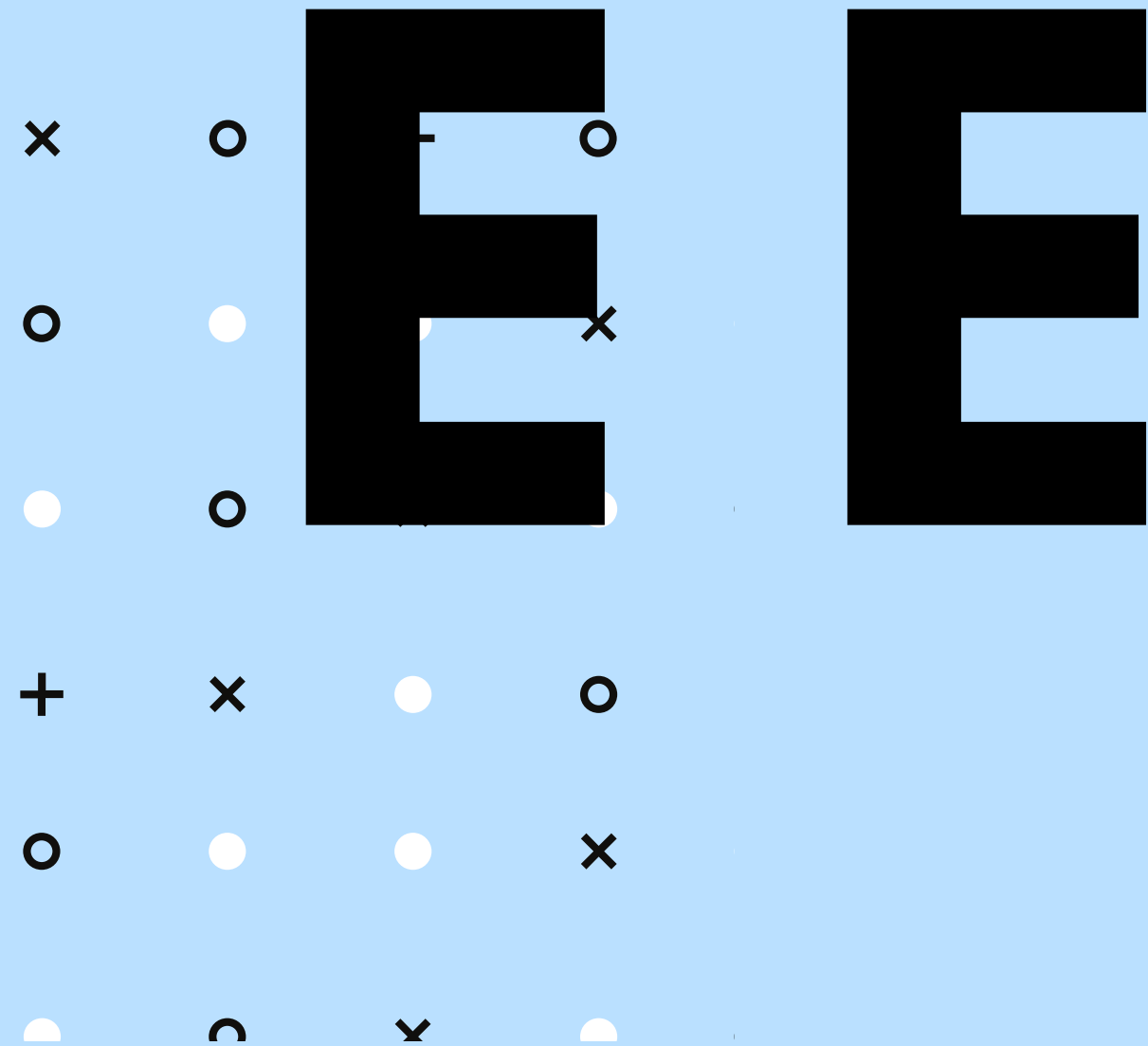
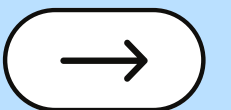


01

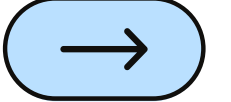
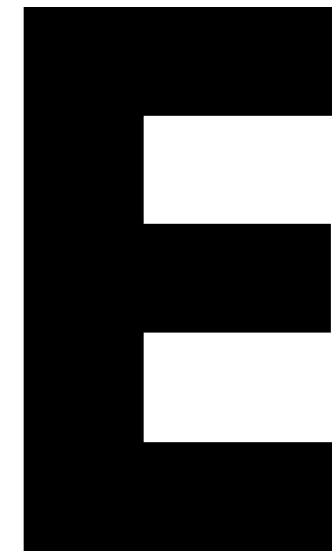
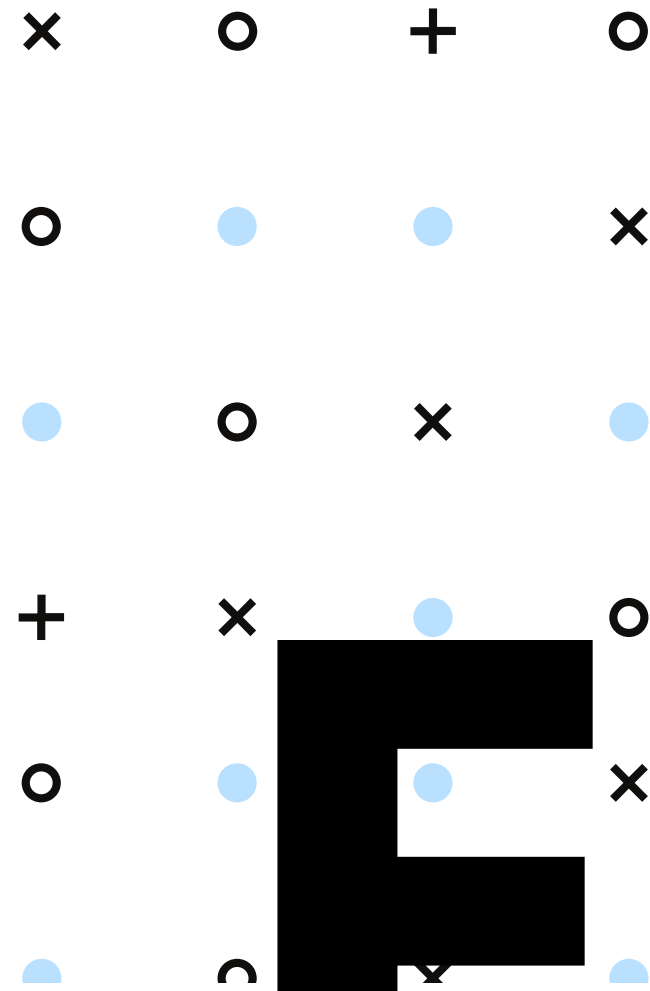


# EL ESTOQUE

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

03

## Analytics

Impressions: 958

Website Taps: 40

Actions Taken: 112

## Print Magazine

Every content cycle, our heads team posted a quick teaser of our issue publication. This brought visitor to our instagram homepage and to our content.

[https://www.instagram.com/p/CHTluAWhuhd/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CHTluAWhuhd/?utm_source=ig_web_copy_link)



elestoque



**elestoque** In an era where immigrants are not only placed in boxes with oversimplified portrayals of their experiences, but also vilified continuously by politicians and the media, sharing and learning about these stories is more important than ever. And fighting for concrete change that grants immigrants the rights and lives they deserve is even more so.

In El Estoque's latest issue, our Features package on immigration explores some of the stories of the MVHS community — like the Kaminitz family's move from Israel, the Westilius family's move from Sweden and the Castro family's move from the Philippines.



417 views

NOVEMBER 7, 2020



Add a comment...

Post

# Instagram

04

## Analytics

Impressions: 1,071

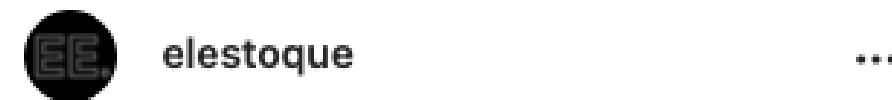
Profile Visits: 44

Reshares: 26

## Story Promotion

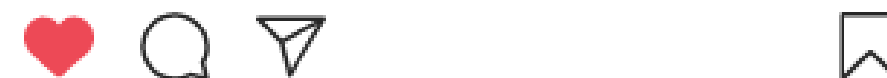
In addition to our instagram content, we advertised particular human-based stories on our Instagram. These stories had fantastic visuals making them appropriate for social media.

[https://www.instagram.com/p/CGlwqULgaE1/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGlwqULgaE1/?utm_source=ig_web_copy_link)



**elestoque** The resurgence of the Black Lives Matter (BLM) movement during the summer of 2020 was followed by an influx of fundraisers, protests and educational conversations about race and systemic racism. It is important that we continue to demonstrate solidarity with the movement, and a tangible way to do so is by supporting Black-owned businesses.

Click the link in our bio to read our reviews of six Black-owned eateries



Liked by divya.sub and 124 others

OCTOBER 20, 2020

Add a comment...

Post



# Instagram

05

## Analytics

Impressions: 679

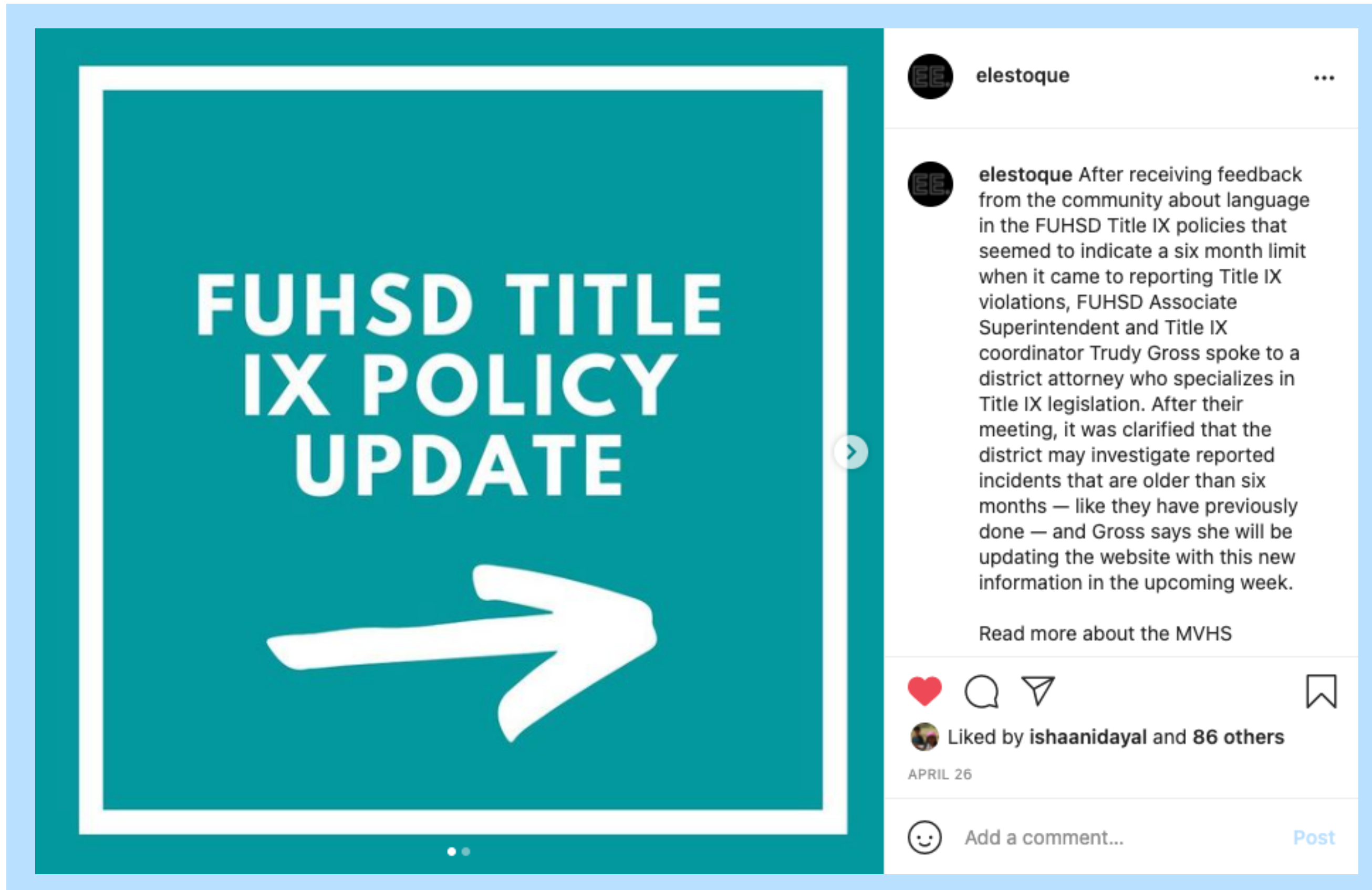
Likes: 89

Reshares: 3

## Breaking News

We also used social media to promote stories that were considered breaking news and had to be shared with time-urgency. Our social media helped keep our community informed through updates to distanced learning, sexual harassment complaints and the BLM movement.

<https://www.instagram.com/p/COJ5OFhLUf0/>



# Instagram

We also used Instagram stories to promote our multimedia packages, bringing about 50 - 100 extra reads per package.

06

EL ESTOQUE FEATURES

## VISION

What it means to  
be a member of  
the Class of 2020  
in the midst of a  
global pandemic

Link in bio

EL ESTOQUE

## "The Misanthrope": Behind the Camera

at [elestoque.org](http://elestoque.org)!



## *Black Lives Matter at MVHS*

*In this package, El  
Estoque puts faces  
on community  
members leading  
the MVHS BLM  
movement, from  
organizing town  
halls to fighting for  
curriculum changes  
and raising funds  
for donations.*

*Link in Bio*




# Facebook

El Estoque uses Facebook the most to promote our content, adding hundreds of reads to each of our stories.

07

**El Estoque Online**  
Published by Oishee Misra · September 1, 2020 ·

When FUHSD new teacher mentor Pooya Hajjarian bought his Boulder Creek home in 2014, he described it as a "complete fixer upper." Fast forward six years, and he says there's not a single square foot that he hasn't updated or rebuilt in some way, including tr... [See More](#)




ELESTOQUE.ORG  
**The California wildfires impact the FUHSD community**  
Students and staff receive evacuation notices due to spreading ...

404 People Reached 106 Engagements [Boost Post](#)

You and 13 others 1 Comment

**El Estoque Online**  
Published by Andie Liu · January 5 ·

Seniors Jasmine Lu and Alice Zhou recall discussing writing a book in their sophomore year in seventh period Sushma Bana's Pre-Calculus Honors class. Following this conversation, the two had the idea in the back of their minds but only ended up executing it ... [See More](#)



ELESTOQUE.ORG  
**Tempo: Two teenagers' perspectives on the pace of life**  
Seniors Jasmine Lu and Alice Zhou release a collection of poetry...


461 People Reached 145 Engagements [Boost Post](#)

You and 11 others 2 Comments 1 Share

Love Comment Share

**El Estoque Online**  
Published by Andie Liu · December 13, 2020 ·

I first heard about Elliot Page coming out as non-binary and using he/they pronouns through TikTok from an article titled "The Umbrella Academy's Elliot Page announces He is Transgender" with a person dancing underneath expressing how proud they were of him.... [See More](#)




ELESTOQUE.ORG  
**To Elliot**  
Reflecting on Elliot Page and my own experiences with Coming O...

438 People Reached 81 Engagements [Boost Post](#)

11 1 Comment

**El Estoque Online**  
Published by Andie Liu · December 5, 2020 ·

Ding!  
Soon after Fremont Union High School District (FUHSD) shifted to distance learning in March of 2020, MVHS social science teacher Hilary Barron remembers Max, her then 18-month-old son, figuring out why his mom's email frequently dinged. When Max's day... [See More](#)



ELESTOQUE.ORG  
**Access to childcare in the midst of COVID-19**  
FUHSD teachers utilize the FUHSD-Action Day partnership and c...

254 People Reached 40 Engagements [Boost Post](#)

You and 7 others



# Facebook

Links on Facebook automatically displace featured images, making posting very often specifically easy for staff.

08

**El Estoque Online**  
Published by Ayah Ali-Ahmad · December 16, 2020

In this issue's El Estoque survey that goes out to all MVHS students, we asked, 'Do you believe men and women should be treated equally?' Out of 152 respondents, 99% voted yes.

The following question asked, 'Do you self-identify as a feminist?' 72% said ye... [See More](#)

**eIESTOQUE**

9 YES, SHE CAN  
Investigating feminism through different  
as within the MVHS community

ISSUU.COM  
**Volume 51, Issue 3,  
December 16, 2020**  
Issuu is a digital publishing  
platform that makes it  
simple to publish  
magazines, catalogs,  
newspapers, books, and...

551  
People Reached

37  
Engagements

[Boost Unavailable](#)

**El Estoque Online**  
Published by Andie Liu · April 3

In the past 10 years, MVHS enrollment has dropped by nearly 700 students. That's 37% of the current student body. The causes are varying: rising housing prices, lower Californian birth rates and tech company movement, all of which contribute to fewer MVHS st... [See More](#)

**ELESTOQUE.ORG**  
**Plotting the Future**  
Examining course allocations at MVHS through the lens of declin...

362  
People Reached

24  
Engagements

[Boost Post](#)

**El Estoque Online**  
Published by Matthew Yoshimoto · May 1

"And even our in-person graduation won't happen with all of us there — you're supposed to graduate with your entire class, not a sixth of it.

That's not anyone's fault, really. An unforeseen pandemic caught everyone off guard, and criticizing administratio... [See More](#)

**ELESTOQUE.ORG**  
**Dear Class of 2021**  
Reflecting on an abnormal senior year and our hopes for an in-p...

315  
People Reached

34  
Engagements

[Boost Post](#)

**El Estoque Online**  
Published by Andie Liu · February 23

As one of the five sports allowed to officially practice and compete, MVHS Cross Country ran in its first meet this season at Los Altos High School (LAHS) on Saturday, Feb. 20. The race was 2.1 miles. Click below to learn more about the team's worries before... [See More](#)

**ELESTOQUE.ORG**  
**Cross Country: MVHS competes in its first meet of the season**

360  
People Reached

67  
Engagements

[Boost Post](#)

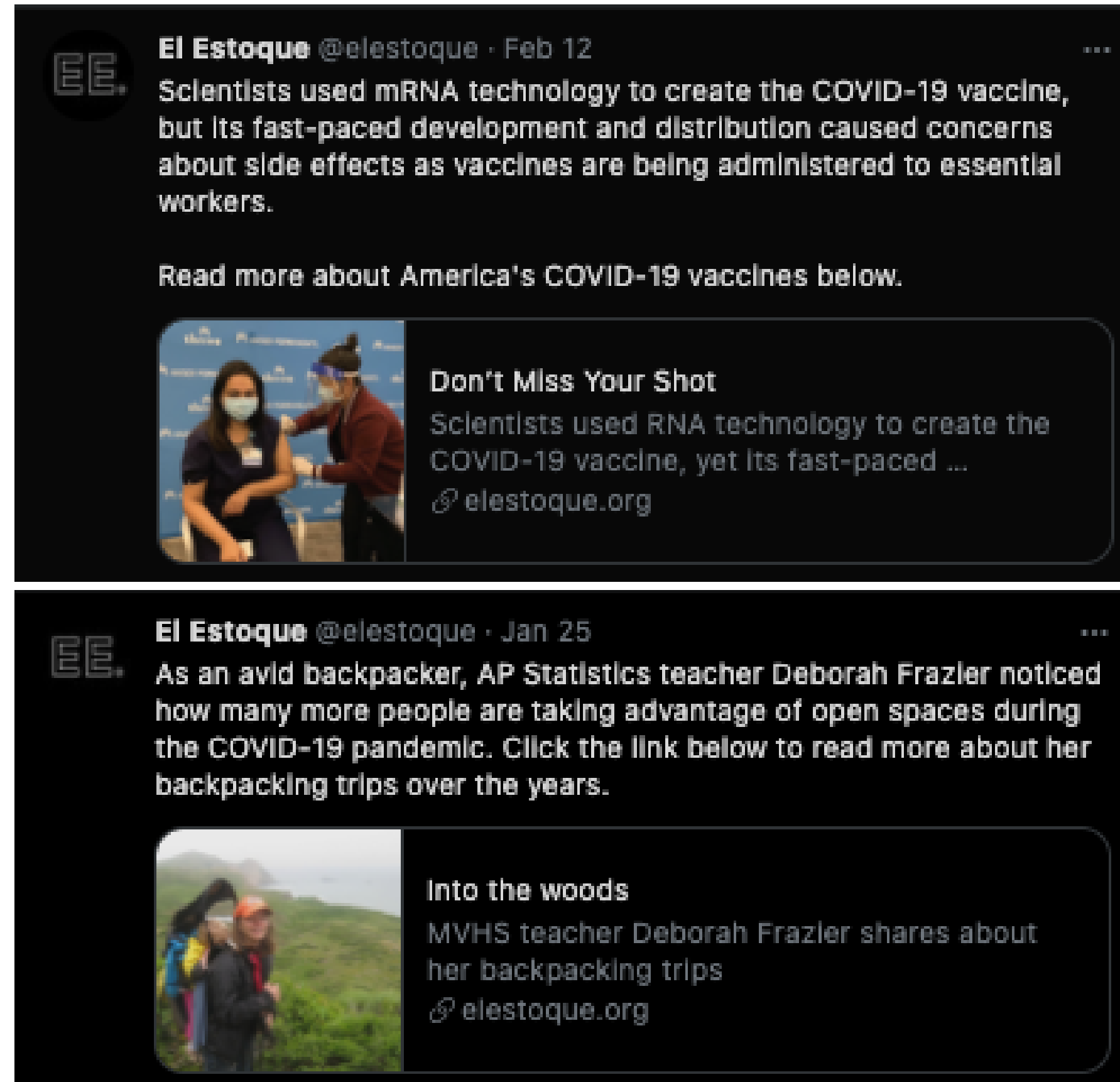
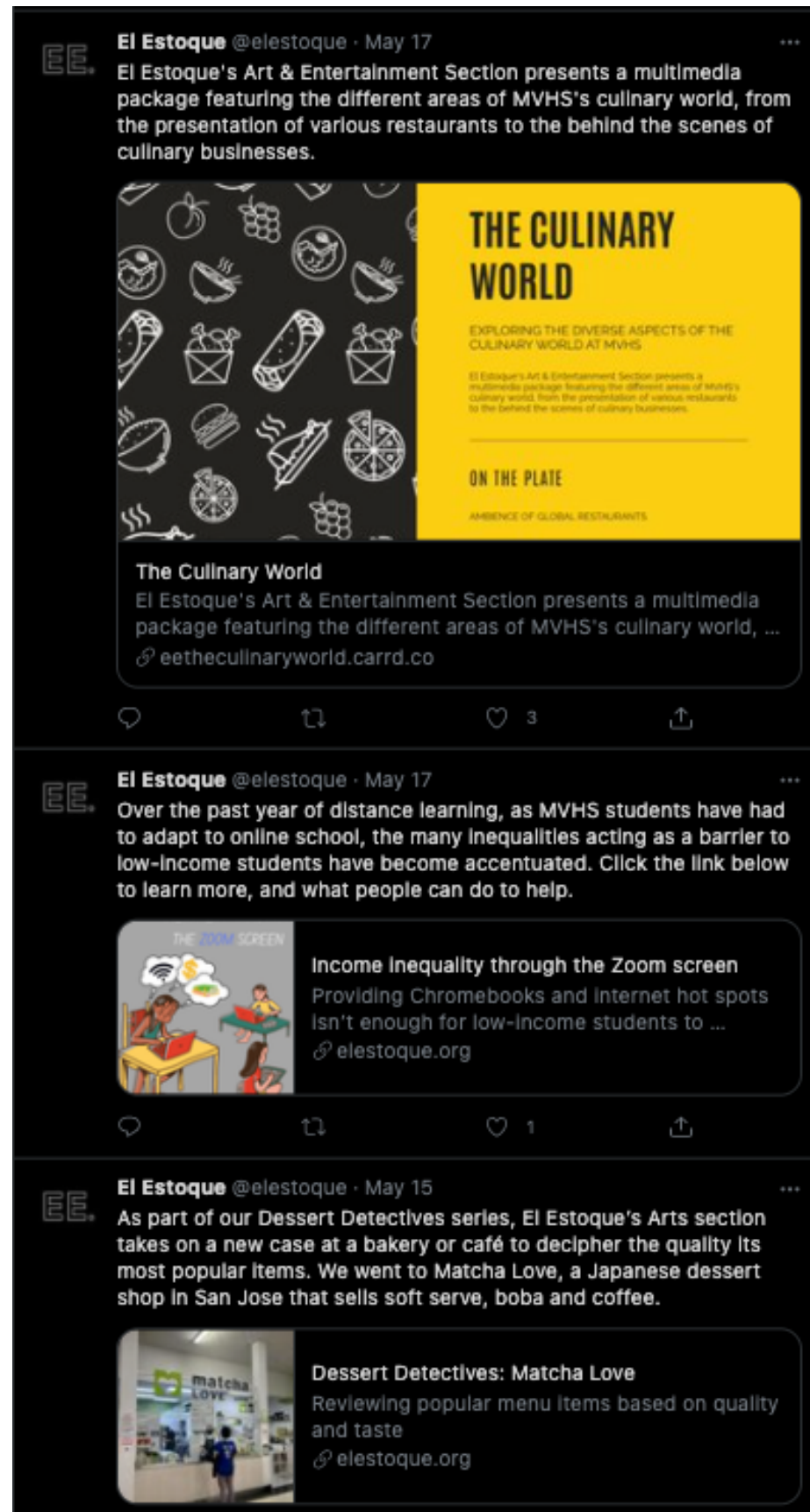
6  
Shares

[Like](#) [Comment](#) [Share](#)



# Twitter

09



## Audience

Our primary twitter audience is alumni and peer publications. By promoting content here, we encourage our alumni to view our website.