EL ESTOQUE

Monta Vista High School, Cupertino CA

NSPA Best Use of Social Media: Reporting
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.
#WHYITEACH

**Purpose**

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

[link to Instagram post]

https://www.instagram.com/p/CF-AtCngIIy/
#MotivationalMonday encourages our community to get excited about the week through stories of amazing actions by students.

https://www.instagram.com/p/CETG5LFJJDN/
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/
Below are some examples of the breaking news Instagram stories mentioned before.

**MARCH 11**
Principal Ben Clausnitzer sent out an update email about the option to return to in-person school, explaining the guidelines would include staff and students wearing masks at all times, maintaining physical distancing, not having more than 12 to 14 students in each classroom and using either a personal computer or one lent to them by the school.

**MARCH 25**
CA Gov. Gavin Newsom announced expanding eligibility for the COVID-19 vaccine. Californians who are 50+ may sign up for a vaccine appointment starting April 1, and Californians who are 16 and older may sign up.

**APRIL 5**
This past weekend, there were three separate instances of an athlete testing positive, and since sports teams physically interact among one another, three teams, all at three different FUHSD high schools, are currently quarantining.
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

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.

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

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

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.*