



# Bridgeland Student Media

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Best Use of Social Media  
Social Media Promotion

Evelyn Huerta Munoz  
Lilly Kosh

Instagram: [@bridgelandmedia](#)  
Twitter: [@bridgelandmedia](#)



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We use our Instagram to inform our school on upcoming events, promote our yearbook sales and share highlights from our year.



Instagram stories were used to share dates about school sports.

The first **YEARBOOK** was created in the **1600s** and was better known as a scrapbook.



**WHAT'S CHANGED SINCE?**



**BUY YOUR 2020 YEARBOOK AT BALFOUR.COM**

Can't wait till

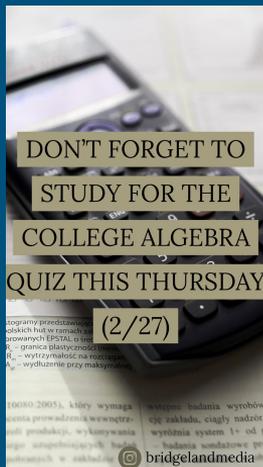


**FORTHCOMING**

this **SATURDAY!**

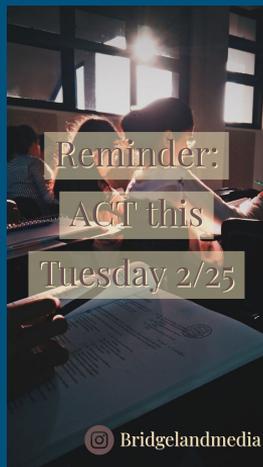
@BridgelandStudentMedia

**DON'T FORGET TO STUDY FOR THE COLLEGE ALGEBRA QUIZ THIS THURSDAY (2/27)**



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**Reminder: ACT this Tuesday 2/25**



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**CHECK OUT BHS THE BRIDGE.COM FOR UPDATES AND INTERESTING STORIES!**

ATHLETIC WALK SCOUTING

**Friday 09/27 Dress up day:**



**Dress up in our school colors and show school spirit!!**

**Deck out in BEAR PRIDE**

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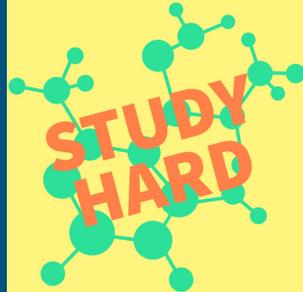
**Orchestra social this Thursday!**



**10/31**

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**ATTENTION AP CHEMISTRY**

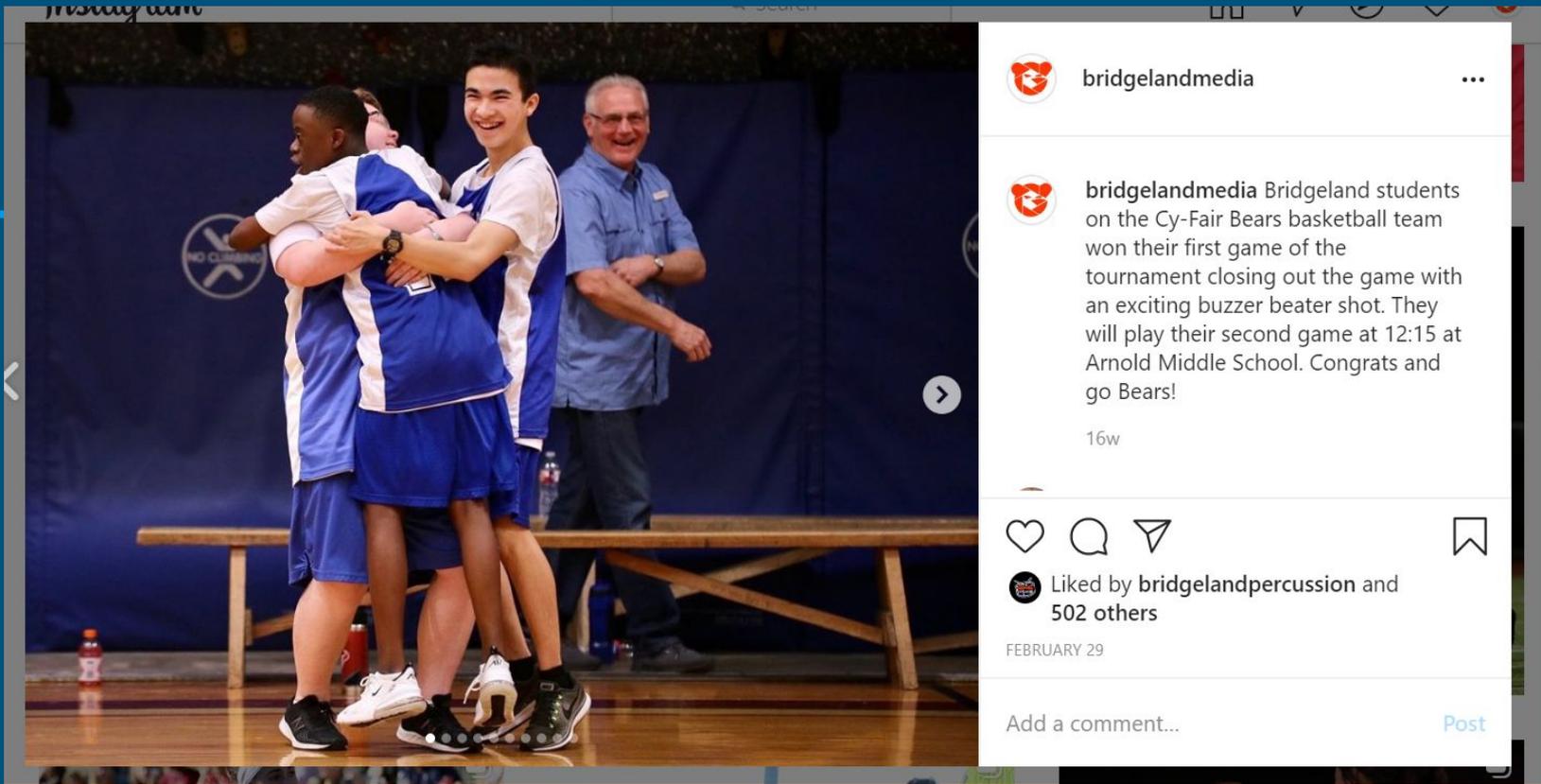


**STUDY HARD**

**TEST 2/14**

@bridgelandmedia

Instagram stories were also used to share events going on around our campus.



Our Instagram posts were meant to highlight the main events going on around our school.

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By us becoming our schools bulletin board thru our instagram stories our follower count grew drastically. We started with only 950 followers at the beginning of the school year and we are now at over 1300 followers.



bridgelandmedia

Edit Profile



50 posts

1,364 followers

45 following

Bridgeland Student Media

[bhsthebridge.com/3351/showcase/pet-madness-round-3](https://bhsthebridge.com/3351/showcase/pet-madness-round-3)

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Our Twitter was mainly used to give updates about sport and school-wide events.





**Bridgeland Media** @BridgelandMedia · May 22

We know you are anxious to receive yearbooks, and so are we! Here's what we know right now. Stay tuned for updates!

**When will yearbooks arrive?**  
Our yearbook publisher was closed due to Dallas County's Stay-at-Home orders and reopened May 18. We do not have an estimated ship date yet.

**How will they be passed out?**  
We will choose a plan that respects social distancing requirements and communicate procedures. If you have special circumstances, please email yearbook adviser, Samantha Berry.

**How do I know if I've purchased a book?**  
All yearbooks were purchased online from Balfour.com. Check your email for a receipt first. If you cannot find one, please email [samantha.berry@cfisd.net](mailto:samantha.berry@cfisd.net).

**Will there be extra books? How can I buy one?**  
Extra yearbooks will be available for purchase before distribution when we are able to assess how many be posted or shared via media. We

Traci Underwood and 7 others

9 19



**Bridgeland Media** @BridgelandMedia · Jan 30

TOMORROW IS THE LAST DAY TO ORDER YOUR YEARBOOK!!! Order at [balfour.com](http://balfour.com)!



BHS Bear Nation and 8 others

8 13

These are tweets meant to promote yearbook sales. Similar posts were featured on our Facebook.

In addition to our program's social media accounts, we send 10 photos per week to be featured on our district's social media accounts.

