EL ESTOQUE
Monta Vista High School, Cupertino CA
NSPA Best Use of Social Media: Promotion
Our Social Media

Instagram
@elestoque

Twitter
@elestoque

Facebook
facebook.com/elestoqueonline

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

Impressions: 958
Website Taps: 40
Actions Taken: 112

Print Magazine

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

https://www.instagram.com/p/CHTluAWhuhd/?utm_source=ig_web_copy_link
Instagram

"[It's been fun] seeing the joy in peoples faces when they come [into Nirvana Soul]. We're all about community — I love to see people of different races, ages and sexualit[ies] coming together and visiting."  
NIRVANA SOUL CO-FOUNDER  
JERONICA MACEY

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/CGlqwULgaE1/?utm_source=ig_web_copy_link

Analytics

Impressions: 1,071
Profile Visits: 44
Reshares: 26

Story Promotion
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/
We also used Instagram stories to promote our multimedia packages, bringing about 50 - 100 extra reads per package.
El Estoque uses Facebook the most to promote our content, adding hundreds of reads to each of our stories.
Links on Facebook automatically displace featured images, making posting very often specifically easy for staff.

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 yes... See More

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