

## Social Media Promotion

Dripping Springs High School, Dripping Springs, TX

Dripping Springs Student Media

Website [mydshs.com](http://mydshs.com) (auto posts content to main Twitter and Facebook)

Instagram [my\\_dshs\\_news](https://www.instagram.com/my_dshs_news)

Twitter [mydshsnews](https://twitter.com/mydshsnews), [mydshssports](https://twitter.com/mydshssports)

Facebook [mydshsnews](https://www.facebook.com/mydshsnews)

TikTok [dshsstudentmedia](https://www.tiktok.com/@dshsstudentmedia)

Snapchat mydshssnaps

\*Promos posted on ALL platforms, including feeds and stories/fleets

### Promotional Content posted

- >Newspaper staff stories - news, feature, editorials, lists, infographs - linking to mydshs.com website
- >Gifs and link in bio promoting [Issuu newspaper PDF view](#)
- >Photo galleries - linked to website and mini photo stories only on social media that may be in the newspaper, yearbook, or website
- >Videos - broadcast and [digital media](#) class-produced, Tik Tok, Canva slideshows, commercials that may also link to website, or promote newspaper or yearbook
- >Livestreams of pep rallies, drumlines, playoff games, other events
- >Repost news from club/org/sports accounts for news and promote their accounts
- >District, campus news and information linked to on their or our website
- >Use links in bio to direct toward content and links
- >Cross post - e.g. TikToks onto Instagram feed and stories, Twitter Fleet and feed, Facebook stories and feed, Snapchat


### Twitter Examples:

The screenshot shows the Twitter profile for myDSHSnews (@myDSHSnews). The profile has 2,964 tweets, 347 following, and 817 followers. The bio states: "Official twitter for DSHS student media. Dripping Springs, Texas mydshs.com Joined August 2015". The header image shows a crowd of students cheering. The profile picture is a circular logo with "MYDSHS NEWS" text. To the right, there is a search bar and a grid of six images related to school sports and events. Below the grid, a "You might like" section recommends accounts like myDSHSSports and DS Hoops.

Individual Newspaper stories on mydshs.com:      Links, promos to [full Issuu PDF](#) newspaper:


**myDSHSNews**  
2,904 Tweets

myDSHSNews @myDSHSNews · May 5  
Goodbye High School, Love Seniors



Goodbye High School, Love Seniors  
Dripping Springs High School is about to become "old stomping grounds," for a lot of us. I can guarantee these past four years were no...  
[mydshs.com](#)

myDSHSNews @myDSHSNews · May 5  
Growing in a Pandemic



Growing in a Pandemic  
"It'll never be as easy as it was during kindergarten nap time," Brooklyn Rice, sophomore said. Growing up means figuring out how to ...  
[mydshs.com](#)

**myDSHSNews**  
@myDSHSNews

The Paw Print – May 2021 Issue



The Paw Print – May 2021 Issue  
Visit [Issuu.com](#) to read the May issue of the Paw Print or read on your mobile device using the Issuu app.  
[mydshs.com](#)

2:17 PM · Apr 28, 2021 · WordPress.com

**myDSHSNews**  
@myDSHSNews · May 7

Letter From the Editor

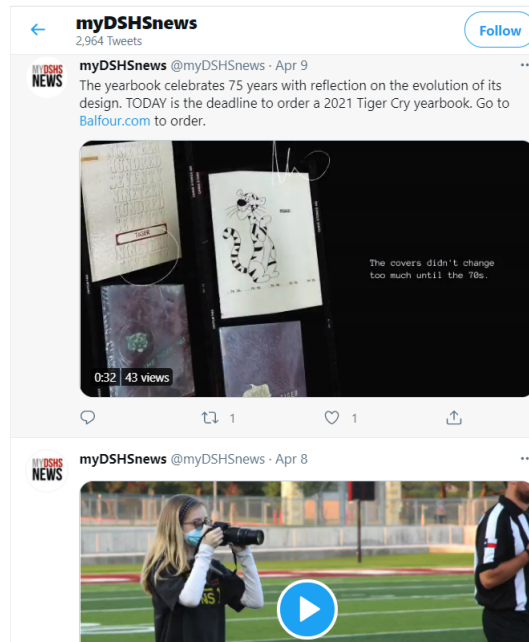


Letter From the Editor  
Well, it's officially the last issue of the Paw Print for the 2020-2021 school year, and the last issue I will ever be on. When I started high ...  
[mydshs.com](#)

Graphics promoting hard copy of newspaper:



Produced Videos - Commercials and Standalone website content



**myDSHSnews** @myDSHSnews · Mar 4

MARCH ISSUE OF PAW PRINT on stands now. Pick up a hard copy.



0:11 30 views

**myDSHSnews** @myDSHSnews · Mar 4

2 Juniors Earn Superior Rating in UIL Orchestra, Qualify for State



2 Juniors Earn Superior Rating in UIL Orchestra, Qu...  
Juniors Kayla Stradling and Sophia Fisher qualified for state UIL Orchestra Solo and Ensemble after ...  
[mydshs.com](https://mydshs.com)

158 views Photo by Gabi Bastone 0:01 / 0:05

< [Newspaper](#) Commercials

**myDSHSnews** @myDSHSnews · Apr 6



0:22 22 views

**myDSHSnews** @myDSHSnews · Apr 6

TIGER CRY CELEBRATES 75th Anniversary. The covers of the past show the evolution of Dripping Springs and yearbooks. Order number 75 at [Balfour.com](https://Balfour.com) by Friday to ensure a copy.



0:22 151 views

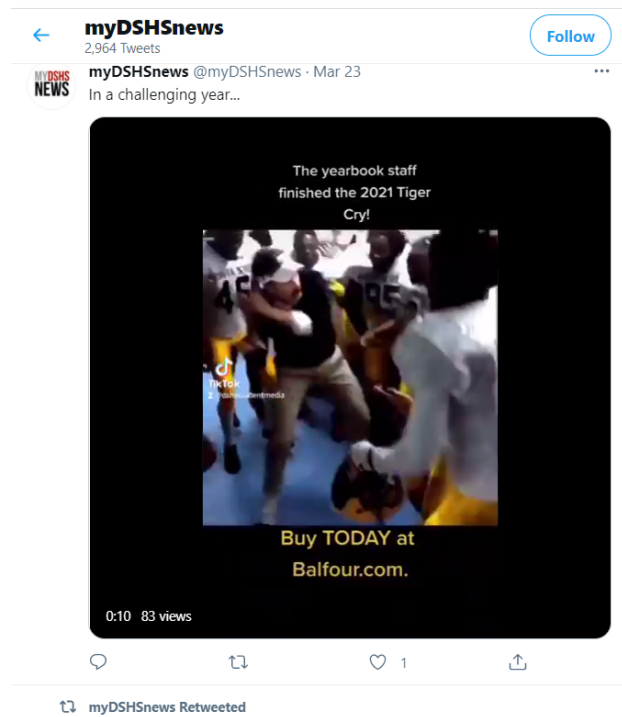
< [Photography Commercial](#), Yearbook Content

Promo





<Video Chalk Yearbook Ad




<[Meme](#) Video Yearbook Ads

Cover Reveal Videos - Lit Mag & Yearbook

**myDSHSnews**  
2,964 Tweets

**myDSHSnews** @myDSHSnews · Apr 9  
COVER REVEAL. Student poetry, short stories, and other creative works are featured in the Meraki literary magazine. It comes in your yearbook order at [Balfour.com](http://Balfour.com).



0:09 45 views

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**myDSHSnews** @myDSHSnews · Apr 6  
COVER REVEAL. THE 2021 Tiger Cry will take you BACK in time, while also looking TO THE FUTURE. Order by Friday at [Balfour.com](http://Balfour.com).



0:08 48 views

2 3

## Pre-Made Balfour Yearbook Ads & Commercials:

**myDSHSnews** @myDSHSnews · Dec 19, 2020  
Make your loved one's school memories last forever with a the gift of a yearbook. Order your copy at [balfour.com](http://balfour.com)



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**myDSHSnews** @myDSHSnews · Dec 18, 2020  
Varsity football's season comes to a close with playoff loss to Marvel. 🏈 Teagan Krewson



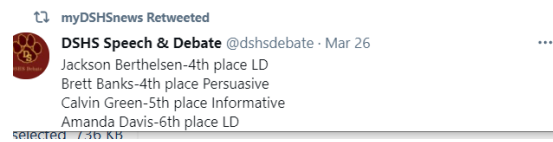
**myDSHSnews**  
2,964 Tweets

**myDSHSnews** @myDSHSnews · Feb 14  
WE'D LOVE TO SEE YOU BUY A Yearbook ORDER TODAY! [balfour.com](http://balfour.com)

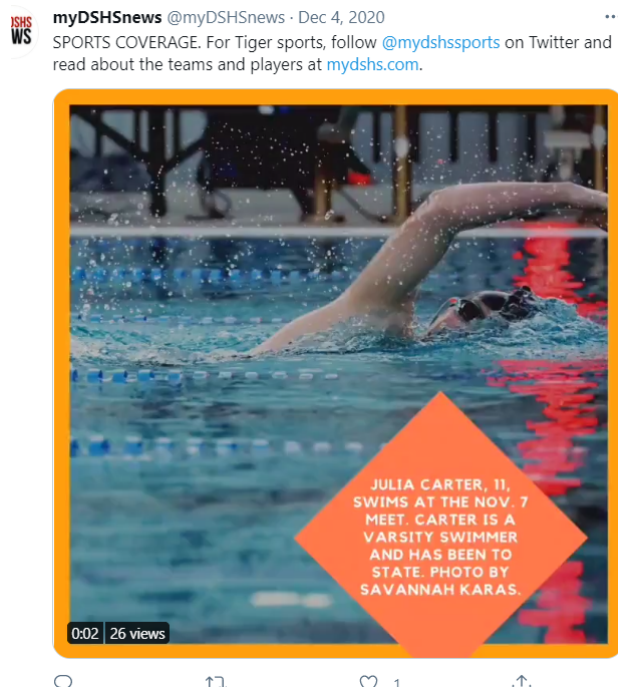


1 8 17

**myDSHSnews Retweeted**  
**DSHS Speech & Debate** @dshsdebate · Feb 13  
Congrats to our Congressional Debaters for an outstanding performance at



## Canva Ads and Animated Graphics:



## Canva Animated Graphics Specific Stories;



myDSHSnews

@myDSHSnews · May 21

Mixed doubles team of Whitney Robbins and Henry Lovelace end season in state quarterfinal in 3 sets to Highland Park.

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myDSHSnews

@myDSHSnews · May 21

CLASS OFFICERS ANNOUNCED. Visit the student council account @dshstuco for all of the results. [instagram.com/p/CPJnK5pn1t/-/...](https://www.instagram.com/p/CPJnK5pn1t/)

myDSHSnews

@myDSHSnews · May 21



2021 TIGER CRY Yearbook DISTRIBUTION

IN PERSON STUDENTS IN THE COURTYARD MON., 11 A.M. - 1 P.M.

REMOTE STUDENTS DRIVE THRU OUTSIDE ENTRANCE

myDSHSnews

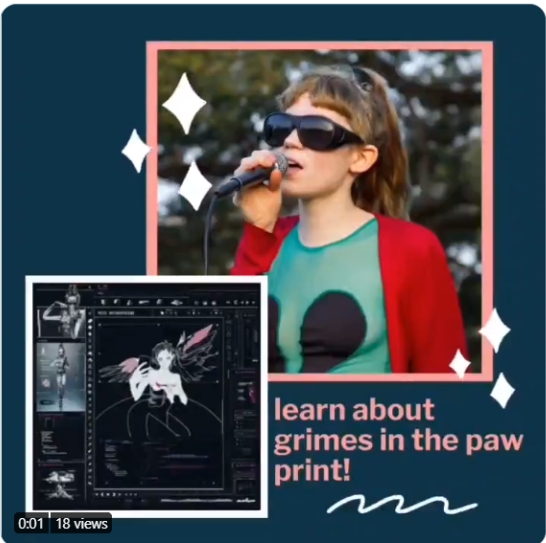
2,964 Tweets

Follow

myDSHSnews

@myDSHSnews · Feb 2

MUSIC NEWS & REVIEWS. The entertainment section of the Paw Print explores music and more. Visit [mydshs.com](https://mydshs.com).



learn about grimes in the paw print!

0:01 18 views

## Using Awards and Recognition to Promote Publications:

myDSHSnews

2,964 Tweets

Follow

myDSHSnews

@myDSHSnews · Mar 2

American Scholastic Press Association awards 2020 Tiger Cry Yearbook with First Place award and Special Outstanding Award for Senior Tributes.



the G.O.A.T.

DSHS TIGERBAND

Dripping Springs High School  
Dripping Springs High School  
360 Hwy 190  
Dripping Springs, Texas 78620  
www.dshs.com  
Phone: 512.865.1000  
Fax: 512.865.1005  
(Dripping Springs)  
(512) 865-1000

Congratulations Senior Tribute Contributors

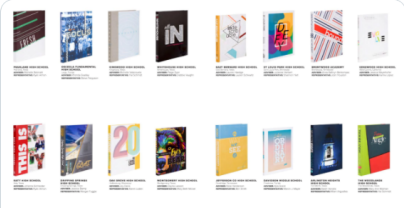
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myDSHSnews

@myDSHSnews · May 5

2020 Tiger Cry Yearbook "The G.O.A.T." Honored by Publisher for Excellence



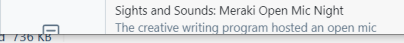
2020 Tiger Cry Yearbook "The G.O.A.T." Honored by Publisher for Excellence... The 2020 Tiger Cry yearbook "The G.O.A.T." is featured in Balfour's 35th edition of The Yearbook Yearbook – a showcase of exceptional work in ... [mydshs.com](https://mydshs.com)

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myDSHSnews

@myDSHSnews · May 5

Sights and Sounds: Meraki Open Mic Night



Sights and Sounds: Meraki Open Mic Night  
The creative writing program hosted an open mic



**myDSHSnews** @myDSHSnews · Apr 21  
Congrats to our editors-in-chief!

**Dripping Springs ISD** @DSISD · Apr 20

Congrats to DSHS Journalism students inducted into the 2021 Journalism Honor Roll by the National Scholastic Press Association: Ramsey Hutton, Savannah Karas, Samantha Moore, Evelyn Peterson, Isabella Roske and Cady Russell. #iamDSISD



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**myDSHSnews** @myDSHSnews · Apr 19  
SIGHTS AND SOUNDS: Girls Soccer Takes First State Title

Photo galleries on website and mini-gallery posts of school life (photos appear in newspaper and/or yearbook):

**myDSHSnews** @myDSHSnews · May 30  
Graduation Part II



Sights and Sounds: Graduation Part II  
Photos by Savannah Karas and Izzy Roske  
[mydshs.com](https://mydshs.com)

**myDSHSnews** @myDSHSnews · May 19  
Orchestra perform spring concert last Thursday. 🎻 Kyra Heflin



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**myDSHSnews** @myDSHSnews · May 19  
Tiger Wave Podcast 5-19-21

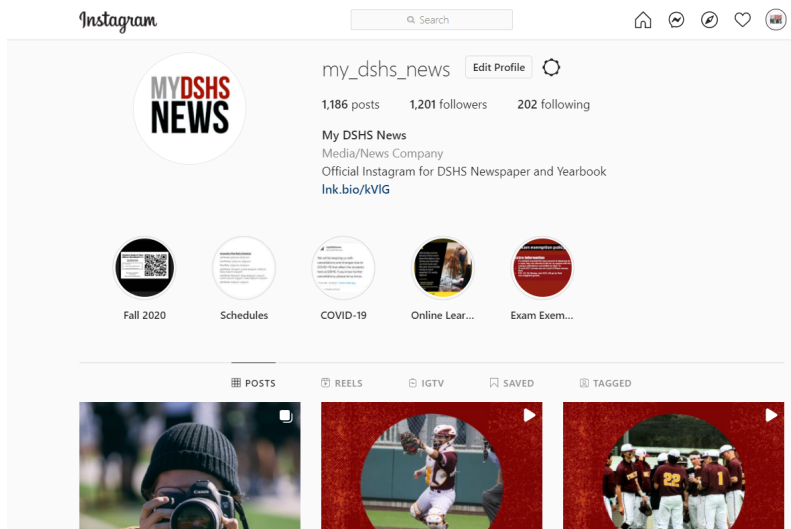


Tiger Wave Podcast 5-19-21  
Click the audio below to listen to the last Tiger Wave student media podcast of the year.  
[mydshs.com](https://mydshs.com)

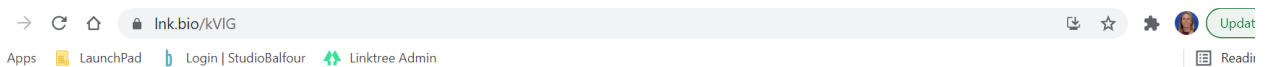
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[Instagram:](#)



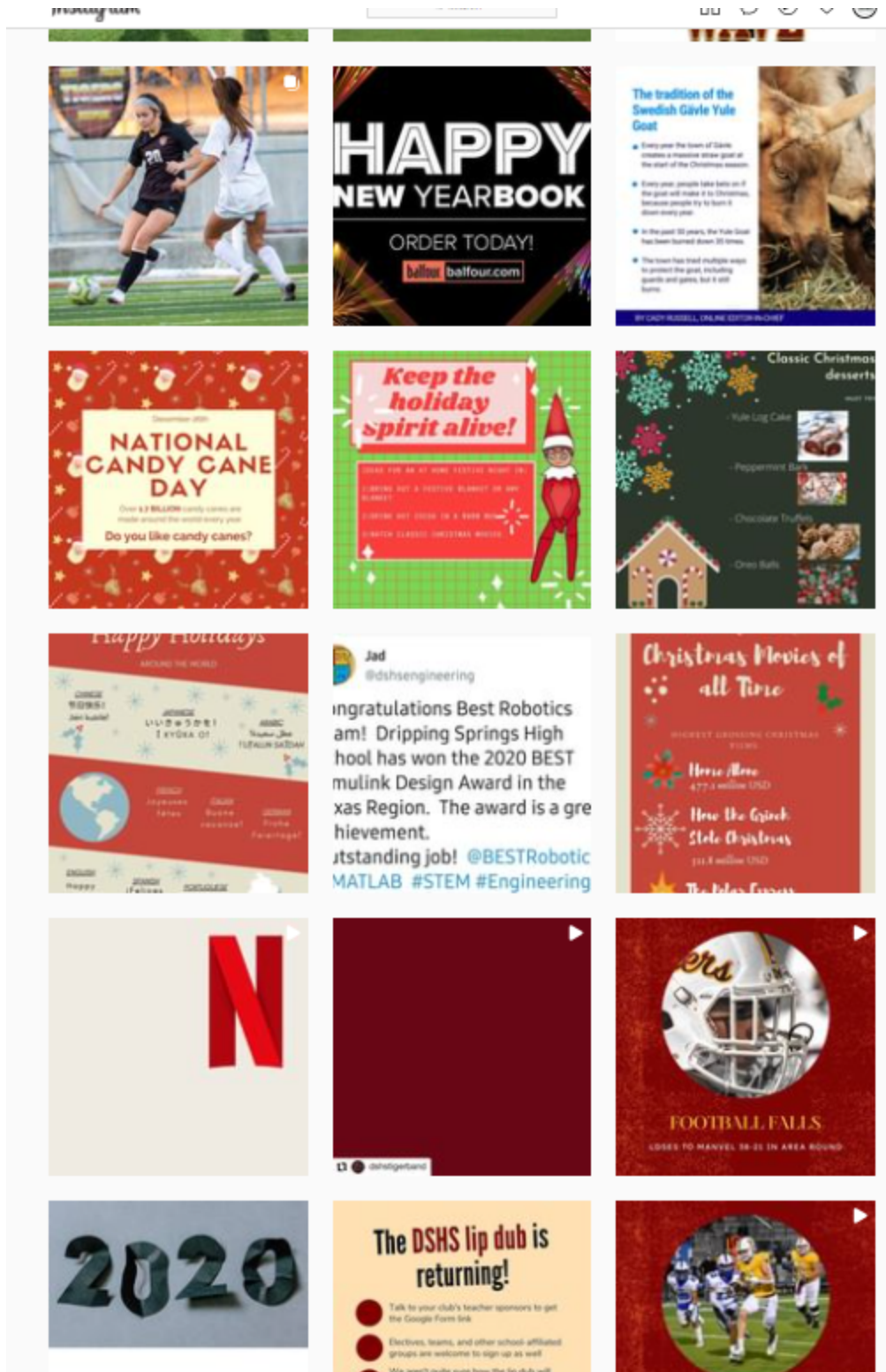


### Bio Links:

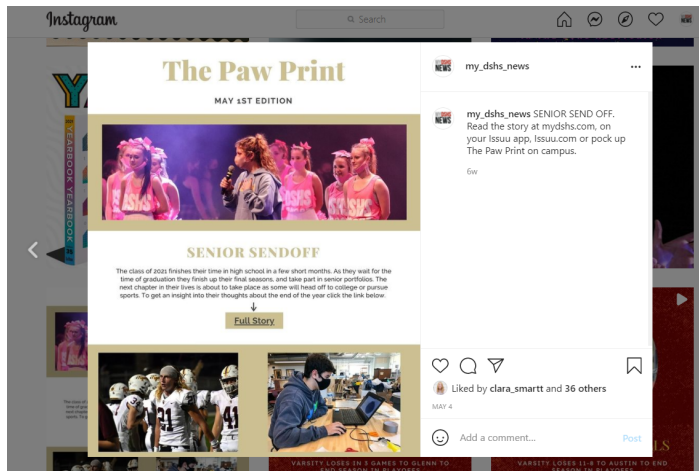


Same Content:

Below top down, R to L: 1. Photo story promoting pictures in publications; 2. Pre-Made Balfour Yearbook Holiday ad; 3-7, 9-10, 13. Content promoting December newspaper



Canva Newsletter Graphic promoting newspaper stories:



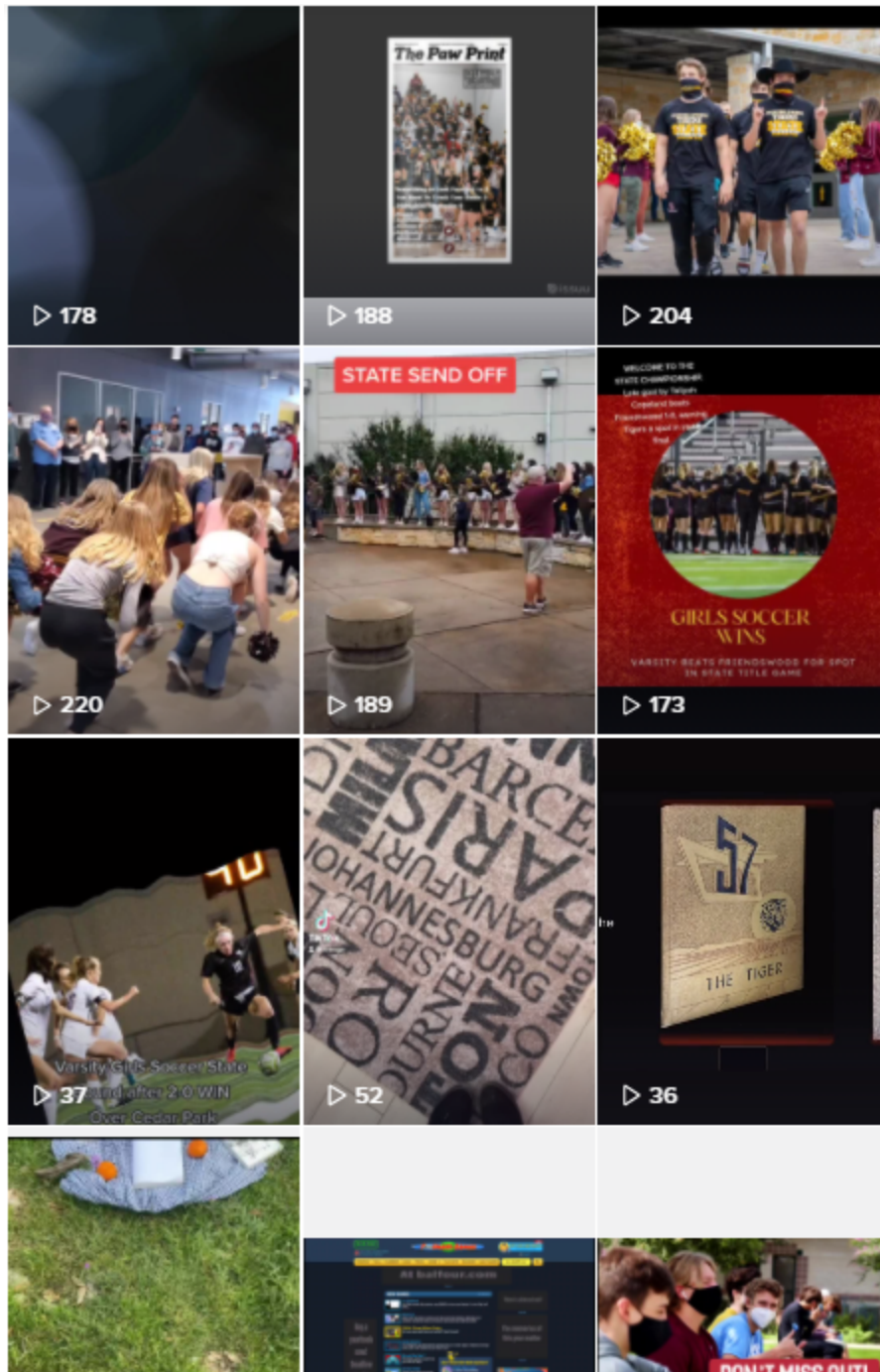
Using publications awards and recognition to promote publication:



[Facebook:](#)







Top to bottom, right to left:

1. LipDub tease; 2. Graduation slideshow; 3. Senior Sunset slideshow; 4. Meraki Lit Mag/Creative writing Open Mic Night slideshow; 5. Newspaper Release Video; 6. Wrestling State Send Off slideshow; 7. Wrestling cheer send off video; 8. Wrestling send off at bus with drumline video; 9. Girls Soccer state win recap; 10. Girls Soccer playoff slideshow; 11. Yearbook Commercial; 12. Covers of past yearbooks promo; 13. Lit Mag cover reveal; 14. Yearbook commercial; 15. Photography Slideshow yearbook commercial