

The Huron Emery

**NSPA Best use of social
media - social media
reporting**

Our social medias

Instagram: [@thehuronemery](#)

Twitter: [@TheHuronEmery](#)

Facebook: [@HuronEmery](#)

Instagram

Followers at the beginning of the 2019
school year: Approximately 100

Followers as of June 24, 2020: 586

Follower goal for 2019-2020 school
year: 600

Informational: Homecoming court



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Analytics

Impressions: 2,327

Reach: 1,264

Shares: 63

Comments: 0

Likes: 137

Saved: 19

Date published: Sep. 26,
2019

Sports: First win of the season



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Analytics

Impressions: 1,420

Reach: 844

Shares: 29

Comments: 0

Likes: 149

Saved: 7

Date published: Dec. 3,
2019

Feature: The Mikes of Huron



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Analytics

Impressions: 1290

Reach: 861

Shares: 52

Comments: 8

Likes: 261

Saved: 17

Date published: March 7,
2020

Breaking news: School closings



PER GOV. WHITMER'S EXECUTIVE ORDER

**ALL MICHIGAN
K-12 SCHOOLS
CLOSED FOR
REMAINDER OF
SCHOOL YEAR**

DUE TO COVID-19 PANDEMIC



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Analytics

Impressions: 1,050

Reach: 776

Shares: 92

Comments: 12

Likes: 217

Saved: 14

Date published: April 2,
2020

Twitter

Followers at the beginning of the 2019
school year: Approximately 20

Followers as of June 24: 148

Follower goal for 2019-2020 school year:
150

Feature: Assistant Principal shoveling



The Emery @TheHuronEm... · 2/6/20 ▾

"I didn't want anyone to get hurt," assistant principal Michael Sumerton said. Sumerton shoveled the walkway from one of the parking lots to the school on Feb. 6 after an early snowfall. "I'm here to serve," he said. Photos by Michael Williams



Analytics

Impressions: 5,134

Reach: 1,474

Retweets: 9

Comments: 3

Likes: 87

Date published: Feb. 6,
2020

Sports: Men's basketball update



The Emery @TheHuronE... · 3/11/20 ▾

The Rats go on a 29-17 in the second half to close out the game. Rats win 50-47. Devin Womack leads the way with 24 points off of a 10-14 shooting night! [@nothinlikedev](#)



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Analytics

Impressions: 1,898

Reach: 65

Retweets: 5

Comments: 0

Likes: 12

Date published: March 11,
2020

Informational: Journalist of the year



The Emery @TheHuronE... · 4/18/20 ▾

We are excited to announce that our Editor-in-Chief Julie Heng has been selected as a national finalist in the Journalist of the Year Contest (six seniors chosen in the U.S.), after being named Michigan's student Journalist of the Year. She will continue next year at Harvard.



SB Badalamente



Analytics

Impressions: 7,348

Reach: 1,590

Retweets: 9

Comments: 1

Likes: 55

Date published: April 18,
2020

Facebook

Followers at the beginning of the 2019
school year: approximately 0

Followers as of June 24, 2020: 452

Follower goal for 2019-2020 school year:
400

Informational: New staff editors

Meet the new 2020-2021 managing editorial board. They will be taking over the next issue of the newspaper and continue to run the Emery for the 2020-2021 school year.

Co-in-print-editors-in-chief: Clara Bowman and M... [See More](#)



Analytics

Comments: 1

Likes: 17

Date published: May 5, 2020

Weekly Feature: Humans of Huron

This week's humans of Huron!

Junior jumpstart monday: Annie Costello

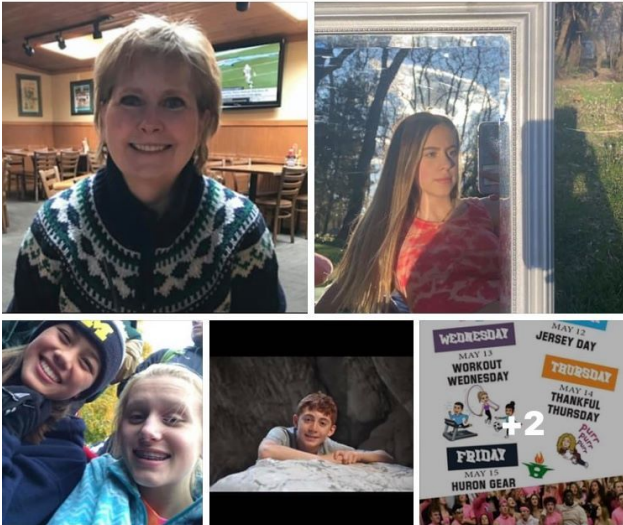
Teacher tuesday: Andra Warsinske

Freshman friday: Rachel Overgaard

Sophomore Saturday: Ozan Uyulur

Senior Sunday: Sami Ruud

Link in bio. Make sure to participate in... See More



  Sara-Beth O'Connor and 14 others

Analytics

Comments: 0

Likes: 15

Date published: May 10,
2020

Reflecting on our 2019-2020 progress

We believe that the goals that we set at the beginning of the year were very ambitious, but that is who we are as a program. Setting such high goals pushed us to raise the quality of our content. Many of our posts were the first news that our student body received when homecoming court was announced or when school was closed, or when COVID-19 messages were being communicated by the district. We amassed a loyal follower base which we can continue to grow off of in the upcoming years.

**Advancements for the
2020-2021 school year**

Introducing more Facebook-exclusive content

During this school year there were very few Facebook-exclusive posts. Most of the Facebook posts were also featured on our Instagram or Twitter. Most of our Facebook followers are parents/adults in the community. These two reasons are probably why our Facebook had the least amount of engagement. Next year we plan to have more packaging and content catered to a slightly older audience.

Covering more sports

This year we focused mostly on covering our Varsity basketball teams because our staff members were already attending these games. Next year we want to cover all of the sports at all levels (Varsity, Junior Varsity). All of our sports are important to someone in our community and we want to work on diversifying our content.

Expanding to TikTok and Snapchat

While The Emery has a Snapchat and TikTok account, this school year we specifically focused on Facebook, Instagram, and Twitter. As we now feel fairly comfortable with these social media platforms, we want to try TikTok and Snapchat. While they are very different in terms of platform, we hope to have important updates such as changes in schedule or live sports scores rather than long-term content.

More Instagram storytelling

Many newspaper social media accounts have taken to using Instagram to tell stories. For student-run papers this typically means reporting on an event/person. While it is important to have content that directs viewers to our website, using Instagram as a storytelling platform is also effective for certain types of content. We will try to storytell on Instagram by uplifting meaningful quotes from students or share pictures from smaller events.