11 SLIDES THAT REPRESENT MacJournalism’s 2020-2021 social media promotion

Instagram -- @macjournalism

Twitter -- @macstudentmedia Facebook -- MacJournalism YouTube -- MacJournalism
This is a very special slide show because unlike regular lists, this Top 10 list goes to 11.
This slide show is one louder than 10.
We have had enjoyed success using all of our social media to promote our products and create a brand for MacJournalism, but our Instagram account is most definitely the foundation on which our program is built. We know that it’s a good promotional tool because, over the five years that we have been operating this growing feed, people more and more each year come to us, hoping to promote their organizations and the projects they are doing on our feed. During the pandemic, it seemed like it was a civic responsibility and a way for us to promote our products and our brand.
Basic facts about our social media

Average social media reach:

1. 435 average reach on Facebook (mean of last 30 posts)
2. 465 average impressions on Twitter (mean of last 30 posts)
3. 1876 average reach of Instagram post (mean of last 30 posts)

Facebook page likes: 864 (@macjournalism)

Twitter followers: 625 (@macstudentmedia)

Followers: 4,129 (Instagram @macjournalism)
1 - We let people know an issue was coming.

We would normally promote that an issue was coming out, but during a pandemic, when we mailed a copy of the newspaper to every student we could, it was a way to let them know, literally, that the issue was coming to them.

https://www.instagram.com/p/CJHK3ufn bDX/?utm_source=ig_web_copy_link
2 - We let people know how to order a yearbook.

We actually revealed the cover and its three color options as a way to market the book this spring. Students were encouraged to order the book and to select which of the three colors they wanted to reserve.

https://www.instagram.com/p/COs998AnfSs/?utm_source=ig_web_copy_link
3 - We used After Effects to give sneak peaks.

The post looks like a still photo then pans back to reveal an entire yearbook spread. Very fun and effective. We sold more books than we ever did before.

https://www.instagram.com/p/CDhq9V8n--/?utm_source=ig_web_copy_link
4 - We staged a campaign to sell subscriptions.

It was a parallel phrase ... “Never miss a __________.” Other versions of this pitch said, “Never miss a moment,” “Never miss a big story,” or “Never miss a big game.” It was a successful campaign. We sold about 100 subscriptions in about a month.

https://www.instagram.com/p/CLc3bTMnk7O/?utm_source=ig_web_copy_link
5 - We communicated school photo info.

During the pandemic, our social media accounts were an effective way to communicate essential information like changes to picture days, in this case based on the power and water outages during Texas’ big freeze.

https://www.instagram.com/p/CLelUpzHG27/?utm_source=ig_web_copy_link
6 - We communicated our distribution plan.

We announced the distribution plan in a gallery of images that people could then save to their Insta accounts so they could reference it closer to the day.

https://www.instagram.com/p/CDYD7K_n7Ww/?utm_source=ig_web_copy_link
7 - We cultivated contacts for organizations.

This campaign asked for people to volunteer to be the point of contact for each campus organization. We were able to get a lot of people to volunteer to connect with us. They could reach out to us for coverage, and we could reach out to them with questions.

https://www.instagram.com/p/CEarQ89nmhs/?utm_source=ig_web_copy_link
8 - We promoted readership on all our social media platforms.

We teased stories on our Instagram account, but it is a bit clunky since you can’t do direct links on Insta like you can on Facebook and Twitter. The right story, teased on Facebook, can reach a really wide audience as this online story about a beloved archery coach illustrates.

https://www.facebook.com/macjournalism/posts/1855458321283323
9 - We celebrated good news with our followers.

When we won awards or hit milestones, we let our followers know, and almost always they celebrated with us. This post was our 5,000th post over the five years that we have been operating the account.

https://www.instagram.com/p/CHxZNtSHJre/?utm_source=ig_web_copy_link
10 - We also celebrated our followers’ good news.

This fun little Adobe Spark animation commemorated the 2,000th assist in the amazing high school career of setter who was a four-year varsity starter and played all game, every game. [https://www.instagram.com/p/CHh08UWngB3/?utm_source=ig_web_copy_link](https://www.instagram.com/p/CHh08UWngB3/?utm_source=ig_web_copy_link)
11 - We helped organizations preserve their traditions during the pandemic.

We had a lot of fun during the pandemic helping school organizations maintain their traditions during the pandemic. The art society Halloween costume contest had to go virtual, and we used our platform to make the art society tradition an online success. 
https://www.instagram.com/p/CHI8nFJn1tn/?utm_source=ig_web_copy_link