EL

ESTOQUE

Monta Vista High School, Cupertino, CA



NSPA Best Use of Social Media: Reporting

OUR SOCIAL MEDIA

Instagram

Facebook

@elestoque

@elestoqueonline

Twitter

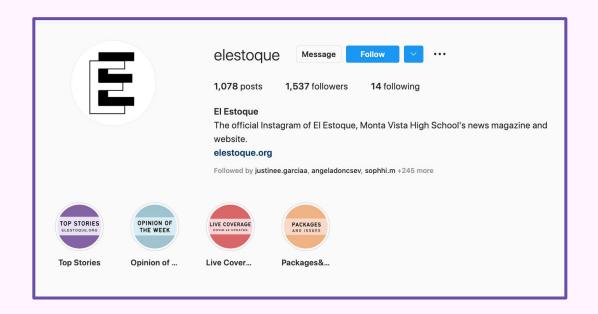
Snapchat

@elestoque

<u>@elestoque</u>



INSTAGRAM COVERAGE



Consistent Coverage

We post on our feed daily, covering events as they occur with an emphasis on timeliness.

Diverse Content

We cover a variety of different events from sports games to local community gatherings.

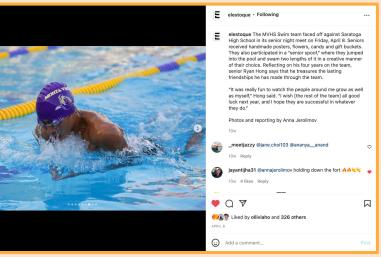
Post Quality

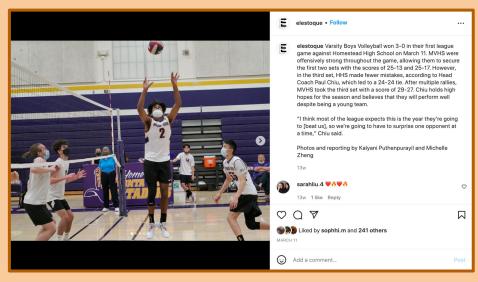
All our photos posted on Instagram are high quality and accompanied with a caption. To ensure this, we mandate that all social media posts are sent to our heads team group chat for review, where we can suggest any possible changes to photos or captions.

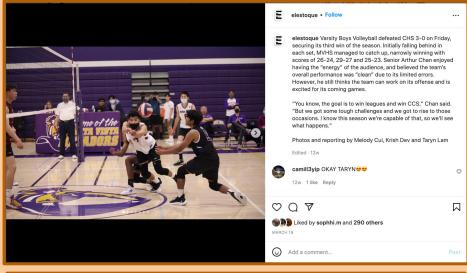
SPORTS

Sports are the pride of every high school, and as a staff, we made an effort to consistently cover all boys and girls home varsity sports games on all our social media platforms.

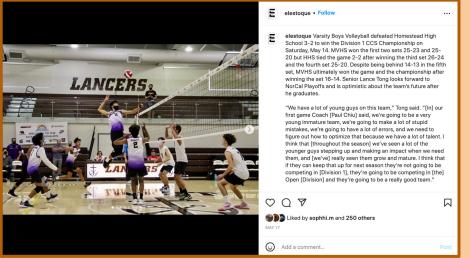


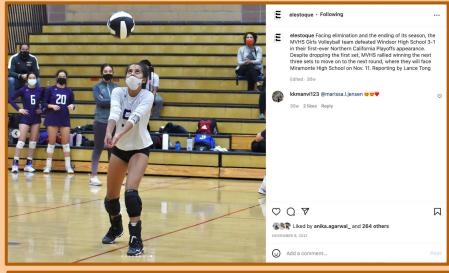






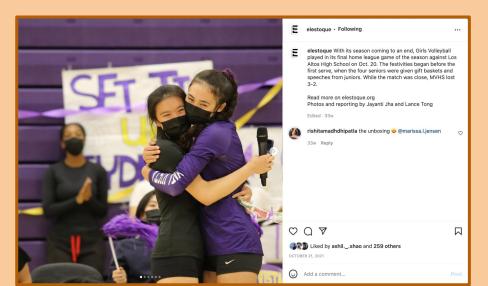
Our Varsity Boys Volleyball Team performed well in the playoffs, winning Division 2 of CCS and moving onto Norcal where they won their first game. Our staff covered every one of their CCS games, including the final game which wasn't at home.

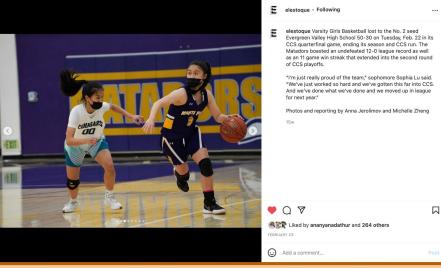


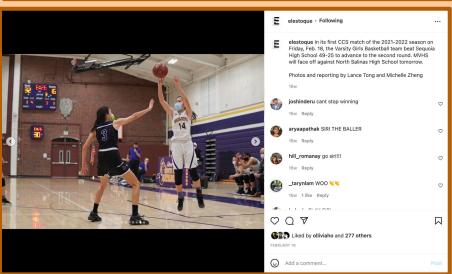


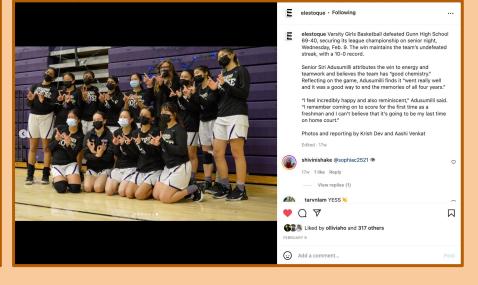
Our Varsity Girls Volleyball Team had a revolutionary run in CCS, making it to the CCS Finals for the first time since 1998, and also competing at NorCal. We covered all of their CCS and NorCal Games on Instagram, even having photographers travel multiple hours away to cover their final NorCal games.





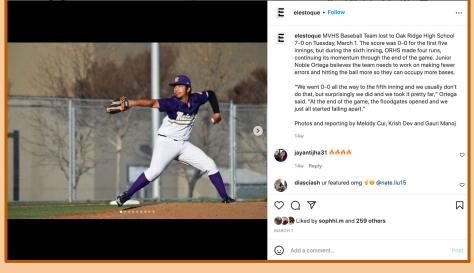






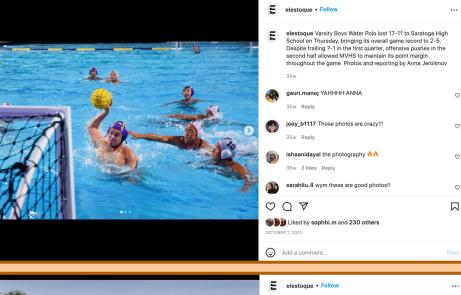
Our Varsity Girls Basketball Team went undefeated during their league season, also competing in the CCS playoffs, where they made it to the quarterfinals. We made sure that reporters were present at each game to document their success on social media.



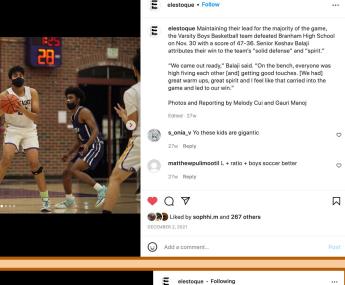


On top of extensively covering our successful sports teams, we ensured sure that each team received coverage regardless of their record, as well as covering girls and boys sports equally.





















17w 3 likes Reply















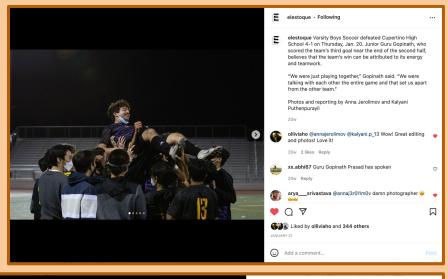


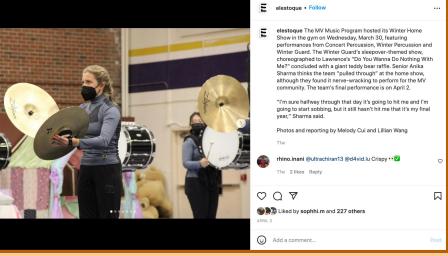


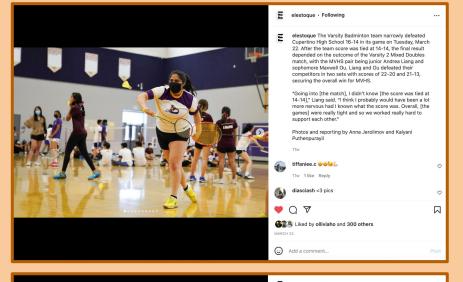


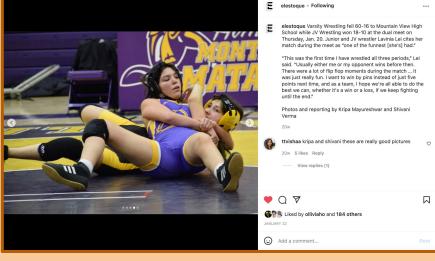












ELECTION COVERAGE



On Instagram, we covered each student election at our school, which included ASB elections and three individual class elections. Our staff conducted a one on one interview with each candidate about their individual plans and also posted slides announcing the winners to update the student body on the results of the election.

ASB VICE PRESIDENT



EMI KOSUKURA

elestoque • Follow elestoque Meet the ASB Vice President candidate for the 2022-2023 school year: junior Emi Kosakura (@emi.kosakura). Kosakura has been a 2023 Class Officer for the past two years

and now wants to give back to the whole school. She also heavily emphasizes community in her campaign, hoping to help students find their own place in a large school like MVHS. Kosakura plans to help improve the communication between the Legislative Council representatives and the student body to increase transparency.

"I've been able to meet so many new people and highlight all these amazing groups on campus," Kosakura said. "I have experience in the Leadership class and planning and organizing different events with my class that I think can translate into

Graphic and reporting by Melody Cui and Gauri Manoj

OOA

Add a comment...

Liked by dhuang35 and 121 others



ROHIT DAYANAND

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DILLON HUANG

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elestoque Juniors Rohit Dayanand (@r3kt d) and Dillon Huang (@dhuang35) are running to be ASB Treasurer for the 2022-2023 school year.

> Dayanand has been involved in leadership for all three years in high school, currently serving as a Student Life Commissioner where he oversaw the transition from virtual club information day to in-person club information day. As an officer for MVHS Debate Team, he also handles hundreds of check requests and finances. If he gets elected, he hopes to increase financial transparency by making sure that students understand where school funds are allocated to. Dayanand plans on doing this by creating Instagram posters to break down the budget report into easy to understand steps, making it not only engaging but also informative.

> "I want to ensure that clubs have access to fundraising opportunities," Dayanand said. "Also [that they] know how to fundraise because I know there's a lot of ambiguity regarding what the legislation is on what you can fundraise, so I'm going to compile a guide in which kids know exactly what they need to do to get that money out, fundraise and at the end of the day,





ASB IDC REP





AMY HU

elestoque • Follow elestoque The two candidates for the IDC representative position are juniors Kristen Hsieh (@poopookristen) and Amy Hu

Hsieh has been involved in Leadership for three years, serving as a class officer and a member of both Matador Recognition and Spirit Commission. With her passion for helping the community, Hsieh hopes to increase spirit and inclusivity on campus and host more events to "bring energy back." Hsieh plans to actively listen to feedback from her peers to ensure that all students feel safe and welcomed at MVHS.

"I have a diverse palette of experiences, so I kind of recognized everyone," Hsieh said. "I'm super passionate about serving the community and our school. I have some pretty solid ideas for ways that we can make the next school year the greatest ever and I hope to leave an impact for the years [to come]."

Hu is currently the IDC representative for the class of 2023 and wants to maintain this position in ASB so she can continue "making an impact" on the school. She has been in Leadership for five years and has outside experience through hosting



ASB SECRETARY

ASB TREASURER



JULIANNA KIMM



KATHERINE LI

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elestoque Junior Julianna Kimm (@julianna.kimm) and freshman Katherine Li (@kkay...y) are running to be ASB Secretary next year.

As a Girl Scout and a member of Matador Recognition, Kimm has strengthened her leadership skills and worked alongside the 2023 Class Office to help organize school events. Kimm hopes to ease the transition from remote learning, which she says decreased school spirit and transparency, by creating more opportunities for students to interact and de-stress. Her plan as ASB secretary is to distribute conflict calendars for students and teachers to keep track of important dates and exams.

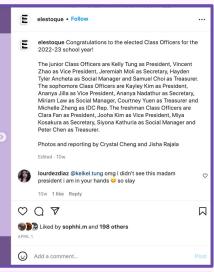
"The transition [from remote to in-person] was really harsh on a lot of us so I'm hoping to make it a little bit smoother," Kimm said. "I know that a lot of students had a lot of tests on one day this year and everyone was always super stressed, so I'm hoping [the conflict calendar] will alleviate some of that stress."

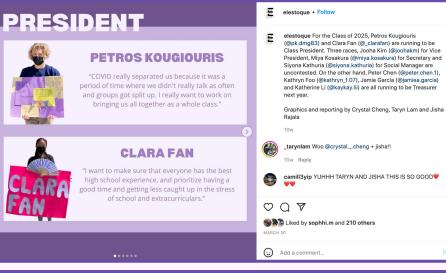
Li is running for ASB secretary in order to try something new during her freshman year. Using her experience as a WEB leader in middle school and strong communication skills, she believes

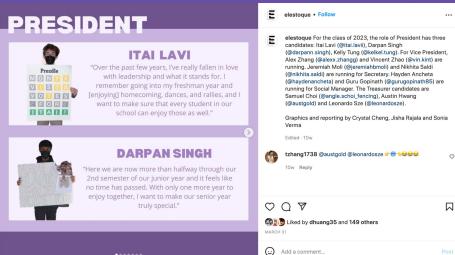


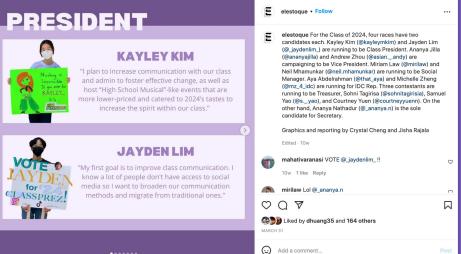
Add a comment...











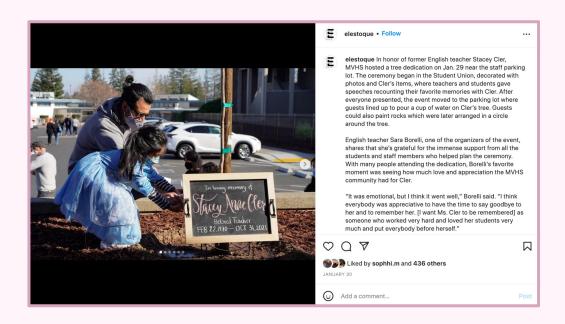
A&E IN REVIEW



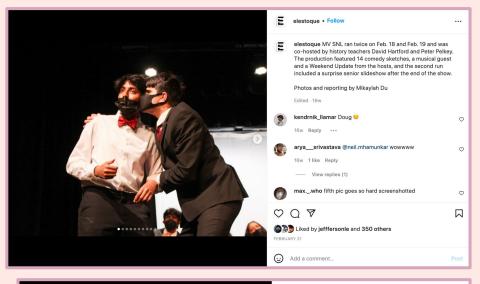
Every month, our arts and entertainment section releases A&E in review on Instagram, where 10 staff members review movies, albums or TV shows released that month.

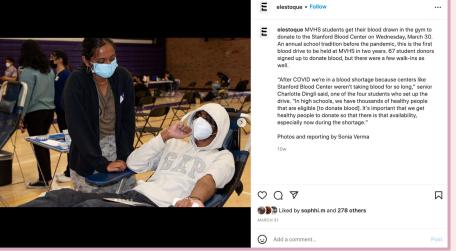


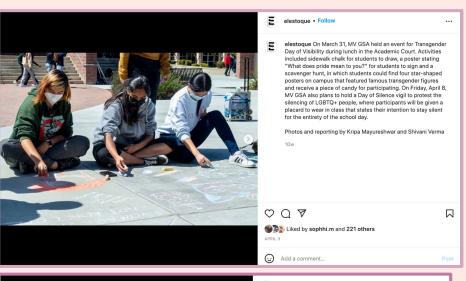
SCHOOL EVENTS

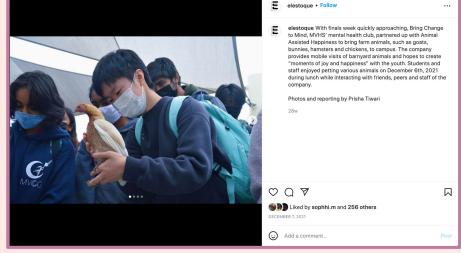


Our staff covers a variety of school events hosted by different clubs and organizations to ensure that all scopes of our school community receive representation on our feed.

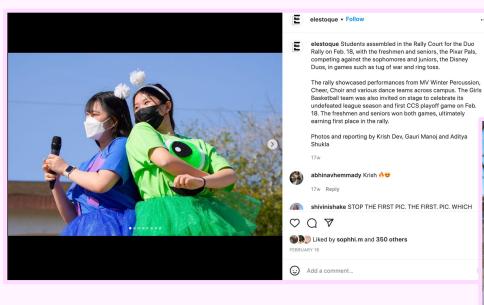




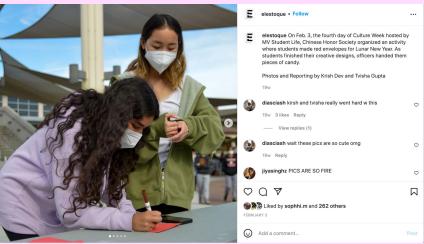




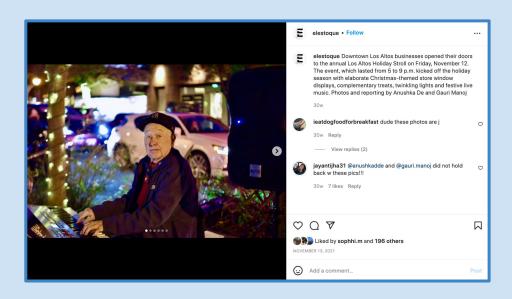
SPIRIT EVENTS



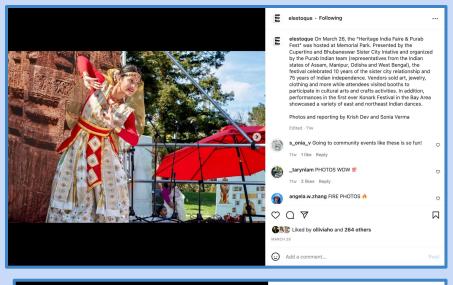
We cover Spirit Events hosted by leadership such as rallies and spirit weeks.



LOCAL EVENTS



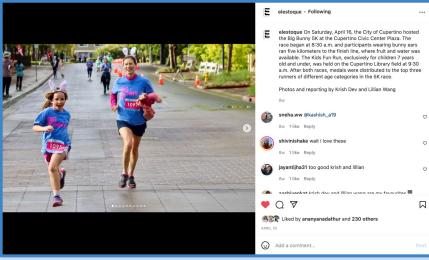
Branching out of our school, our staff also covers local events hosted by our community.



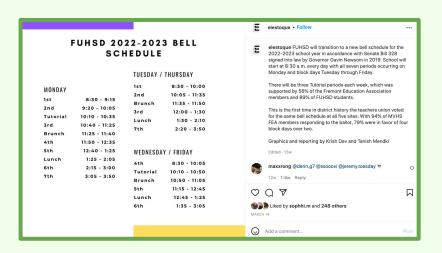


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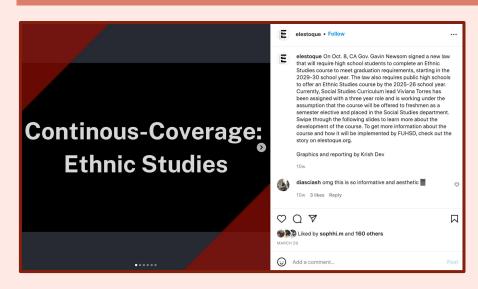
IMPORTANT INFORMATION



We also cover general school information that is important for the community to know, such as the release of a new bell schedule or the appointment of a new district superintendent.



CONTINUOUS COVERAGE



We also cover ongoing events that affect our community, such as this Instagram series about developments in the creation of a new Ethnic Studies course at MVHS.





November 22
Following three meetings hosted by
FUHSD's Ethnic Studies Learning
Collaborative, El Estoque conducted a
QuâA with Associate Superintendent Tom
Avvakumovits. Avvakumovits provides
information about the previous
discussions around Ethnic Studies,
upcoming meetings and more.

January 23

As the Ethnic Studies course is being further developed and preparations for course design, led by Social Studies

Curriculum lead Viviana Torres, FUHSD of debates two critical decisions, one around grade level (freshman or senior year) and the other around course length (semester-long or full-year).

OPINION OF THE WEEK



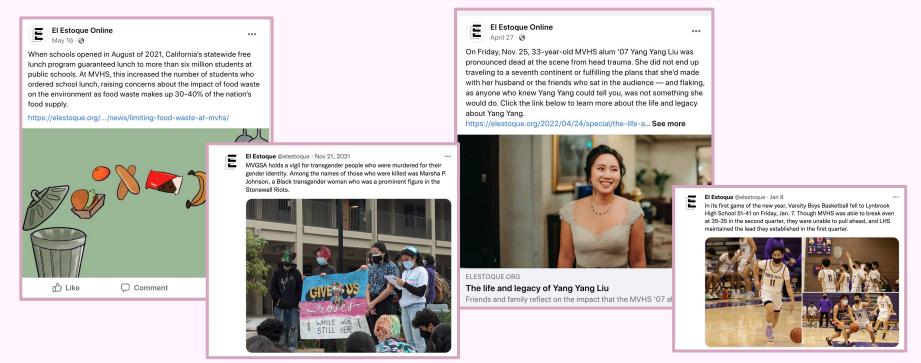




On our Instagram stories, we post polls every week to assess opinions surrounding events relevant to MVHS, and then post the results of these polls the following day.

FACEBOOK AND TWITTER COVERAGE

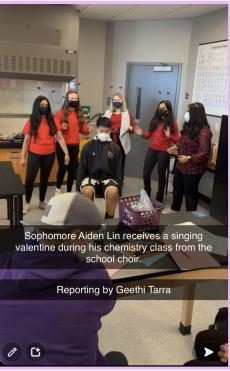
We also used Facebook and Twitter to cover local events and bring awareness to important stories that deeply affect our community. As a general rule, every post that went up on Instagram also went up on either Facebook or Twitter to expose coverage to a diverse audience.



SNAPCHAT COVERAGE

We used Snapchat in addition to Instagram, Facebook and Twitter to publish content of live events in a format that was more casual so that we could publish coverage of events while they occurred.







SIGN UP MANAGEMENT

		2021-22 EL	ESTOQUE DE	ADLINES & S	OCIAL MEDIA	CALENDAR	
October 2021							
Cycle/We	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						10/1 ANGLE DUE IN CLASS // PORTFOLIO DUE AT MIDNIGHT	10/2
Cycle 2 Week 1	EE RESOU	RCES 2021-2	<u>22</u>			T: Sarah (hoco rally) S: Michelle Z (hoco rally) Irene	Events: Hoco dance/night out, band/color guard expo F: I: Matthew (hoco fb) T: Devin (night out) - not good enough photos S: Geethi T (night out)
Cycle 2 Week 2	10/3	10/4	10/5	10/6	10/7	10/8/2022	10/9 Tvisha's bday
	Events: Robotics Competition at Lynbrook HS F: I: T: S:	Events: F: I: JJ & Ishaani (Diili Haat) T: S:	Events: GVVB vs. Gunn (6:45 PM) F: I: T: S:	at Cupertino High F: I: Angela Zhang (orchestra) T: S:	Events: WP vs. Saratoga (4: 45 PM + 6:45 PM), FH vs. Cupertino (4:00 PM) F: I: Ishaani (FH game) T: Tvisha (FH), S: Anna (GWP), Taryn (FH), Mira (BWP)	Events: choir concert (7:00 PM, limited attendance) F: Sonia Verma - Choir Concert I: Sonia Verma - La Pluma Boba Fundraiser, Geethi and Taryn (andaaz) T: Michelle Z (choir) S: Shivani Madhan - Choir concert	Events: Bobateeno, Marching Band tournament F: I: Gauri and Melody (Bobateeno) Adi (Tourney of Bands), Minjae? (Color Guard/Band), Kalyani (FBLA speaker series) T: Riya (news quiz promo), Jefferson (Color Guard/Band, S:
Cycle 2 Week 3	10/10	10/11/2022	10/12/2022	10/13	10/14	10/15	10/16
			COPY 1 DUE IN CLASS			COPY 2 DUE IN CLASS	
	Events: F: I: T: S:	Events: F: I: Staff profiles promo (Matthew) T: Irene (Online story Promo) S:	I: Mikaylah (girls tennis), Shivani M. (National coming out day)	Events: possibly fin nexus trials, cheer tryouts after school F: I: A&E In Review Vol.2 T: S: Mikaylah(cheer tryouts) Aashi (physics lab)	Events: Water Polo game (senior night) F: Melody (online story promo) I: April (WP game) T: S: Gavin (mock trial)	T: S:	Events: Bay Area Diwali Festival, FB vs. Cupertino (Helmet Game) (6:30 PM) F: I: Devin and Krish (Diwali festival) T: Meggie (FB game) S: Riya (FB game) Melody (Diwali festival)
	10/17	10/18	10/19	10/20	10/21	10/22	10/23

Our publication utilized a spreadsheet to keep track of who would post on which social media platform on each day. This helped us ensure that each platform received consistent coverage. If a staff member signed up to post, it was expected that they would follow through on that commitment.