

Inklings News uses Instagram, Snapchat, and two Facebook accounts: one for reporting and the other for promoting articles, the second of which will be entered under the promotion category.

Below is the information and statistics for each of the **reporting** accounts.

Instagram

Username: **inklingsnews**

Link: <https://www.instagram.com/inklingsnews/>

Number of posts during the 2019-20 school year: **297**

Each post includes a photo and a caption, taken and written by the student staff member who is credited at the end of the caption. Some posts include a swipe to showcase multiple photos from an event or happening.

The account has **1,246 followers**. The posts are typically **seen by about 800 people** and receive around **200 engagements** including likes, comments, shares and saves.

Snapchat

Username: **inklings.news**

Link: **N/A**

We strived to cover at least one event via Snapchat per month, particularly sporting events, though the exact number of posts is unknown, as they are deleted after 24 hours. For each event, around 5-10 separate posts are uploaded.

Each post includes a photo or video with a sentence or two providing details about the visual media and the event.

The account has **130 friends**. The posts are typically **seen by 110 people**.

Humans of Staples Facebook

Username: **Humans of Staples, @humansofstaples**

Link: <https://www.facebook.com/humansofstaples/>

Number of posts during the 2019-20 school year: **27**

Each post requires a student staff member to conduct a short interview with a member of the school community and take interesting photos of them with a camera. One photo and a quote expressing something about the photographed person is posted.

The account has **1,473 page likes** and **1,564 page follows**. The posts are typically **seen by about 800 people** and receive around **150 engagements** including likes and reactions, comments, shares and clicks.

Please note that we were unable to post Humans of Staples past March due to COVID-19. Our school, Staples High School, closed and stay at home orders prohibited reporters from meeting peers or staff to interview and photograph.