



RCRockMedia

Best Use of Social Media: Social Media Promotion

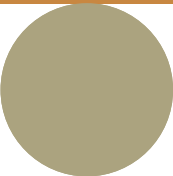
Instagram: @rcrockmedia

Twitter: @RCRockMedia

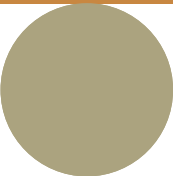


OUR STORY

During the 2021-2022 school year, the Rock Media publication made it our priority to increase our social media presence, and cover everything from news and events to sports and people, all through our photography and caption writing. We worked to capture the school year and its unique stories with each post. With the help of features such as account tags, hashtags, Instagram reels, and more, the increased use of our social media allowed for more communication with the student body, increased traffic to our website, and helped reach outside our school and into the surrounding community as well.



Click on the links next to screenshots to see the original posts. These are just highlights of our social media platforms, so to see more find us *@rcrockmedia* on Instagram and *@RCRockMedia* on Twitter.





Instagram Posts

@rcrockmedia

Posts made to promote print issues, online articles, yearbook sales, and more. Click on the links to visit the post!





rcrockmedia
Rock Canyon HS



rcrockmedia Check out the first episode of the RC Update for the new school year! This time we interviewed the new student council secretary @joshua_lederman Hosted by @matthewfink28 and @jackgianetto <https://rockmediaonline.org/7118/features/rc-update-josh-lederman/> #rockcanyonhighschool #rcrockmedia #therock #dcsd #douglascounty #podcast #rcupdate #stuco #rcstuco

Edited · 20w



trippethompson When do I get interviewed.



41w Reply



popcicle_2003 THAT'S MY JOSH!!! 🔥



41w 1 like Reply



amandabrauchler icons



41w 4 likes Reply

[View insights](#)



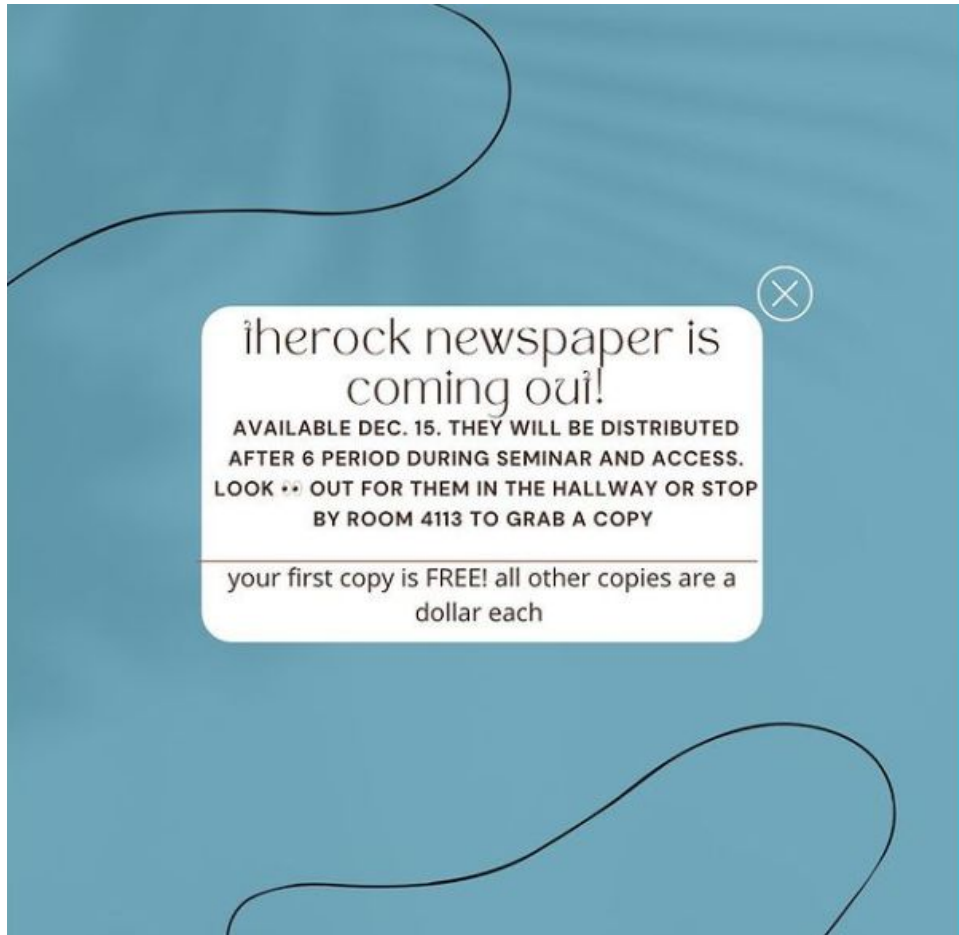
Liked by kristibun and 80 others

AUGUST 27, 2021




Add a comment...

[Post](#)




 **rcrockmedia**
Rock Canyon HS

 **rcrockmedia** EXCITING NEWS JAGS! Print editions of therock are here! The newspapers will be available Dec. 15 during Seminar and Access. Look for them in the hallways or stop by room 4113 to pick up your free copy. PC: A. Wood #rockcanyonhighschool #rcrockmedia #therock #dcsd #douglascounty #newspaper #printissue

Edited · 20w

 **clairebearbauer** 🙏🙏
25w 1 like Reply

 **england_ben17** OHHHH YEAHHHHHHHHHHHHHHH
25w 1 like Reply

 **raegansynk** so exciting !!!!
25w 1 like Reply

[View insights](#)

 Liked by kristibun and 65 others

DECEMBER 14, 2021


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

our spring issue is coming out today!


- copies will be distributed throughout the day
- grab a copy in the LMC, main office, counseling office, or room 4113.
- your first copy is free! all other copies are \$1.00 each




 rrockmedia ...

 rrockmedia Print editions of the rock's latest issue will be available March 11. Grab a copy in the LMC, main office, counseling office, or room 4113. Your first copy is free and all other copies are \$1.00 each. PC: K. Zizzo

Edited · 13w

 chrisalbertidenvnuggetsfan Will it be online later? ♥

13w Reply

 andyrdupper got mine today... lots of fun! ♥

13w Reply

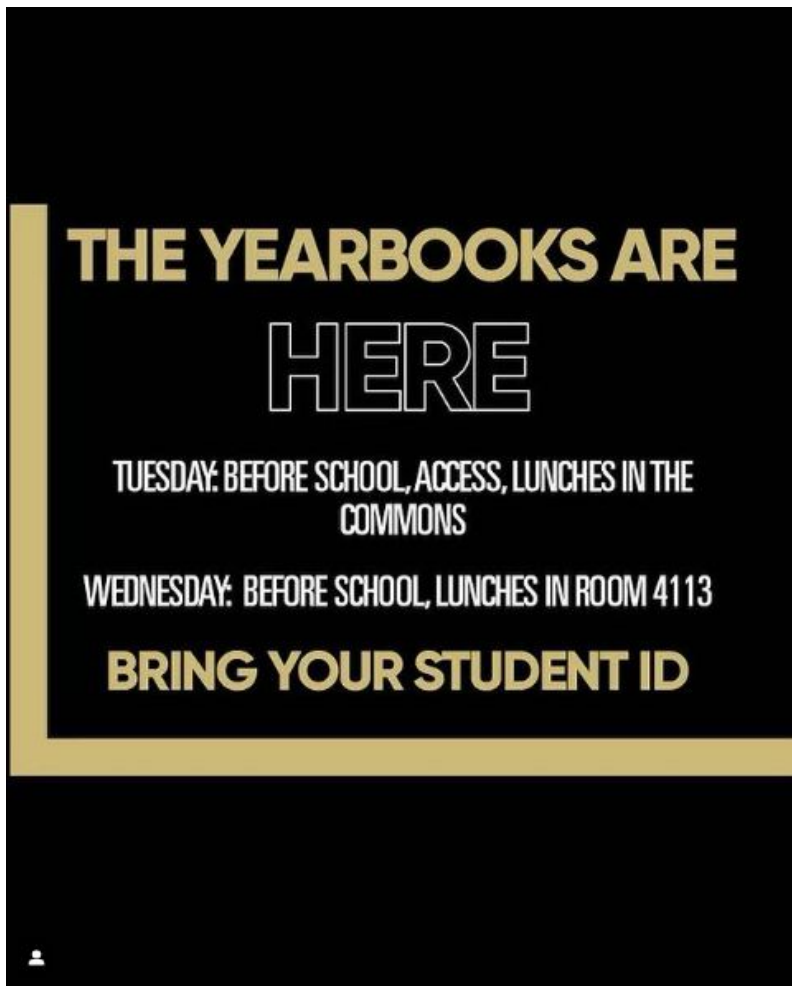
[View insights](#)

  Liked by kristibun and 103 others

MARCH 11

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



rrockmedia
Rock Canyon HS



rrockmedia The 2021-2022 Black & Gold Yearbooks have arrived. Books will be available for pick up in the Commons before school, during Access, and during lunches May 17, and again in room 4113 May 18. Be sure to bring a form of identification. If you haven't bought one yet, there are extra books available for purchase in person for \$100 cash or card. Email rcbgyearbook@gmail.com with any questions.

PC: L. Smart
Reporting by: C. Bauer
[#rockcanyonhighschool](#) [#rrockmedia](#) [#rockmediaonline](#)
[#therock](#) [#dcsd](#) [#douglascounty](#) [#yearbook](#)

Edited · 4w

[View insights](#)



Liked by [kristibun](#) and 88 others

MAY 16



Add a comment...

[Post](#)

<https://www.instagram.com/p/Cd8xHIGuxh0/>

YEARBOOK PICKUP



LAST DAY



rrockmedia
Rock Canyon HS



rrockmedia The last days to pick up pre-purchased yearbooks are May 24 and 25. Books can also be bought for \$100 cash or card, first come first serve. All books are available in room 4113.

PC: G. Uhrain
#rockcanyonhighschool #rrockmedia #rockmediaonline
#therock #dcsd #douglascounty #yearbooks #summervacation
#pickup #lastdayofschool

Edited · 3w

[View insights](#)



Liked by kristibun and 59 others

MAY 24



Add a comment...

Post



Instagram Stories

@rcrockmedia

Stories posted almost daily to promote print issues, online articles, yearbook sales, and more.



Trick or Treating during Covid-19

cdc recommendations

- wear a mask in a large social gathering if everyone is not vaccinated
- have large gatherings outside if possible
- Costume masks are not a substitute for masks that protect against COVID-19
- Do not attend in-person parties if you or anyone you know has any COVID-19 symptoms.

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

Story By @kishan_vahalia



PLAYOFFS? WE TALKING ABOUT PLAYOFFS?



JAGUAR FOOTBALL MAKES HISTORY, WINS THEIR FIRST PLAYOFF GAME AGAINST SMOKY HILL IN A DOWN-TO-THE-WIRE 52-49 NAIL-BITER

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

STORY WRITTEN BY
@ENGLAND_BEN17
@PETE_LEENVAART



HEY JAGS! MISS OUT ON OUR VETERANS DAY POST AND ARTICLE?

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

STORY BY @CLAIREBEARBAUER

ROCK MEDIA WEEKLY NEWS QUIZ

HOW'D YOU DO?



READ THE STORY!

WRITTEN BY: @MADIE.LINDSAY



ROCKMEDIAONLINE.ORG

GO SEE ORDINARY PEOPLE

rockcanyondrama



@ROCKCANYONDrama COME SEE ORDINARY PEOPLE
This Wednesday-Friday @7:00...

TONIGHT - FRIDAY

CHECK OUT @JACKDIANETTO'S
STORY FOR A BEHIND
THE SCENES LOOK!

ROCKMEDIAONLINE.ORG

DO YOU THINK WE SHOULD BE WEARING MASKS IN SCHOOL?

SEE FACTS, OPINIONS,
AND MORE BELOW



MASKS IN SCHOOL?

Type something....



ROCKMEDIAONLINE.ORG

story by grace uhrain



- SHOPPING
TIPS TO HELP
YOU NAVIGATE
BLACK FRIDAY

- A LIST OF
APPS AND
EXTENSIONS
TO HELP YOU
HAVE YOUR
MOST
SUCCESSFUL
CYBERWEEK

- A LIST OF
QUICK LINKS
TO THE BEST
BLACK FRIDAY
DEALS,
CATEGORIZED
INTO
SECTIONS.

Story Written by
@madie.lindsay

WANT TO KNOW
WHAT'S GOING ON IN
THE MONTH OF
DECEMBER?

december

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

CHECK OUT THIS
INTERACTIVE
CALENDAR

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

the rock

Stand with me. THE BLUE RIBBON DOESN'T RECOGNIZE HATE. Stand up to Valor.

Check out this issue online!

[ISSUU.COM](https://issuu.com)

**A Coffee Review,
Espresso-ly For You**

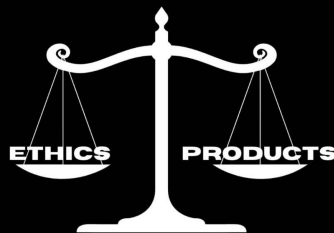


Coffee lovers need to check out this story on some of the most popular coffee that they should try! click here:

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

story written by [@kendallfoxworth](#) & [@loja.boushelle](#)

Think your favorite brand is ethical? Think again...



Six brands you might not know are unethical.

Six popular companies to stop giving money to.

Grace Uhrain's top picks for ethical alternatives.

Want to know more? Click the link below!

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

story written by Grace Uhrain

SUPER BOWL STATS



WITH KISHAN VAHALIA

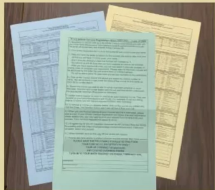
[WHO WILL WIN SUPER BOWL 56?](#)

**DO YOU AGREE?
DISAGREE?
CLICK HERE TO
READ MORE!**

Want to read more about registration? Click the link below!



[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)



Freshman are blue
Sophomore are green
Juniors are yellow



Do you have any more registration questions?

Type something....

PC: C. Bauer

@FRANKIE.STROUD

Becky Myers
you can
"go home now"
#resign!

@HARISH.J.

**MISS THE STUDENT
WALK-OUT FEB. 7?**

CATCH UP HERE

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

Rock Media News Quiz

How well did you do?




Want to read more about these writing contest? Check out the story below!



[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

Story written by Danny Curran



an open discussion about eating disorders and recovery with Emma Warford '23

episode no.1
episode no.1
episode no.1




elephant
in the room
starting the conversation about difficult topics

Click to listen to this new podcast!

↓


[@ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

Running Red Tutus and Singing Sweet Songs



Want to read about RC activities that students participate in during Valentine's day? Click the link below!

↓



[@ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

story written by @abigail_wood

A new episode of the RC Update is out !

[@ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)



RC-UPDATE

Featuring
@jaredengerman and
@holden.casey

WANT TO CATCH UP ON THE RUSSIA- UKRAINE SITUATION?

CLICK HERE



[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

story by **G. Uhrain**



TELL US YOUR
THOUGHTS!

Type something....

r rrockmedia

our spring issue is coming out today!

copies will be distributed throughout the day
grab a copy in the LMC, main office, counseling office, or room 4113.
your first copy is free! all other copies are \$1.00 each

rrockmedia Print editions of the rock's latest issue will be available today! Grab a copy in the LMC, main offi...

Pick up a copy today!

HOW WELL DID YOU DO?

WANT TO LEARN MORE ABOUT THE RCHS INNOCENCE PROJECT CLUB?

click here!

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

story by **Grace Uhrain**



ROCKstyle: The 2022 Spring Trend Forecast

Check out the latest fashion trends and the up-and-coming styles of the year.

Check out the link down below!

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

written by @madie.lindsay_

CHECK OUT THE FINAL PODCAST EPISODE

RC-UPDATE

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

HOSTED BY
@matthewfink28
& @jackgianetto

BE
BB
BLACK & GOLD 2022
DARE TO

[@RCBCYEARBOOK](https://twitter.com/RCBCYEARBOOK)

DISTRIBUTION TOMORROW- STARTING AT 11:19am (FIRST LUNCH) UNTIL 3pm IN ROOM 4113

books will NOT be given out before first lunch

ROCK MEDIA WEEKLY NEWS POLL 1/5

WHAT IS RCHS CURRENT DRAMA
SHOW CALLED?

- (A) Wacky Ducks
- (B) Ordinary People
- (C) Favorite Strangers
- (D) Bright Idea



CONGRATULATIONS

**CROWN
FINALIST**



THE ROCK /
ROCKMEDIAONLINE.ORG



The Rock and the Black
and Gold Yearbook are
Columbia Scholastic
Press Association Crown
Finalists!

ROCK MEDIA WEEKLY NEWS QUIZ 4/5

WHAT'S A BIG ISSUE RCHS MODEL
HADLEY BESS '25 HAS SEEN?

- (A) Not enough cookies
- (B) Racism
- (C) Body image expectations
- (D) None of the above

READ MORE:

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

WRITTEN BY @MADIE.LINDSAY



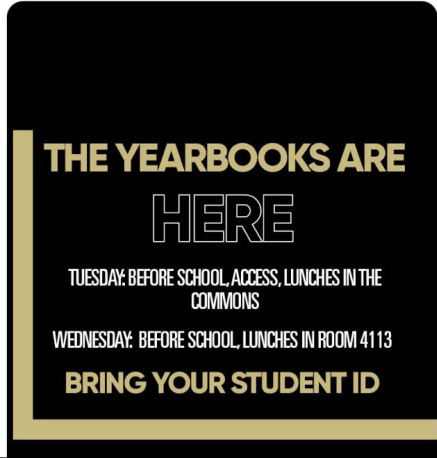
Twitter

@RCRockMedia

Posts tweeted to promote print issues, online articles, yearbook sales, and more. Click on the links to visit the post!



the Rock @RCRockMedia · 5/16/22 ...
Yearbooks are here! Books will be available for pick up in the Commons before school, during Access, and lunches May 17, and again in rm 4113 May 18. Bring an ID. Extra books are available for purchase in person for \$100 cash or card. Email rcbgyearbook@gmail.com with questions.



the Rock @RCRockMedia · 2/8/22 ...
Miss the student walkout Feb. 7? Check it out here:



Who's The Priority?
rockmediaonline.org

1 4

the Rock @RCRockMedia · 12/14/21 ...
Hot off the press! The latest issue of The Rock will be distributed tomorrow during seminar and access!

4 8

the Rock @RCRockMedia · Feb 5 ...
Need to catch up on what's happening with the DCSD school board? We've got you covered.



rockmediaonline.org
School Board Division Leads to Community Action
In a special meeting without public comment, Douglas County School District (DCSD) board ...

1 9 11

the Rock @RCRockMedia · 9/2/21 ...
Miss the mask walkout? We've got you covered.
Read Kira's article here:



Walkout Unmasks Tensions Among Students
rockmediaonline.org

1 3 5

the Rock @RCRockMedia · 9/13/21 ...
BREAKING: Mask Mandate Will Be Enforced In Schools Per Communication From Tri-County Health



BREAKING: Mask Mandate Will Be Enforced In Schools
rockmediaonline.org

1 3