analytics

Impressions: **4,397**

Reach: **2,009**

Comments: **13**

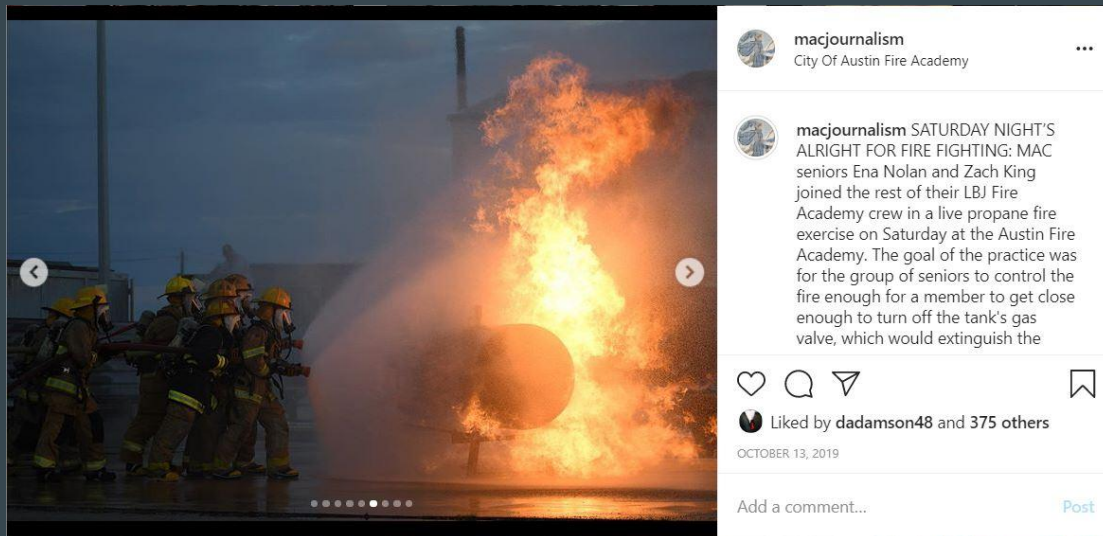
Profile visits: **55**

Likes: **487**

Saved: **7**

<https://www.instagram.com/p/B4eDIhFghhS/>

BREAKING NEWS: Fire Academy completes propane exercise



Instagram Analytics

Impressions: 4,228

Reach: 1,920

Comments: 11

Profile visits: 41

Likes: 376

Saved: 4

https://www.instagram.com/p/B3lQEgSAeH_/

The @Macjournalim POTD streak

We extended our Instagram streak of having at least one post to our @macjournalism Insta account every school day during the year.

The streak has lasted five school years. We encourage you to visit the account directly and see a more full view of our social media work on Instagram, Facebook and Twitter.

We have included here a representative sample of some of our strongest breaking news work.

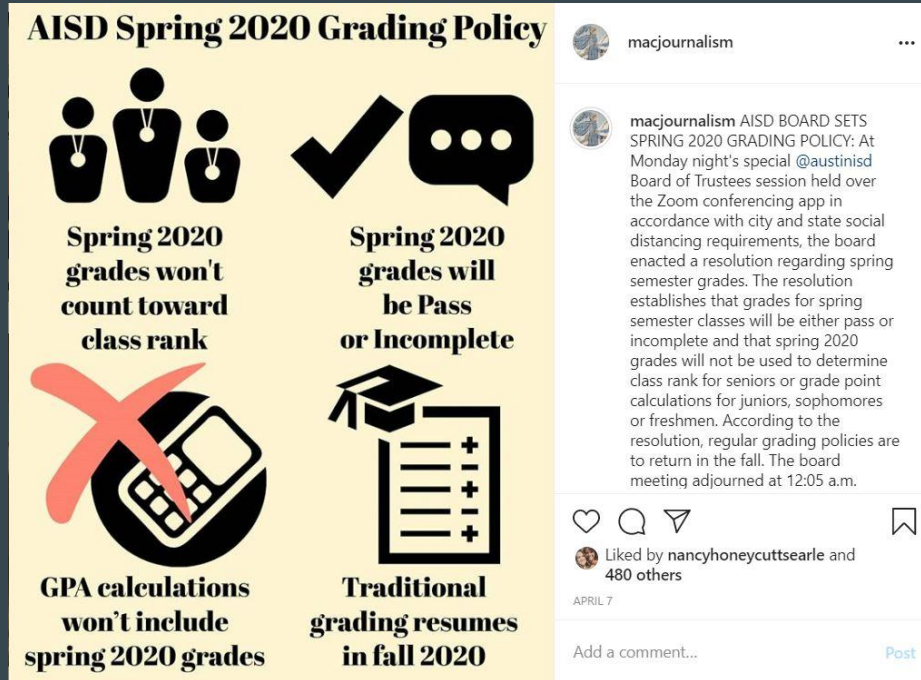
Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

Five things we did better in 2019-2020

...

We wanted to show some things where we thought we improved.

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/p/B-q0l39nqfH/>

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/p/B9A2klenq8J/>

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/p/B9B-tREHds5/>

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/p/B1mieLRACmB/>

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/p/BzMuevbnCQx/>

No. 1: We used Adobe Spark to make graphics, short videos



This is a game preview post. This design template created in Adobe Spark was used to preview games and let people know when and where games were being played and how the outcome would affect the team's season.

<https://www.instagram.com/p/B4kXgbPgckl/>

MACJOURNALISM

JV

21 443
4 2
KNOXVILLE HIGH SCHOOL
KNOXVILLE

NEXT UP: AT CROCKETT JAN. 3

McCALLUM KNIGHTS 49

EASTSIDE MEMORIAL PANTHERS 3



<https://www.instagram.com/p/B6gb9Qbnl1n/>

No. 1: We used Adobe Spark to make graphics, short videos



This is the vertical version. We also had a JV and freshman template to indicate if it was a subvarsity game. For varsity games, we took the bar off because we figured followers would assume a game was varsity unless told otherwise.

<https://www.instagram.com/p/B5o1ooKABhe/>

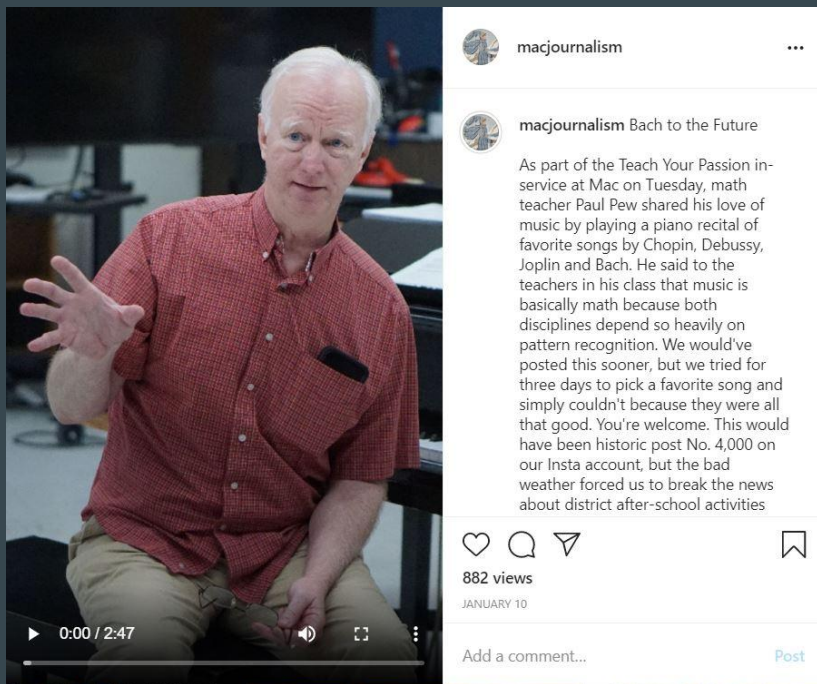
No. 1: We used Adobe Spark to make graphics, short videos



This is how a typical varsity game post would look.

<https://www.instagram.com/p/B4jHMTLgpAz/>

No. 1: We used Adobe Spark to make graphics, short videos



<https://www.instagram.com/tv/B7Jofi6ASaV/>

No. 2: We started using IGTV to create stronger, longer videos



<https://www.instagram.com/tv/B7P5Ev6HiH6/>

No. 2: We started using IGTV to create stronger, longer videos



<https://www.instagram.com/tv/B9DwqviHRA0/>

No. 2: We started using IGTV to create stronger, longer videos



<https://www.instagram.com/tv/B1wFzytA42y/>

No. 3: We kept our community connected during pandemic.



https://www.instagram.com/p/B-GACZ_Hegi/

No. 3: We kept our community connected during pandemic.



<https://www.instagram.com/p/B-dL3LLHrYE/>

No. 3: We kept our community connected during pandemic.



https://www.instagram.com/p/B-imHfAH0_P/

No. 3: We kept our community connected during pandemic.

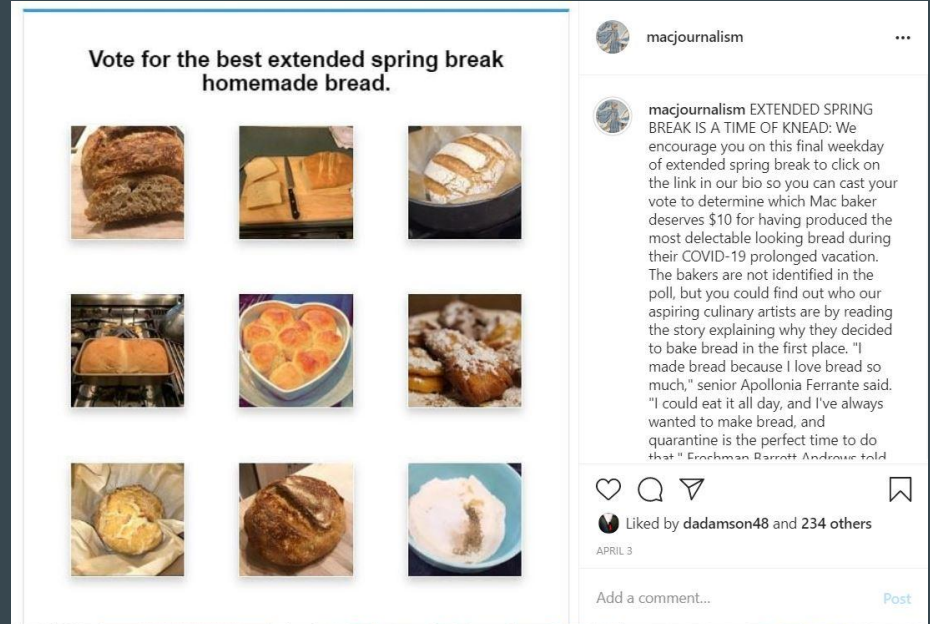


<https://www.instagram.com/explore/tags/macseniorwall2020/>

No. 3: We kept our community connected during pandemic.



<https://www.instagram.com/p/B-l1SXXgJXd/>

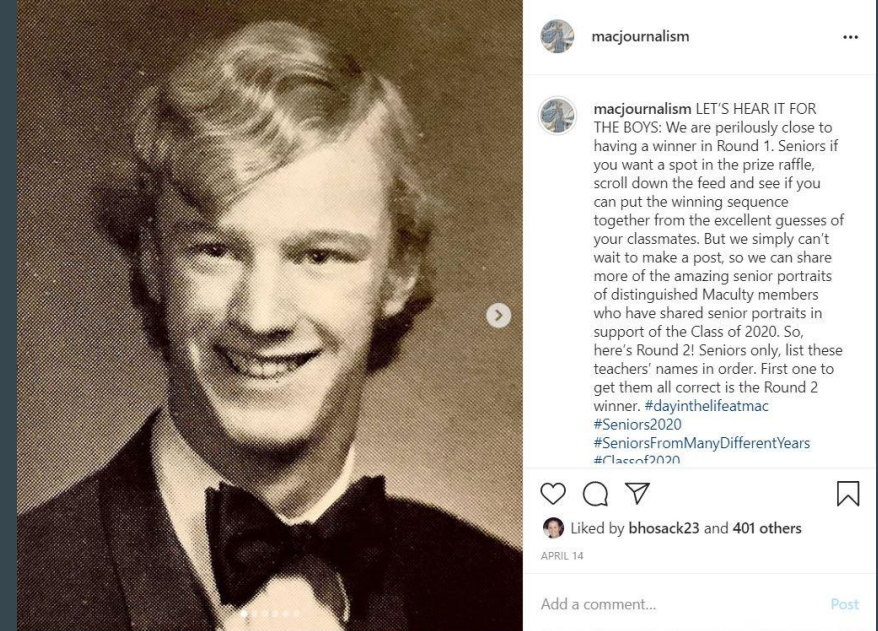


<https://www.instagram.com/p/B-hRY-mHyy6/>

No. 3: We kept our community connected during pandemic.

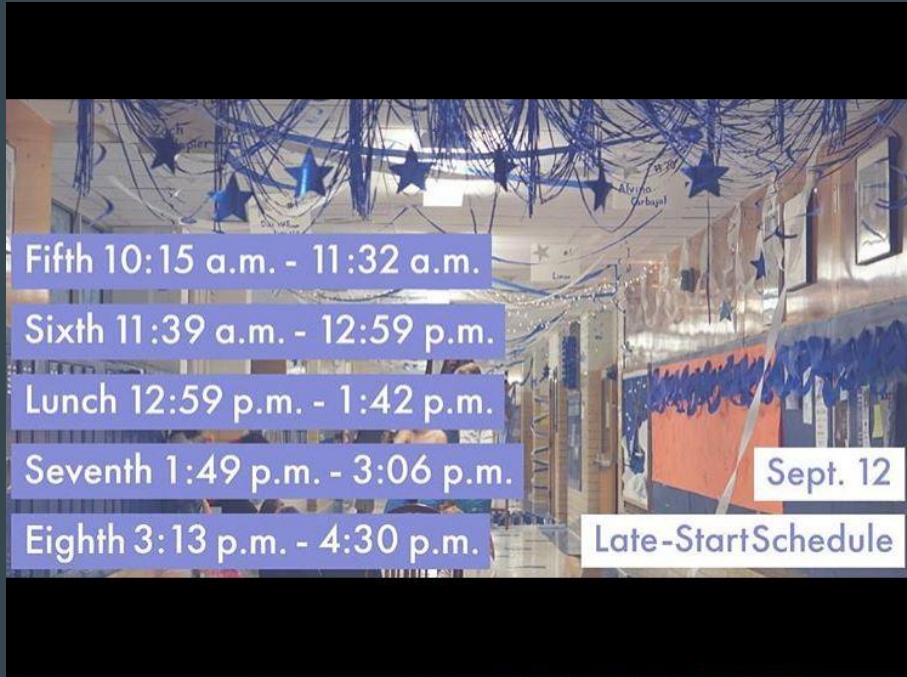


https://www.instagram.com/p/B-9nljZH_-Z/



<https://www.instagram.com/p/B--BaeTHo6-/>

No. 4: We tried harder to be first, best source of school info.



Fifth 10:15 a.m. - 11:32 a.m.

Sixth 11:39 a.m. - 12:59 p.m.

Lunch 12:59 p.m. - 1:42 p.m.

Seventh 1:49 p.m. - 3:06 p.m.

Eighth 3:13 p.m. - 4:30 p.m.

Sept. 12
Late-Start Schedule

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macjournalism Don't forget, Mac Nation, tomorrow, Thursday, Sept. 12, is a LATE START day. The school day does not start for students until 10:15. The adjusted bell schedule is included here for your convenience. Photo by Molly Gardner.

41w

animalism is there not FIT?


Liked by nancyhoneycuttsearle and 292 others

SEPTEMBER 11, 2019

Add a comment... Post

<https://www.instagram.com/p/B2SZsVMChG/>

No. 4: We tried harder to be first, best source of school info.



First/Fifth 9 a.m. - 10:30 a.m. Lunch 12:35 p.m. - 1:16 p.m.

*FIT 10:30 a.m. - 10:55 a.m. Third/Seventh 1:23 p.m. - 2:53 p.m.

Second/Sixth 11:02 a.m. - 12:35 p.m. Fourth/Eighth 3 p.m. - 4:30 p.m.

Tue/Thu/Fri *FIT Schedule

*Flexible Instruction Time

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macjournalism FIT TO BE TIMED:
Here's the bell schedule for Tuesday, Thursday and Friday, which includes the new flexible instruction time period, which will be between fifth (or first) and sixth (or second) periods. The administration plans to roll out FIT sessions the second week of school with study sessions on Tuesday and Friday and club informational sessions on Thursday. If you are a senior taking

991 views

AUGUST 21, 2019


Add a comment...


Post


<https://www.instagram.com/p/B1cdl3PnmIn/>





No. 4: We tried harder to be first, best source of school info.


SENIOR CHROMEBOOK RETURN
CIRCLE DRIVEWAY IN FRONT OF SCHOOL - MAY 21 & 22

THU 10 A.M. - NOON A-D	 <small>MACJOURNALISM</small>	1 PLEASE HAVE YOUR CHROMEBOOK AND CHARGER IN THE CARRYING CASE BEFORE YOU LEAVE YOUR CAR.
THU 12:30 - 2:30 P.M. E-K		2 STAY IN YOUR CAR UNTIL THE PERSON IN FRONT OF YOU HAS RETURNED TO THEIR CAR.
FRI 10 A.M. - NOON L-R		3 PLEASE WEAR A MASK WHEN LEAVING YOUR CAR.
FRI 12:30 - 2:30 P.M. S-Z		4 ALSO DROP OFF ANY TEXTBOOKS, LIBRARY BOOKS OR HOTSPOTS

 macjournalism ...

 macjournalism SENIOR CHROMEBOOK RETURN will be Thursday and Friday in the circle drive in front of the school. Your time will be determined by your last name. The school has asked that you have your Chromebook and charger in the case before exiting your car and that you wait until the person before you has returned to their vehicle before exiting yours. Also please wear a mask and leave promptly after returning your

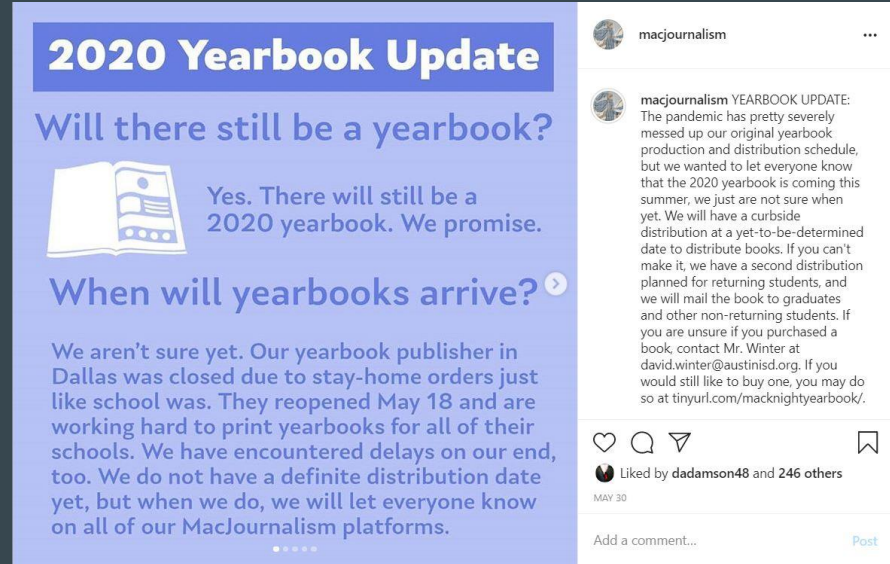
 Liked by gabby.atx and 128 others

MAY 20

Add a comment... Post

<https://www.instagram.com/p/CAZk1cYnQm5/>

No. 5: We communicated essential staff values, policies.



https://www.instagram.com/p/B2pa9-9nT_H/

<https://www.instagram.com/p/CA0ZQ2Bn33-/>

No. 5: We communicated essential staff values, policies.

A MESSAGE TO OUR READERS

Watching the #blackouttuesday social media campaign to express solidarity in the fight against police brutality today has emphasized how much work we as a society have to do to achieve equality. Many people have embraced this campaign enthusiastically as a positive step; others have said it isn't nearly enough. And in all honesty both are probably right. If we were to look around our own news room, we would have to admit that we are a product of institutional inequities of race in our public schools. Today, we express solidarity, but we also acknowledge our own privilege and commit to the difficult work of doing our part to rid our campus of institutional racism.



A MESSAGE TO OUR READERS

The discussion about our Sunday protest post is uncharted water for us as teen journalists. We hope that we have not come across as insensitive and would never wish harm on anyone. The original post adhered to journalistic standards as it conveyed truth at a public event. But out of an abundance of caution and out of respect for people in our community who have raised concern, we are revising the post so that faces are not visible.



https://www.instagram.com/p/CA9e1_cHqyJ/

<https://www.instagram.com/p/CA6KfykH8Ud/>

No. 5: We tried harder to be first, best source of school info.



M

CLASS OF 2020



GRADUATION WALK

Austin ISD releases information about June 25 outdoor commencement ceremony

GRADUATION WALK Details:
8 a.m-11 a.m.
Thursday, June 25
Nelson Field

1. Graduates will be assigned staggered times to arrive.
2. Each graduate is allowed four guests from the same household to attend.
3. Safety protocols will be in place with staff members onsite providing direction.
4. Graduates will hear their name announced, pick up their diploma cover, and walk across the stage as their guests cheer.
5. The previously scheduled Aug. 13 indoor graduation ceremony at the Frank Erwin Center has been canceled.



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macjournalism In case you missed the email today from @austinisd, here are the details the district released about the graduation walk at Nelson Field the morning of Thursday June 25. The previously scheduled Aug. 13 Erwin Center graduation has been canceled. But the June 15 virtual graduation is still happening.

2w

wowzers_yolo_daniela_ Yay so glad we ain't letting Miss Rona stop us from getting the experience we deserve!!!!

2w 2 likes Reply

hain1983 can we still receive our

Liked by dadamson48 and 290 others

JUNE 11

Add a comment... Post

<https://www.instagram.com/p/CBSFopkH3Fs/>