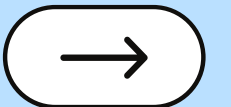


01

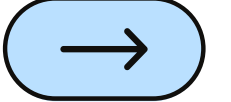
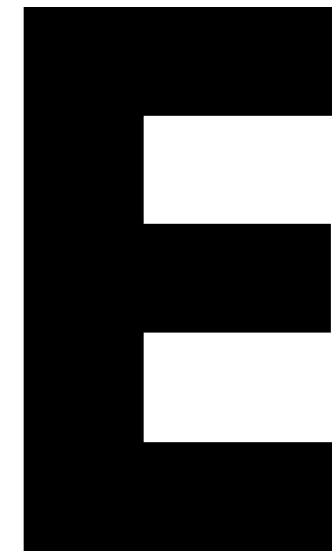
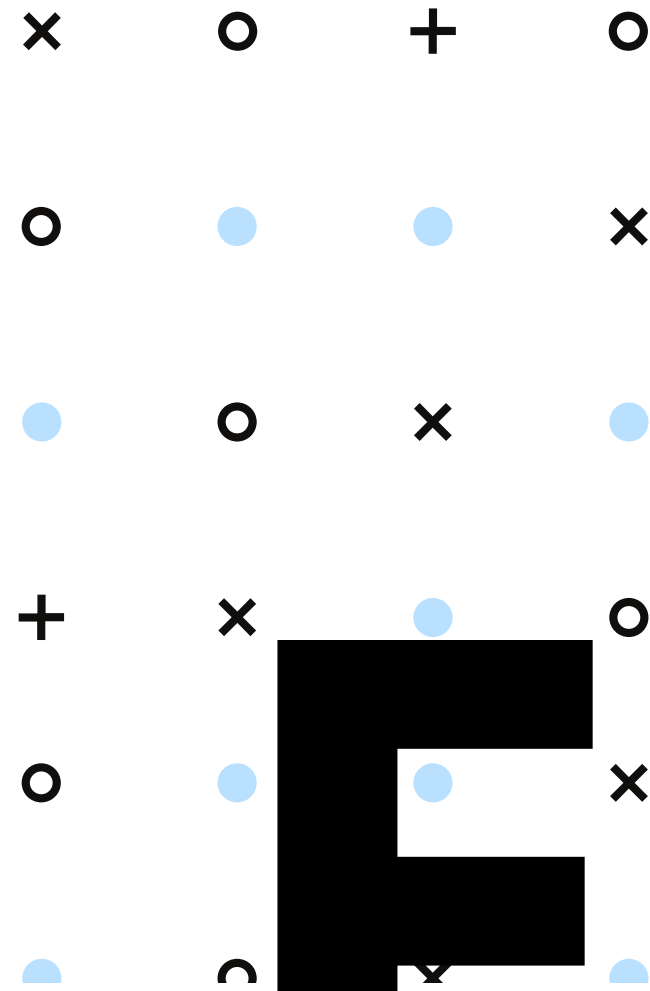


EL ESTOQUE

Monta Vista High School, Cupertino CA



02



Our Social Media

Instagram

[@elestoque](#)

Twitter

[@elestoque](#)

Facebook

[facebook.com/elestoqueonline](#)

*Click on any link or image to see the original link

Instagram

Human Centered Storytelling

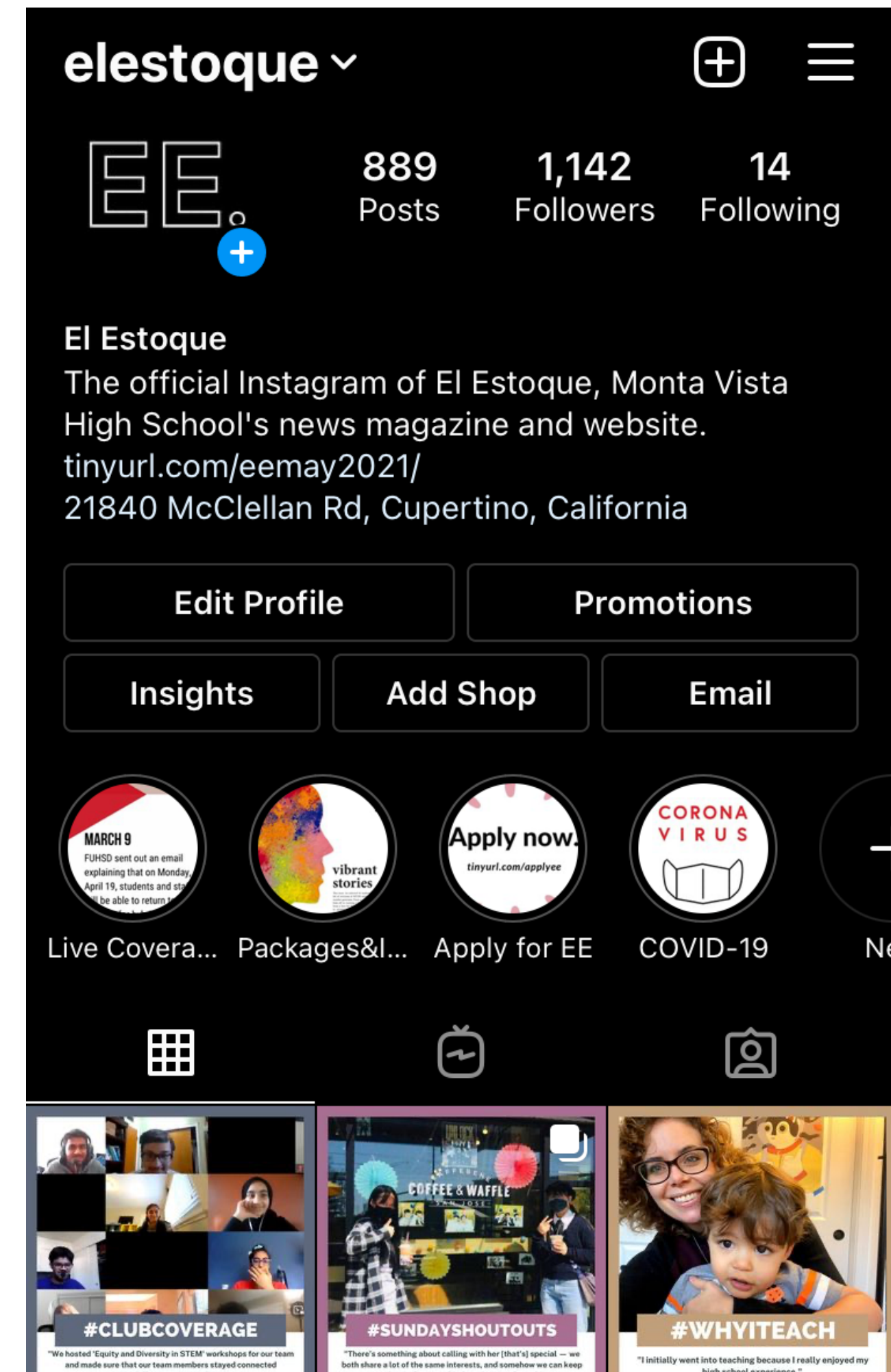
Due to the pandemic, our students lacked interaction with peers and the sense of school community. Using personalized stories, we hoped to bring that back.

Consistent Theming

By standardizing the types of content we produced, we ensured quality and personalization in every post. Each post was required to have a central human subject, specific and formatted quote, and be one of our 16 pre-described themes.

Breaking News

We used Instagram stories to share time-critical posts which helped disseminate crucial information to our student and staff communities. This included updates about distanced learning, sport cancellation/reopening and hybrid learning updates.



Instagram

04

Analytics

Impressions: 869

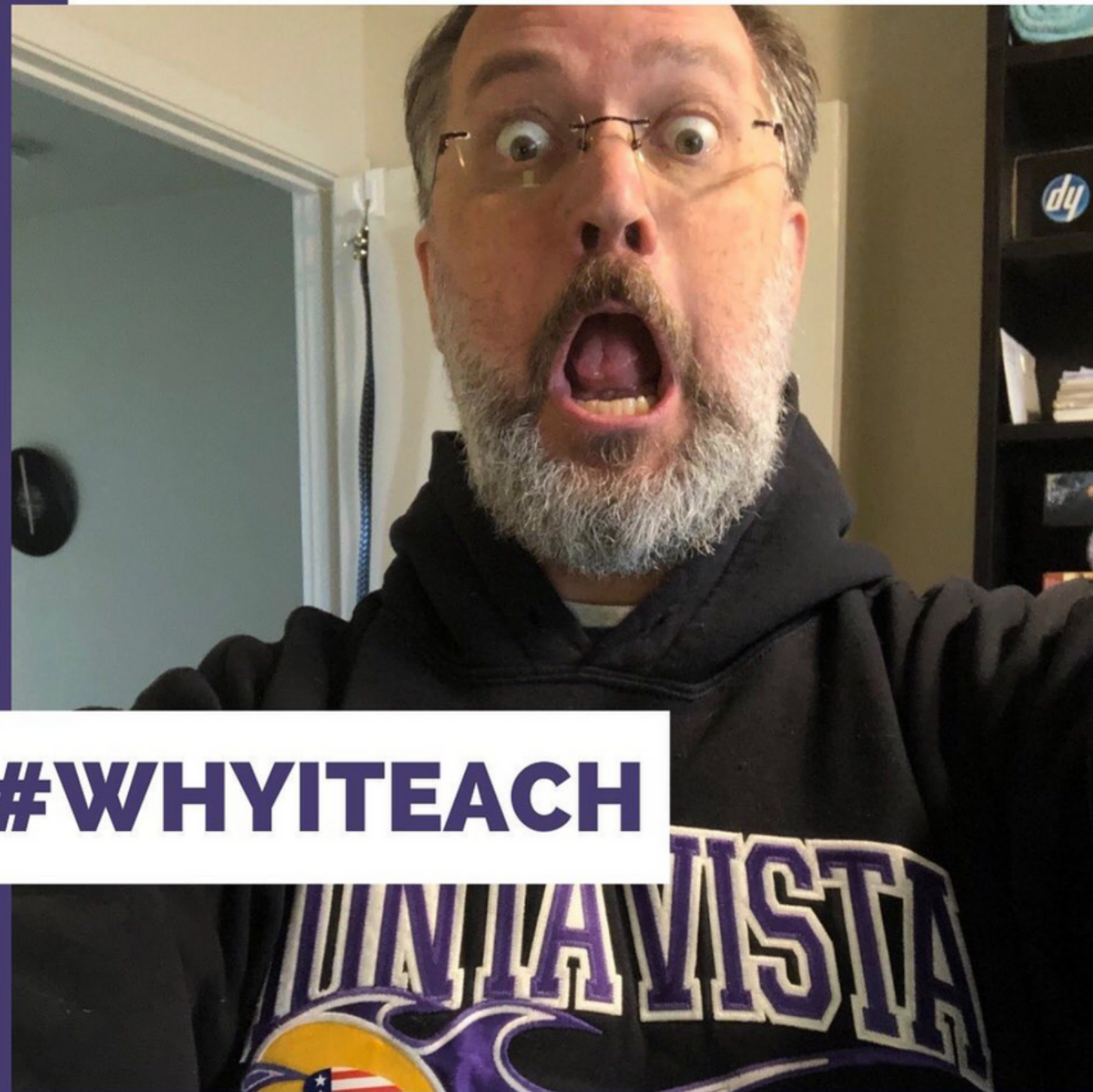
Likes: 124

Reshares: 34

Purpose

#WhyITeach personalizes our staff community during a time in which few students are able to have personal interactions with teachers.

https://www.instagram.com/p/_CF-AtCngllv/



elestoque



elestoque "Actually, I did not intend to become a teacher when I started going to college," MVHS AP Government and Politics teacher Benjamin Recktenwald said. "After numerous changes of majors and a lot of years of college, I realized that I really wanted to get a degree in History, and one of the few things I could do with it was teach. And then when I started working for the teaching programs and credentials and volunteering at a couple of high schools as an AVID facilitator, I realized I really liked it. So that's how I came into it, from the side, I guess. I'm just lucky that it [worked] out, and I really enjoy it. [My favorite part] is interacting with students. I feel like I've been told that I have the demeanor of an 18-year-



Liked by matt_or_matteo and 123 others

OCTOBER 5, 2020



Add a comment...

Post

Instagram

05

Analytics

Impressions: 1,323

Likes: 200

Reshares: 8

Purpose

#MotivationalMonday encourages our community to get excited about the week through stories of amazing actions by students.

https://www.instagram.com/p/_CETG5LFJJDN/



elestoque



elestoque "Not a lot of people know this about me, but I'm very passionate about veterinary medicine," senior Yolanna Lu said. "I actually currently work at a veterinary hospital, which originally started as an internship at the beginning of summer, but now I'm actually getting paid as a technician. A technician is basically the nurse of the veterinary field, so a lot of people receive degrees to become a tech but I'm working as one straight off an internship, which I think is super crazy. But some of my responsibilities include doing TPRs, which is a questionnaire a nurse would do before a doctor's visit, filing medication, administering vaccines, running in-house lab tests, conducting bloodwork tests, and it's definitely worth the effort to see that you



Liked by matt_or_matteo and 199 others

AUGUST 24, 2020



Add a comment...

Post

Instagram

06

Analytics

Impressions: 820

Likes: 103

Reshares: 2

Purpose

#FashionFriday gave our audience fashion tips from students to provide alternatives to the distanced learning pajama and sweatshirt.

https://www.instagram.com/p/_CKYC16OgEp2/



#FASHIONFRIDAY

"I've just had more time during quarantine to plan out my [outfits] and to collect inspiration."



elestoque



elestoque "There are so many opportunities to experiment and change your entire look," junior Seo-Eun Kim said. "A simple necklace or belt can really elevate and change the impact and function that an outfit can have. I definitely used to dress more basic, not that there's anything wrong with that. I think over time my style has become more feminine and alternative. I think I've just had more time during quarantine to plan out my [outfits] and to collect inspiration... I think I would describe myself as a 'wannabe egirl.'"

[#egirl](#) [#FashionFriday](#) [#ElEstoque](#)

Photo by Seo-Eun Kim // Used with permission

Representative of Asian Media



Liked by ishaanidayal and 102 others

JANUARY 22



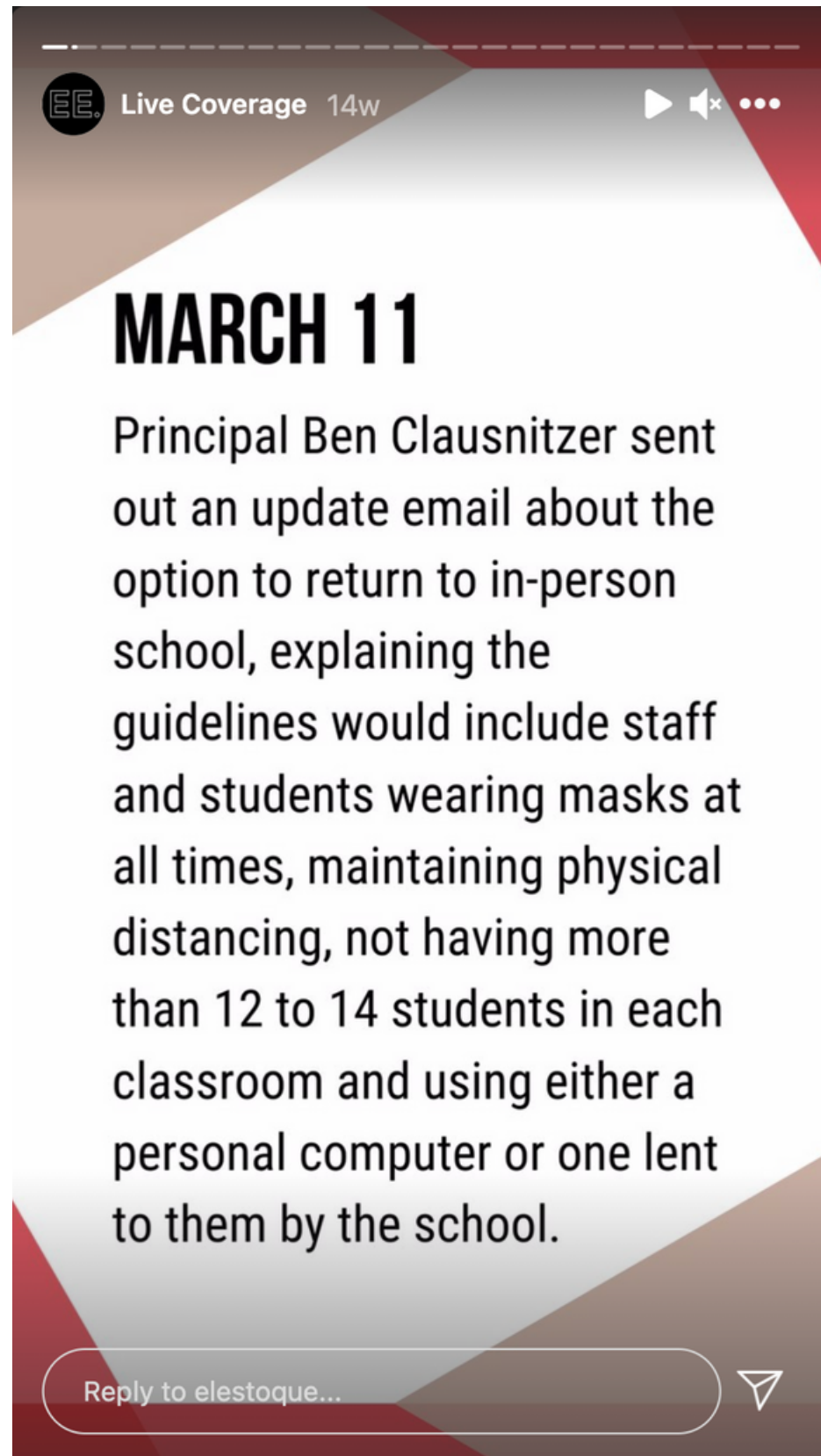
Add a comment...

Post

Instagram

Below are some examples of the breaking news Instagram stories mentioned before.

07

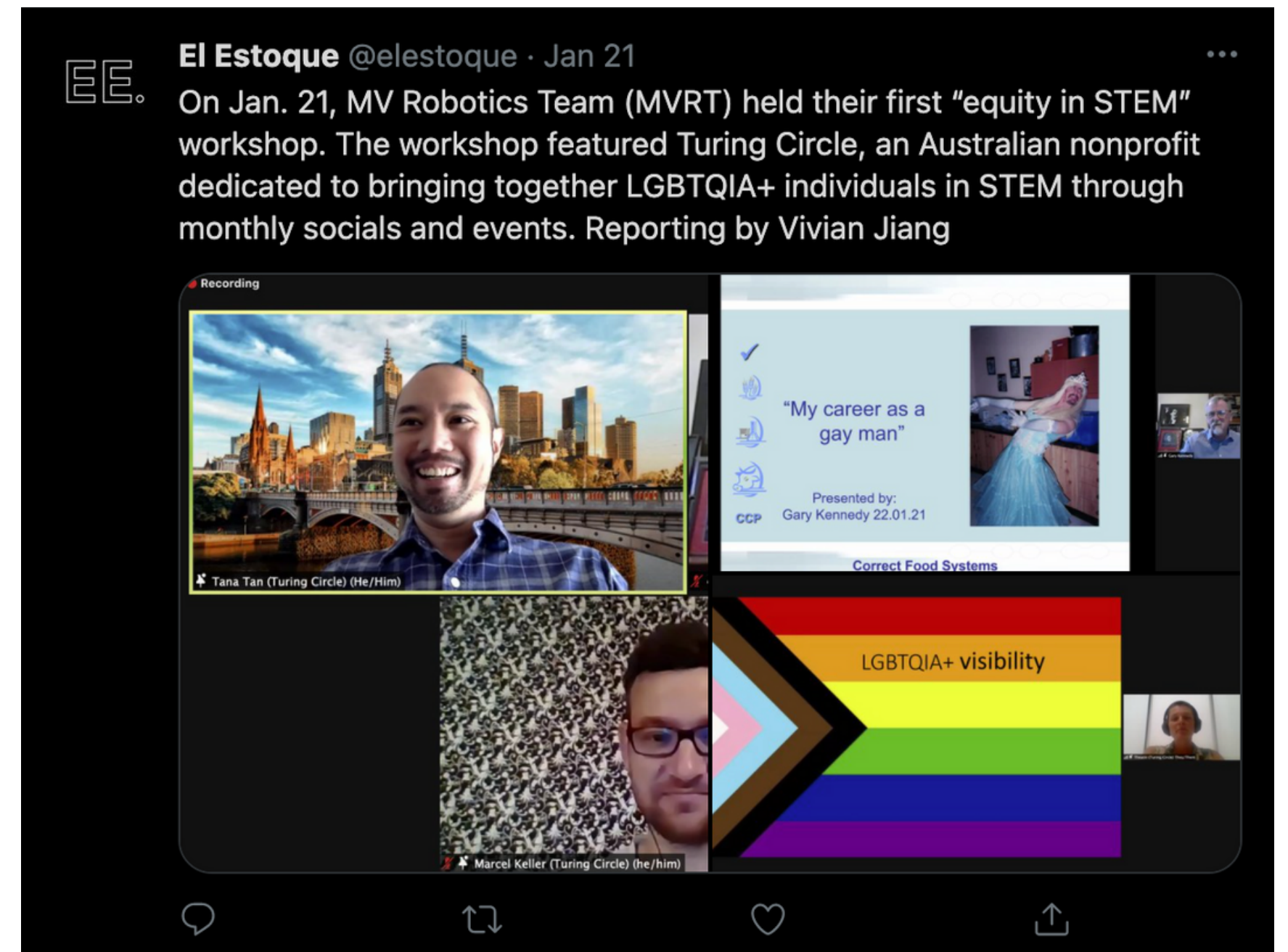


Twitter

08

Club Activities

Twitter was specifically useful as a platform to update our alumni community on the current actions of their former clubs, effectively encouraging them to get engaged.



Twitter

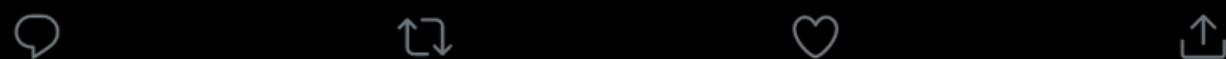
09

Sports Reopening

Twitter also served as a prime location to post sports updates with its 140 character limit and easy view-ability. In addition, horizontal sports images display considerably better on twitter than other platforms.

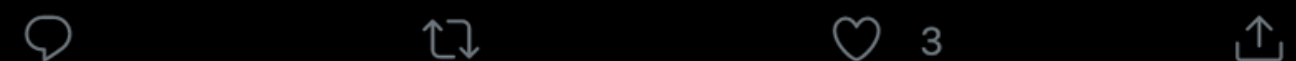
EE. **El Estoque** @elestoque · May 19

On May 13, the MVHS Boys Water Polo team lost against Harker HS 11-22 despite a promising first half. The game was followed by the Girls Water Polo team's 8-7 win against Wilcox HS after a tight game with a six minute overtime. Photos by Anna Jerolimov, Jayanti Jha and Elena Khan



EE. **El Estoque** @elestoque · May 2

MVHS girls basketball loses to Homestead 35-43. Throughout the game, the Matador's score followed closely behind Homestead, yet in the second half they were unable to close the gap. Photos by Devin Gupta



Consistent Coverage

10

Our publication continued its usage of our social media calendar spreadsheet. Organizing our social media content ensures that we consistently provide vital updates to our community across all of our platforms. The spreadsheet also ensures every staff member learns about every platform.

*Snapchat usage was limited this year due to the COVID-19 pandemic.

	A	B	C	D	E	F	G
162		Copy 2 due		Copy 3 due			Proof due
163	Cycle 6 Week 4	Events: F: I: Jayanti (#SundayShoutouts) T: S:	Events: F: Online Story Promo (Aditya) I: Tyler (Motivational Monday), Kripa (#MindfulMonday) T: S:	Events: F: I: T: #TuesdayTunes(Sean) S:	Events: F: Online Story Promo (Mira) I: Collin Qian #WorkoutWednesdayT: S:	Events: F: I: Anika (ThrowbackThurs) Amber(Thankfulthursday) T: S:	Events: F: Diya (online story promo), Justin (online story promo) I: Nishat (FashionFriday), Andie (FeatureFri) T: S:
164		5/9	5/10	5/11	5/12	5/13	5/14
165							Rough draft design due
166	Cycle 6 Week 5	Events: F: Claire & Shivani M (online story promo) I: #SundayShoutout (Riya) T: Michelle (online story promo) S:	Events: F: Melody (online story promo) I: Lance (#whyiteach) T: Collin (Online Story Promo) S:	Events: F: Matthew (online promo) I: Anushka (#Tuesday Tunes #TechTuesday (Krish Dev)) #ClubCoverage(Gavin) T: S:	Events: F: Gauri (online story promo) I: Mikaylah (#WholesomeWednesday) T: Irene (Online Story promo) S:	Events: F: I: Amber (ThankfulThurs) T: S:	Events: F: I: Sophia (FridayFun) Anika (FashionFriday) , T: S: Devin (carnival)
167		5/16	5/17	5/18	5/19	5/20	5/21
168				Final draft design due			Portfolio due
169	Cycle 6 Week 6 Portfolio due	Events: F: Ritu (online story promo) Rachel (Online story promo) I: Ayah (#SundayShoutouts) T: S:	Events: F: Gauri (online story promo) I: Anna (#MotivationalMon) T: Abdullah (online story promo) S:	Events: F: Kripa (online story promo) I: Tanish (#TastyTuesday), Diya (#TuesdayTunes) T: Jefferson (News Package promo) S:	Events: F: Abdullah (Package Promo) I: Ishaani (#WorkoutWed), Vivian (#WholesomeWed) T: Collin (online story promo) S:	Events: F:Prisha (Online Story promo), Mira (Package promo) I:Abdullah (#WhyITeach), Claire (ThrowbackThurs), Tyler (ThankfulThurs)) T S:	Events: F: I: Arjan (FashionFriday), Iman (FeatureFriday), Annie (FridayFun), Minjae (WhyITeach), Jefferson (FunFriday),Prisha(#ClubCoverage T: Riya (Online story promo) S: