

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.

A brief overview of our social media

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.



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macjournalism HO HO HOW ARE YOU CELEBRATING THIS YEAR? Issue 2 of the Shield should be arriving in your mailboxes soon if it hasn't already. If you would like to check it out before the postal carrier brings it to you, please visit the Shield Online or click the link in our bio. Lots of holiday cheer in this issue as we celebrate twins and triplets at Mac and the many ways we are adapting our holiday traditions to stay festive despite the pandemic. Speaking of which, we are doing a companion photo essay today on the subject of how we are celebrating holiday traditions in 2020. If you would like to be included in it, please DM us a picture of how you are celebrating the 2020 holidays. Cover photo by Ellen Fox. Cover design by Anna McClellan.

DECEMBER 22, 2020

Liked by macengineering and 140 others

Visit the COVID-19 Information Center.

Add a comment...

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/CJHK3ufnbDX/?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

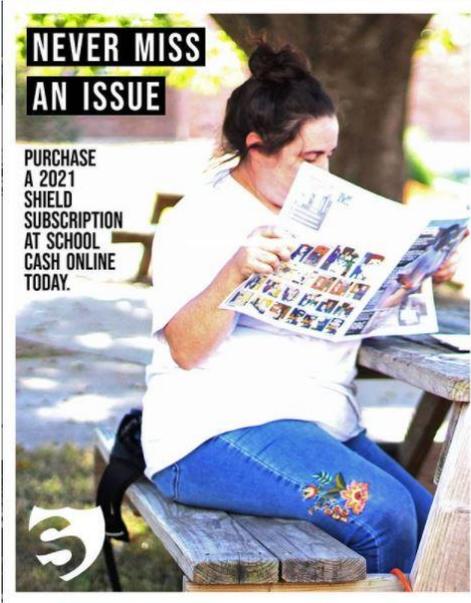
3 - We used After Effects to give sneak peaks.



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.



NEVER MISS AN ISSUE

PURCHASE A 2021 SHIELD SUBSCRIPTION AT SCHOOL CASH ONLINE TODAY.

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macjournalism We are pleased to announce that you may now purchase a 2021 Shield subscription online using the School Cash Online system. Through Feb. 28, you can buy a print subscription for yourself or make sure that a relative, friend or alum can stay informed about all things McCallum. If you have been receiving issues of the Shield in the mail, you can still support MacJournalism by treating your subscription purchase as a donation in support of the program.

Subscriptions are only \$20 and will ensure that every 2021 issue of The Shield arrives directly to your mailbox and that we have funds to pay for technology upgrades, camera upkeep,

Liked by [larryfeatherstone](#) and 114 others

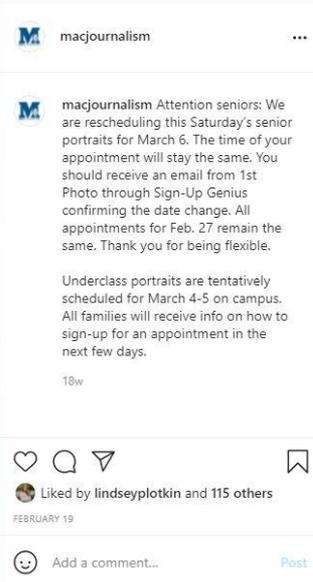
FEBRUARY 18

Add a comment... [Post](#)

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/CLc3bTMnk70/?utm_source=ig_web_copy_link

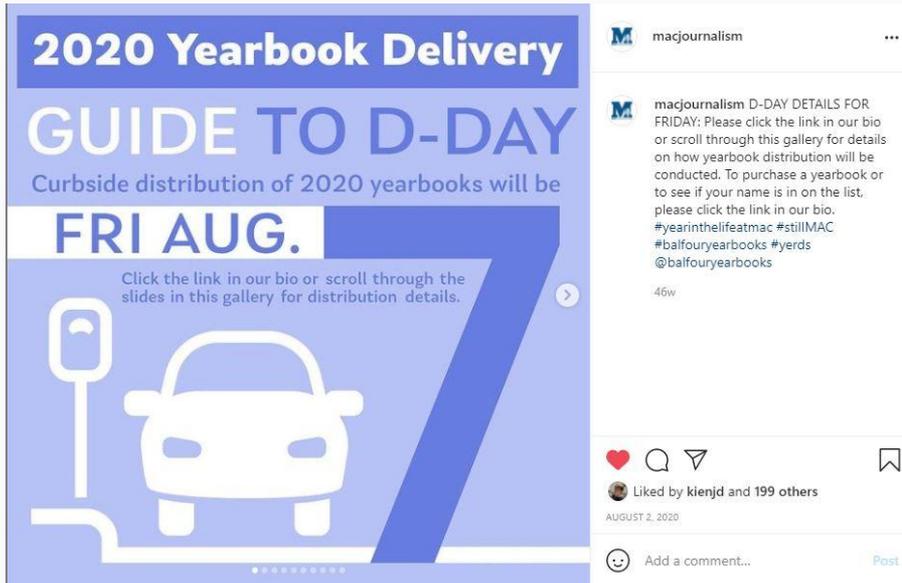
5 - We communicated school photo info.



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.

MacJournalism
Published by David Winter · April 25 ·

Jim DeLine surveys the crowd of admiring parents after doing a final cheer with his archers, who surprised him after practice today with the news that they had nominated him and he had won recognition as the 2021 National Archery in the Schools Program Coach... [See More](#)

MACSHIELDONLINE.COM
Archery team surprises founder with national Coach of the Year Award for his work to build, sustain team

525 People Reached 105 Engagements [Boost Post](#)

5 Comments 2 Shares

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Most Relevant

Comment as MacJournalism

Whitney Zoller Hyde
This is so exciting and well deserved. Congratulations Jim DeLine on your honor and award.

Like Reply Message · 1

View 4 more comments

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/C HxZNtSHJre/?utm_source=ig_web_copy_link

10 - We also celebrated our followers' good news.

2,000 ASSISTS
HENDERSON
REACHES CAREER MILESTONE

M

SENIOR SETTER RECORDS HER 2,000th ASSIST AGAINST TRAVIS

SOPHIA ALSO RECORDED 47 ASSISTS IN 5-SET WIN OVER FIRST PLACE ANN RICHARDS ON TUESDAY

MACJOURNALISM

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macjournalism Congrats to senior setter Sophia Henderson who reached a career milestone at Travis on Oct. 30 when she recorded career assist No. 2,000. She also had a career-defining game on Tuesday recording 47 assists in a five-set home victory over previously unbeaten Ann Richards. We are working on a complete story about Tuesday's big win that we hope to post tomorrow morning. The Knights finish the regular season Friday night with a match against LASA at the Delco Center. Photo by Kennedy Weatherby. #MacVolleyball @mccallumvball #txhsvb #txhsvbball #txhvolleyball

32w



600 views

NOVEMBER 12, 2020

Add a comment...

Post

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/C Hh08UWngB3/?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