Francis Howell North Publications

Best Use of Social Media: Social Media Promotion

Accounts: @FHNToday

FHNToday Staff
Purpose

We used our Instagram and Twitter platforms (@FHNtoday) to promote to our audience of students, parents, and community members. Our social media is used to promote the website FHNtoday and all content created on the website (stories, photos, videos, podcasts, etc.) Because social media is extremely widespread and where lots of students and parents receive their information, it is a valuable way for us to connect to the school and promote our publication’s work.
Photo Gallery Promotion

These posts promote the photo galleries on FHNtoday.com. The posts give a sneak peek to the photos on our website, and are also linked in the bio of our Instagram for our audience to easily access the site and photos.
Students in the FHN Masque Players put on a production of Angel Street on Apr 15. The show takes place in the late 1800’s, within a four-storied house in a gloomy and unfashionable quarter of London. It is a thriller set in the Victorian era. The show stars junior Collin Foster, senior Jenna Weber, junior Kaylie O’Dell, junior Natalie Meers, and sophomore Kael Schaefering. However, there is also a second cast which consists of junior
fhntoday This week’s photo of the week features Jay’la Teasley in the basketball game against St. Charles High School on Jan. 5 taken by Avery Witherbee. The Varsity Girls team ended the night with a win of 48-33.

📸 Check out the full gallery in the link in bio.

23w

❤️ 😄 👍

Liked by nadi.uuh and 127 others

JANUARY 8

Add a comment...
Seniors Gabriel Lobato and Minnie Adams were crowned Homecoming King and Queen at Friday’s Homecoming football game.

“I think school spirit is a really pure thing,” Adams said. “It needs to exist. School’s already so tiring, so things like this and school spirit add a little sprinkle of happiness to everyone’s lives.”
On Sept. 29 the FHN Knights swam against the FZS Bulldogs in a dual meet. The Bulldogs won 78-106. The next swim meet will be on Oct. 1 and it will be a tri-meet against FT Zumwalt North and Washington high school. Check out the Photo Gallery, Link in BIO 📸
Podcast Promotion

The FHNGtoday podcasts are promoted through Instagram including a snippet of the audio podcast as well as a description of what the podcast entails. The links to each podcast are in the Instagram bio as well.
Will Perry interviews varsity volleyball player, Braden Powelson over various volleyball topics including his strengths and weaknesses, how FHN can beat really good teams, as well as what sets him apart from his peers.

Check it out, link in bio. You can also listen to the podcast on Spotify @fhntoday.

(Podcast by Will Perry)

https://www.instagram.com/p/CO2lAB2DDzw/?utm_source=ig_web_copy_link
In this episode of Everyone Here Is Extinct, Rhea talks about the Mega Penguin, a type of ancient giant penguin. She tells a bit about when and how the penguin lived and how it eventually went extinct. She also compares the Mega Penguin with the modern day Emperor Penguin, and gives a few interesting penguin facts.

Check it out, link in bio.

(Podcast by Rhea Patel)
Fashion Freaks with Cailyn Hodges

fhntoday

Junior Cailyn Hodges and Senior Karsyn Williams discuss the latest 2021 Grammy's red carpet looks. They look at some of the highs and lows of this years designers and fashion of multiple different artists.

*This episode is interactive! Look up the Grammy's looks with Cailyn and Karsyn to judge with them.

Check it out in the link in bio 🎧

(Podcast by Cailyn Hodges)

6w

https://www.instagram.com/p/COdH0e_jDBZ/?utm_source=ig_web_copy_link
Broadcast Show Promotion

Our weekly broadcast show, The Knightly Show, is promoted on our Instagram and Twitter accounts previewing the segments in each show and giving a sneak peak into each week’s show.
fhntoday Knightly Show #23 just dropped! Check it out for a feature on the art department 🎨, fried rice 🍲, Jackson Mitchell's baseball career 🥅, and a new animation 🌈

Check it all out in the link in bio 🤝 and on YouTube at FHNToday.

(Video by Gabriel Lobato, Emily Zhang, Jenna Brouk, Jon Fitch, Minnie Adams)

https://www.instagram.com/p/CObKkAcDcKf/?utm_source=ig_web_copy_link
fhntoday NEW KNIGHTLY SHOW just dropped 🎥 This week Jon and Caleb bring four new segments: Nadia showcases Mrs. Maher being a teacher at 3 schools 🌐, Cailyn shows how to style Mary Janes 🎀, Parker breaks down the basketball season 🏀, and Caroline shows the top 5 places to go on Main Street 🚶,

Check it out! LINK IN BIO 🤝

https://www.instagram.com/p/CMcI-QYDfTh/?utm_source=ig_web_copy_link
Have you watched the new Knightly Show yet? 🎥⭐ Check it out this week's segment featuring students' opinions on cafeteria food 🍕🍕, a look into our basketball team's face-offs 🏀🏀, & what the PLTW classes are up to 🧑🏼‍✈️: fhntoday.com/2021/02/08/kni...
Website Promotion

We promote the website and content at FHNtoday.com. There is a link in the FHNtoday Instagram bio directing people to these stories. The content is promoted by posts with a brief description of what the story is of.
Following the death of George Floyd a new civil rights movement was started and along with that mass protests in cities including St. Louis and St. Charles looking for justice and equal rights.

“I feel we need to take a stand. Speaking out is important because as an American it is our right to say something when something isn't right or just. I believe this because no one should be treated differently because of the color of their skin.” Said Haley Dunscombe.

Check it out, full story link in bio.

(Story by Jordan Sgrol, promo by Jon Fitch)
Sophomore Lily Steigerwald becomes the first girl in Francis Howell North's history to receive the district champion title in wrestling and will be heading to State.

“I just wrestled my heart out and everything just went how I wanted it to go,” Steigerwald said. “It felt amazing, I felt like I accomplished my goal, which I did and I felt very happy about it.”

Congrats Lily! Check out the full story, link in bio.

(Story by Amber Winkler, photo submitted)
Seniors Emma Rohrbach and Marcus Otto recently placed fifth in a national crystal-growing contest. The science club, sponsored by Donna Malkmus, takes place in this competition every year; this year is the club’s sixth year in a row placing in the top ten crystals nationally.

Read the full story, link in bio.

(Story by Ashlynn Perez)

18w

thereal_motto That guy in the picture lookin kinda nice ngl 🤷‍♂️

18w Reply

Liked by chaze_oncken.22 and 142 others

FEBRUARY 10
fhn today Teacher and support staff of the year were announced yesterday during seventh hour. English teacher Kristen Johnson and building information specialist Angela Lawson are both first-time recipients of this honor.

Link in bio to hear their thoughts on the award.

21w

Liked by chaze_oncken.22 and 180 others

JANUARY 20

Add a comment...
FHNToday @FHNToday · Jan 4
FHSD Announces Final Exams Will Be Cancelled Once Again Due to COVID-19

“We're doing it because we think it's best for students and teachers. And honestly the sanity of both students and teachers were both very much a part of that,” Hostetler said.

fhntoday.com/2020/12/23/fhs...

FHNToday @FHNToday · Jan 14
Senior Nathan Vo is a Competitive Piano Player.

“I saw someone and thought it was cool,” Vo said. “My first keyboard was a non-full sized Yamaha.”

Read the full story by Max Brewer: fhntoday.com/2021/01/13/sen...
Athlete of the Week

Athlete of the Week gets posted on our Instagram each Monday showcasing nominated athletes. Along with the post shoutout, a publications staff member writes a story about the nominee’s sports journey in high school, and this post promotes their story.
Athlete of the Week: Cat Connolly

https://www.instagram.com/p/COIsYJpDV10/?utm_source=ig_web_copy_link
Athlete of the Week: Joey Key

fhntoday The 🏌️‍♂️ Athlete of the Week 🏃️‍♂️ is junior Joey Key!! Read about Joey’s success in golf in the link in bio!

To nominate an athlete, fill out this form: tinyurl.com/fhnathlete

(Post and story by Kyle Button)

https://www.instagram.com/p/CPQgyUkjHpN/?utm_source=ig_web_copy_link
Photo of the Week

A photo of the week is selected each week by our Photo Staff of a photo taken that week that was unique and creative.
fhntoday Happy Friday! This week's Photo of the Week was taken by staffer Andrew Poertner from the last football game. The photo showcases the color guard performance from the game.

30w

cindym355 👍

Liked by chaze_oncken.22 and 144 others

NOVEMBER 20, 2020

Add a comment...
This week's photo of the week showcases the 🎁 lights at the Missouri Botanical Gardens 🌿 taken by Sky Hebsen. Have a great weekend FHN!

DECEMBER 4, 2020

Add a comment…
Video Promotions

These posts promote videos (not including the broadcast show) that are posted onto our YouTube channel and website (FHNtoday.com).
fhntoday Drama Club President Megan Miller talks about their new play Angel Street. She talks about when and where the play is happening. She also talks about how the COVID exposure is being limited during the play. Watch the video to learn more about the play, LINK IN BIO.

(Video by Madelyn Clark)

https://www.instagram.com/p/CODU_OjXig/?utm_source=ig_web_copy_link
The first episode of a new series called Battle of the Knights is OUT NOW! 🎃

This week’s episode is a mini-cake decorating competition featuring contestants Claire Laurentius, Lance Tow, Kyle Button, and Caroline Blanke. Special guest judges Aaron Manfull, Gabriel Lobato, and Emily Zhang are also featured!
Newspaper Promotion

We promoted our newspaper, North Star, on “Paper Day” Wednesdays. This let the student body and parents know that the newspaper was out and ready to be read.
The January North Star Newspaper is out today! Make sure to grab a copy in class or check it out on fhntoday.com/newspaper 🌟 If you are online and would like a copy sent to you, email us at yourfhn@fhntoday.com with your name and address 🌹

https://twitter.com/FHNtoday/status/1349369226893660162?s=20
fhntoday

fhntoday PAPER DAY IS HERE | Pick up a copy of the North Star in class or check it out online at fhntoday.com/newspaper

emmalee_pierso

Read mine already and loved it 🖤

MARCH 31

Liked by nadi.uuh and 112 others

https://www.instagram.com/p/CNFbEudjO3G/?utm_source=ig_web_copy_link
Livestream Promotion

Each sports game or event that is live-streamed is also promoted heavily on our Twitter. We tag the school we are playing against and any affiliates to spread the word that the game will be live-streamed on our website at fhntoday.com/live.
Livestream Promotion (Twitter)

First Varsity Girls Soccer game of the season LIVE-STREAMED TONIGHT at 6pm 🏟️ vs. St. Charles HS. Watch LIVE at fhntoday.com/live
@fhnsoccer @SCHSactivities

Knights of the Round Table will be live-streamed tonight at 6:30! Don’t miss out on this yearly recognition ceremony for our Knights.
fhntoday.com/live 🦅#fhncommunity

https://twitter.com/FHNgirlssoccer/status/1372893212239532038?s=20

https://twitter.com/FHNtoday/status/1364599830920765443?s=20
Livestream Promotion (Twitter)

https://twitter.com/FHNtoday/status/1354793239975522306?s=20

https://twitter.com/FHNtoday/status/1349375056707780610?s=20
Livestream Promotion (Instagram)

VARSITY GIRLS BASKETBALL
TONIGHT @ 6:30
FHN vs. FT ZUMWALT SOUTH

Watch live @ fhntoday.com/live

Varsity Girls Wrestling
GAC’s will be LIVE tonight @ fhntoday.com/live
Live Sports Updates

On hand for the boys volleyball game vs Lafayette. Stay tuned for live game updates!!

Lafayette wins the first set 25-13

FHNtoday @FHNtoday · May 21
Lafayette wins in three sets. Congratulations on a great season Knights!

https://twitter.com/FHNtoday/status/1395904200291360770?lang=en
Audience Engagement

Polls were posted to increase engagement with our community and gather content for the FHNToday.com team. These polls created a look into our community and helped students and community members feel connected and engaged with the publications program.
Q: Who is your favorite artist and why?

“Probably Michael Jackson still because that’s who I grew up listening to with my dad on the radio before and after school.”

Parker Bruns, sophomore

Q: Who is your favorite artist and why?

“Taylor Swift, I know it sounds really basic but her lyrics hit different even if you haven’t been through what she’s singing about. She’s also so sweet and her personality is the best.”

Elizabeth Runge, sophomore

Q: Who is your favorite artist and why?

“Rex Orange County because he makes really good music and I relate to him so much.”

Kaitlyn Le, sophomore

Q: Who is your favorite artist and why?

“Definitely Billie Eilish. I’ve been listening to her music for awhile, and her music, every single song, speaks to me. They are all rich in melody and lyrics. She’s a creative genius and I always look forward to new music from her...I love her stuff and her as a human in general.”

Andrew Poertner, sophomore

Q: Who is your favorite artist and why?

“Luke Bryan, he’s so inspirational and he has the kindest heart towards anybody. He believes a lot of what I believe and I just connect with him.”

Brittany McBain, sophomore
Q: Do you think some cartoons are to violent for a younger audience?

"Yes, a lot of cartoons revolve around fighting."
Anora Addison, Freshman

"No, these shows have a mix of violence and non-violence but if you go back to older cartoons it's just strictly physical violence no talking."
Max Ramirez, Freshman

"Oh definitely. Shows like Adventure Time and other cartoons that show fights aren't really for kids because they're so young, and they don't need to be exposed to that."
Jayden King, Freshman

"Some are yes, but most kids don't understand most of the stuff that happens in the show. Like SpongeBob, it has a lot of dirty jokes but the younger audience won't know that. If an adult watches it they may think my kids shouldn't watch this."
Demetrius Johnson, Freshman

"Not really, there was punching and fighting but no death or blood."
Maggie Martin, Freshman
Polls and Surveys
Friday Face-off

Friday Face-off is a series of opinion pieces written by two students who take opposing sides on fun and sometimes controversial topics. Every Friday, we post a poll to gather whose side our audience takes. The opinion stories are also available for our audience to read in the link in our Instagram bio.
Important Information

To keep the student body informed, our social media also covers important information and updates happening around the school. These updates are important as social media is one of the first places students look at to receive imminent information.
FHNdaily @FHNdaily · Feb 9

FHSD schools are CLOSED today, Feb. 9, due to inclement weather. All classes for both virtual and in-person students are cancelled. Practices and games for high school Varsity sports only may be allowed to occur later in the day if weather improves. Enjoy your snow day FHN! 🥶😌

https://twitter.com/FHNdaily/status/1359113578180206594?s=20

FHNdaily @FHNdaily · Jan 6

Calling all seniors! Vote for your class motto at this link: tinyurl.com/fhnmotto21 Make sure to sign in with your school Gmail to vote.

https://twitter.com/FHNdaily/status/1346834876117491713?s=20

FHNdaily @FHNdaily · Jan 18

Even though finals are cancelled, FHN proceeds with the familiar finals schedule: a full day on Tuesday followed by block scheduled half days on Wednesday and Thursday. No school Friday due to Teacher Development.

Check out this week’s schedule below 📅

https://twitter.com/FHNdaily/status/1351197501953617926?s=20
PICTURE DAY 2020
WHAT YOU NEED TO KNOW

fhntoday Picture Day is this Thursday for In-Person and Online students. Here's what you need to know.

37w

SEPTEMBER 29, 2020

https://www.instagram.com/p/CFuSSzRDxmx/?utm_source=ig_web_copy_link
March Madness Tournament

To increase engagement with the school and our publications, we held our first ever March Madness men’s basketball bracket tournament through social media--announcing winners and ranking through Instagram. Marketed through both social media and FHNtoday.com, the bracket contest gained over 45 members.
FHN is hosting their first ever March Madness basketball bracket contest. There will be first, second, and third place prizes for the closest brackets.

Brackets can be filled out on Sunday, March 14th through ESPN.

Click on the link in bio or visit fhntoday.com for more information on how to enter and what you could win 🏀

https://www.instagram.com/p/CMVbYo7jetP/?utm_source=ig_web_copy_link
The 2021 FHN March Madness Champions are Becka Brissette and Ryan Murdock with a total of 1370 points and choosing Baylor as their champion. Randy Hufford came in third with 1020 points and Gonzaga as his champion. Baylor won 86-70 to Gonzaga in the championship game on Monday, Apr. 5. Congratulations to the winners and thank you to everyone that participated. Check out the full rankings at tinyurl.com/fhnmarchmadness

https://www.instagram.com/p/CNZ8CtRDHi2/?utm_source=ig_web_copy_link