# 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.







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Liked by laurenojohnson and 133 others

Add a comment...

Post

https://www.instagram.com/p/CNulpfBDFsU/?utm\_source=ig web\_copy\_link





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#### fhntoday

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

 $\odot$  Add a comment...

https://www.instagram.com/p/CJydqi0D9gu/?utm\_source=ig web\_copy\_link





fhntoday 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."

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Liked by laurenojohnson and 262 others

Add a comment...

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Post

https://www.instagram.com/p/CGN2nIZDYfJ/?utm\_source=i g\_web\_copy\_link





fhntoday 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

37w

Add a comment...

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https://www.instagram.com/p/CF20PatjBlf/?utm\_source=ig\_web\_copy\_link

# **Podcast Promotion**

The FHNtoday 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.

# Athletes of FHN with Will Perry

fhntoday

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fhntoday 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)

5w

**434 views** 

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Add a comment

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#### EVERYONE HERE IS EXTINCT with Rhea Patel

fhntoday 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)

6w

♥ ○ ▼ 307 views MAY 5	
$\bigcirc$ Add a comment	Post

https://www.instagram.com/p/COgFEiCjMxs/?utm\_source=ig web\_copy\_link



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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.

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Check it out in the link in bio

(Podcast by Cailyn Hodges)

# **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  $\sim$ , Jackson Mitchell's baseball career , and a new animation  $\checkmark$ 

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



https://www.instagram.com/p/CMcl-QYDfTh/?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 1 , 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 🚹



#### FHNtoday @FHNtoday · Feb 8

Have you watched the new Knightly Show yet?  $\textcircled{}{} \stackrel{\bullet}{\Rightarrow} \stackrel{\bullet}{\uparrow}$  Check it out this week's segment featuring students' opinions on cafeteria food  $\textcircled{}{} \stackrel{\bullet}{\Rightarrow} \stackrel{\bullet}{\Rightarrow}$ , a look into our basketball team's face-offs  $\textcircled{}{} \stackrel{\bullet}{\Rightarrow} \stackrel{\bullet}{\Rightarrow} \stackrel{\bullet}{\Rightarrow}$ , & what the PLTW classes are up to  $\textcircled{}{} \stackrel{\bullet}{\Rightarrow} \stackrel{\bullet}{\to} \stackrel{$ 

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https://twitter.com/FHNtoday/status/1358842584278462465 ?s=20

# 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.



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fhntoday 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 Sgroi, promo by Jon Fitch)



https://www.instagram.com/p/CHyizKtjq5s/?utm\_source=ig\_web\_copy\_link



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fhntoday 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)

16w



https://www.instagram.com/p/CLxAdaPjaLk/?utm\_source=ig web\_copy\_link ...



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fhntoday 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

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thereal\_motto That guy in the picture lookin kinda nice ngl

18w Reply



https://www.instagram.com/p/CLHIhrijeOZ/?utm\_source=ig\_web\_copy\_link

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fhntoday 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.

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Link in bio to hear their thoughts on the award.

21w



https://www.instagram.com/p/CKRn8ELDsJP/?utm\_source=i g\_web\_copy\_link



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...





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**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...



#### https://twitter.com/FHNtoday/status/13461 04043576422401?s=20

https://twitter.com/FHNtoday/status/13497 23355830738944?s=20

# 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.





# 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.





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fhntoday Happy Friday! This week's Photo of the Week was taken by staffer a: Andrew Poertner from the last football game. The photo showcases the colorguard performance from the game.

30w



cindym355 👍

20w Donly

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Liked by chaze\_oncken.22 and 144 others

NOVEMBER 20, 2020

 $\odot$  Add a comment...

https://www.instagram.com/p/CH03-Phj6\_V/?utm\_source=ig\_web\_copy\_link





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fhntoday This week's photo of the week showcases the ♀lights at the Missouri Botanical Gardens ¾ taken by Sky Hebisen. Have a great weekend FHN!

28w

Liked by morganehanson and 94 others
 DECEMBER 4, 2020

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https://www.instagram.com/p/CIZFYkPD5vn/?utm\_source=i g\_web\_copy\_link

# Video Promotions

These posts promote videos (not including the broadcast show) that are posted onto our YouTube channel and website (FHNtoday.com).







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**fhntoday** 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!

♥ () ♥ 571 views

Add a comment...

JUNE 3

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<u>https://www.instagram.com/p/CPqvBIMjqUT/?utm\_source=ig</u> web\_copy\_link

# 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. BAKING FOR STRESS PAGE 01 | INSTAGRAM ART PAGE 11 | SOCCER SIBLINGS PAGE 19 |

FRANCIS HOWELL NORTH | ST. CHARLES, MO 63303 | 01.13.21 | VOL 35 ISSUE 03





https://www.instagram.com/p/CJ\_R65tDdWy/?utm\_source=i g\_web\_copy\_link



#### FHNtoday @FHNtoday · Jan 13

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



https://www.instagram.com/p/CNFbEudjO3G/?utm\_source=i g\_web\_copy\_link

Paper Day Instagram Story

# **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)



FHNtoday @FHNtoday · Mar 19

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



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mark olwig and 2 others

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### https://twitter.com/FHNtoday/status/1372893212 239532038?s=20

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**FHNtoday** @FHNtoday · Feb 24 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/FHNtoday/status/1364599830 920765443?s=20

# Livestream Promotion (Twitter)



 FHNtoday @FHNtoday · Jan 28
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 Varsity Girls Basketball livestream TONIGHT at 6! ### FHN vs. LIBERTY
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 Image: Tune in at fhntoday.com/live @FHN\_GirlsBBall @LibertyHSEagles
 ····



Mike Janes and 5 others

♀ 17 ♡ 12 ⚠️

### https://twitter.com/FHNtoday/status/1354793239 975522306?s=20



FHNtoday @FHNtoday · Jan 13 Boys and Girls Wrestling Livestream TONIGHT @ 5. FHN vs. FZE vs. WASHINGTON

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### https://twitter.com/FHNtoday/status/1349375056 707780610?s=20

# Livestream Promotion (Instagram)

 Sports 26W
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 VARSITY GIRLS
 Image: Comparison of the state of t

# Watch live @ **fhntoday.com/live**



@fhntoday

Send Message

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··· × Sports 23w **Varsity Girls** Wrestling GAC's will be tonight @ 5 fhntoday.com/live

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Send Message

## Live Sports Updates







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



https://twitter.com/FHNtoday/status/1395904200 291360770?s=20

## 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 Q: Who is your Q: Who is your Q: Who is your favorite artist and favorite artist and favorite artist and favorite artist and why? why? why? why? "Taylor Swift, I know it "Definitely Billie Eilish. I've **"Rex Orange County** "Luke Bryan, he's so been listening to her music sounds really basic but inspirational and he has because he makes for awhile, and her music, her lyrics hit different even the kindest heart towards every single song, speaks to really good music and if you haven't been through anybody. He believes a me. They are all rich in melody I relate to him so what she's singing about. and lyrics. She's a creative lot of what I believe and I She's also so sweet and genius and I always look forward much." just connect with him." to new music from her...I love her personality is the best." Kaitlyn Le, her stuff and her as a human **Brittany McBain**, **Elizabeth Runge**, in general." sophomore sophomore sophomore **Andrew Poertner**, sophomore

**Poll by Shaylea Flieger** 

**Poll by Shaylea Flieger** 

Poll by Shaylea Flieger

Poll by Shaylea Flieger

### 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

Poll by Shaylea Flieger

Polls

### Q: Do you think some cartoons are to violent for a younger audience? younger audience? younger audience? younger audience? younger audience? "Oh definitely. Shows "Some are ves. but most "Yes, a lot of "No, these shows have "Not really, there kids don't understand most like Adventure Time a mix of violence and cartoons revolve of the stuff that happens in was punching and other cartoons that non-violence but if you the show. Like SpongeBob, around fighting." show fights aren't really and fighting but go back to older cartoons it has a lot of dirty iokes but for kids because they're the younger audience won't no death or blood." it's just strictly physical Anora Addison. know that. If an adult watches so young, and they violence no talking." Freshman it they may think my kids Maggie Martin, don't need to be exposed Max Ramirez, shouldn't watch this." Freshman to that." Freshman **Demetrius Johnson**. Jayden King,

Freshman

**Poll by Oliver Diggins** 

**Poll by Oliver Diggins** 

Freshman

**Poll by Oliver Diggins** 

Polls

**Poll by Oliver Diggins** 

**Poll by Oliver Diggins** 





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More





### 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.



Chloe

Send

Friday Face-off 13w

Welcome to Friday **Face-off where Chloe** and Abby take opposite sides and you get to vote your opinion!



Abby



22

··· X Friday Face-off 10w This week's Friday Face-off topic : Is having a job too much for a student? Check out the stories, link in bio!!



Should students have a job?

WAFFLES	PANCAKES
FTW! 🥯	PLEASE!
59%	41%
Message	<b></b>

What's your pick?



Send Message

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https://www.instagram.com/s/aGInaGxpZ2h0OjE4MTUyNzQ2Nzk4MTQ0 NDc3?story media id=2532902219826563161&utm medium=copy link

## **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.

### FHNtoday @FHNtoday · 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!

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https://twitter.com/FHNtoday/status/1 359113578180206594?s=20



FHNtoday @FHNtoday · 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.

↑ጊ 1



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



### FHNtoday @FHNtoday · 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 👽

### fhntoday.com/2021/01/17/hal...



### https://twitter.com/FHNtoday/status/13511975 01953617926?s=20



https://www.instagram.com/p/CFuSSzRDxmx/?utm\_source= web copy link IQ

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## 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.





fhntoday

fhntoday 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 🔄

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wildcat\_gary Great job guys!  $\odot$ 10w Reply  $\checkmark$ M Siked by morganehanson and 93 others Add a comment...

https://www.instagram.com/p/CNZ8CtRDHi2/?utm\_source=i g web copy link