

Marketer of the Year Statement

Kevin Xiang

The Messenger, Northview High School



My name is Kevin Xiang, and I was the Copy/Multimedia Editor for The Messenger for the 2022-2023 school year. My responsibilities included overseeing the posting of articles and other features on the website, and working closely with our Social Media Manager to make detailed marketing plans for our publication.

One of my responsibilities was making sure our stories were reaching the widest audience possible. This was done by posting accompanying social media posts whenever one of our stories was added to our website. This let our audience know that they could read a new article on our website. After viewing our analytics from our year, we saw that posts with actual photos had more interaction than posts that were only graphics. We will take this into account next year by having more photos to go with more of our stories and posts.

I was also involved in driving traffic to our site by posting relevant school information on our website, leading to more spillover towards reading of our articles. This involved posting pages with beginning of school year information and photos from school events, such as parking lot painting. We learned that these types of pages were able to get a lot of visitors to our site, and we decided to do more of them, eventually posting prom and graduation pictures, among others.

I was also in charge of managing our ad relations. To fund our newsmagazines, our staff is responsible for getting \$100 in ad sales each semester. I was responsible for working with the Social Media Manager to process these connections and upload ads onto our website and social media. We ran into several challenges. First, the provided ads were of inconsistent sizing, resulting in adverse viewing experiences on our website. I found a solution by putting the ads on a consistent banner so the sizing would be the same. In addition, we also fell behind on updating our ads, resulting in our ads being posted a week behind to keep the duration fair. We are fixing this issue, by setting more reminders to post ads.

More recently, we are in the process of implementing ideas from a journalism conference we attended this year. As an editor-in-chief for the coming school year, I am discussing ways to implement short form stories onto our social media pages so we can get more name recognition. We are also looking into ways to be more involved with the school community, and taking on roles that have been traditionally reserved for third parties, such as streaming school events.

The Messenger

Johns Creek, Ga

NSPA Portfolio of the Year
10D. Marketer of the Year



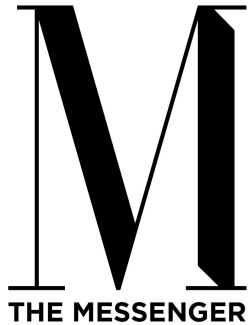
Introduction

My name is Kevin Xiang, and I was the Copy/Multimedia Editor for The Messenger for the 2022-2023 school year. My responsibilities included overseeing the posting of articles on the website, and working closely with our social media manager to make detailed marketing plans for our publication.

Social Media Promotion

M

Over the past year The Messenger made its goal to be active on most social media platforms. In doing so, we have reached thousands of students and parents through Instagram, Facebook, and Twitter, promoting our stories and informing our community. Click the links below to see our platforms.



M

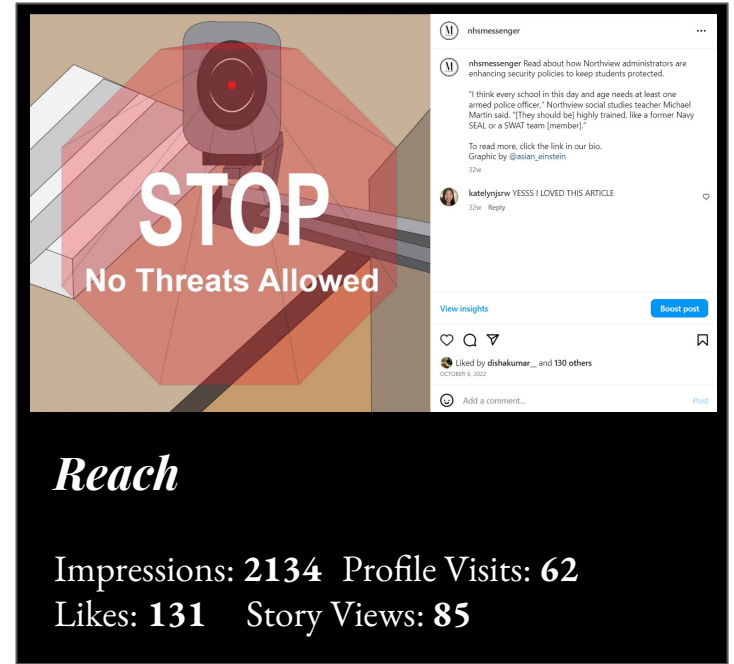
Story Promotion

One of the goals of our social media posts is to drive traffic to our website. Most of our audience exists on social media, so we manage these platforms to have the biggest reach.



Reach

Impressions: **2554** Profile Visits: **149**
Likes: **313** Story Views: **146**

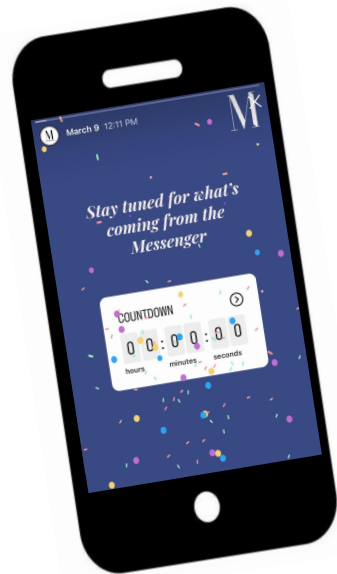


Reach

Impressions: **2134** Profile Visits: **62**
Likes: **131** Story Views: **85**

Whenever a story posts, we put an accompanying post on social media, letting our audience know that there is something new to read. This has allowed us to reach thousands of people.

When we release one of our two biyearly digital issues, we post on social media directing our audience to Issuu, where our article is hosted. This causes a spike in traffic to our website. We also build up to our releases with story countdowns shown below.



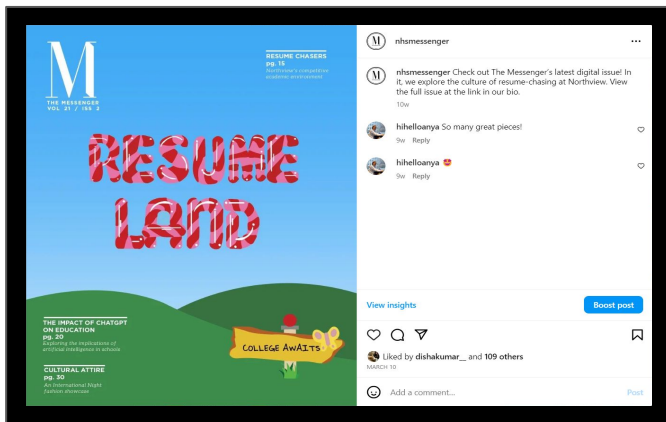
M

Issue Promotion



Reach

Impressions: **2074**
Profile Visits: **190**
Likes: **316**

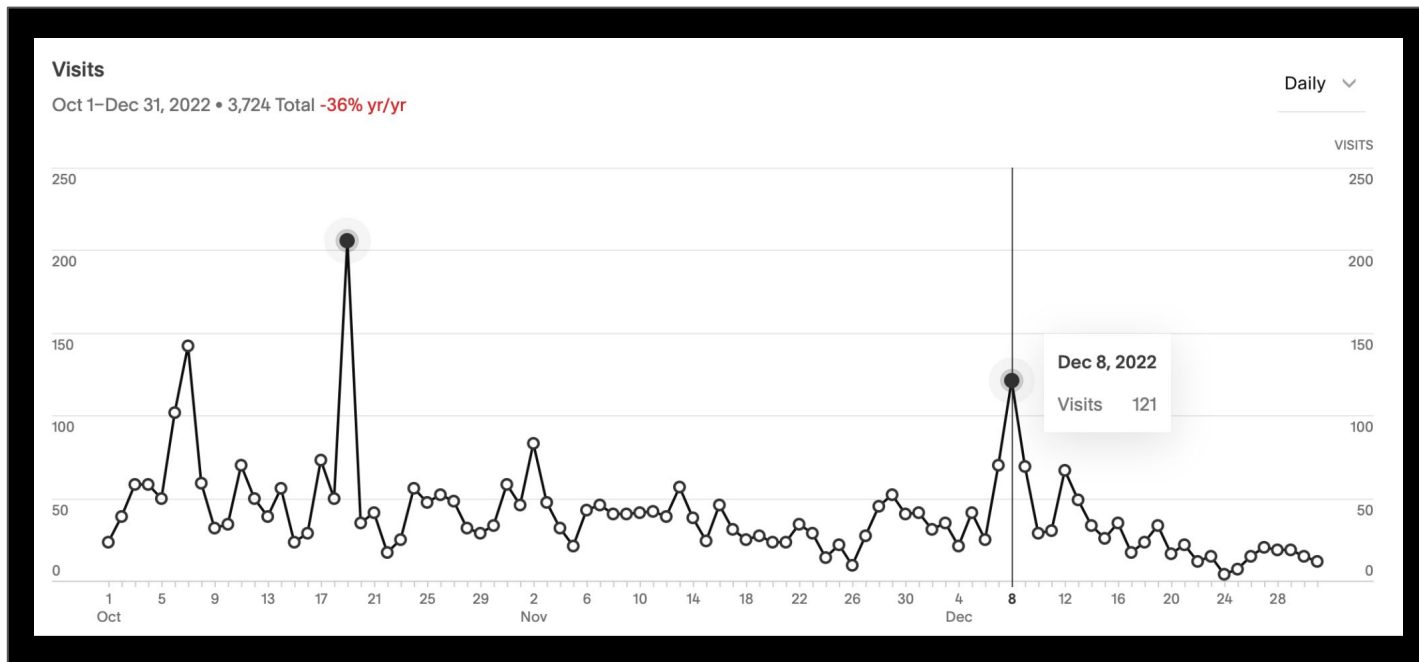


Reach

Impressions: **1630**
Profile Visits: **80**
Likes: **110**

Results - Traffic Spike

The following chart, pulled from Squarespace Analytics, shows a traffic spike on Dec. 8, 2022, the same day we released our New House for Neuhaus issue. This shows that our social media promotion works.



Sporting and School Events


The Messenger attends many sporting and other events and posts photos from those events on social media. The goal is to raise name recognition of The Messenger. This engages our audience by providing coverage of more of their classmates in a single post.


In addition, sometimes we direct our audience to our website to view galleries of major school events such as plays, prom, graduation, and parking lot painting. This pushes our audience to interact with our website and read our other articles as well.


M


Sports Promotion





 nhsessenger




 nhsessenger Northview Varsity football lost 47-7 against Kell High School during Friday's game. Photos by @_gavinchen
Edited · 32w


 kev1nmo Did me bad bruh
32w 21 likes Reply
View replies (4)


 reenathangamani yuhhhh 🙌
32w 3 likes Reply See translation

 joeydelmastro Maybe don't put the 40 pt loss in the caption , Just say "images from the game on Friday" 🙄
32w 11 likes Reply

 ilysm.dee3 Dee3 never has a picture
32w 2 likes Reply

 Liked by [nadia.yangg](#) and others
OCTOBER 8, 2022

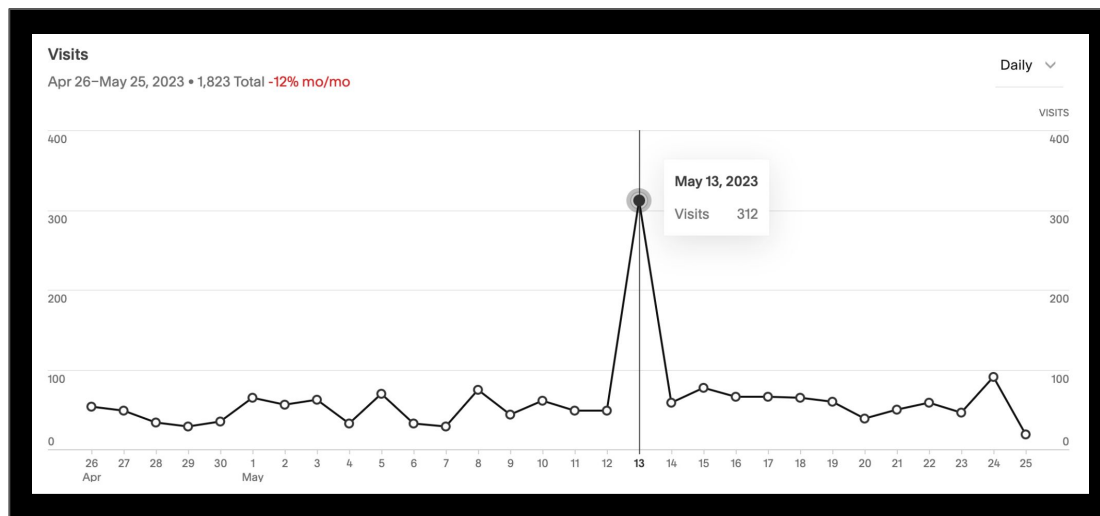
 Add a comment... Post

Insights

Impressions: **1818** Profile Visits: **114** Likes: **394**

Example - Traffic Spike

The following chart, pulled from Squarespace Analytics, shows a traffic spike on May 13, 2022, the same day we posted our Prom [photos](#). This shows that our social media promotion works.



Recruitment

In December of each year, we start searching for new staffers for the coming year. This year, we started early to compete better with our schools other publications such as yearbook and literary magazine.

We used a variety of social media posts to raise awareness of our class. This year, we made a recruitment video showcasing everything that we do in the Messenger. It is accessible [here](#).

We also posted an advertisement for the podcast branch of our class in the morning announcements. They can be viewed on the next slides.

M

Insights

Impressions: **2074** Profile Visits: **190**
Likes: **316**

Insights

Impressions: **1494** Profile Visits: **87**
Likes: **101**

Recruitment

LIT CLASSES FOR NEXT SCHOOL YEAR
Are you interested in taking Podcast or Newspaper next school year? Applications are now open! Both are English elective classes offered at Northview - you can learn to improve your writing and communication skills while gaining the essential skills to publish various forms of media. For more info or questions, drop by Ms. Evans' room 509. Ready to jump in? Click this link to apply: <https://forms.office.com/t/7Sw66KKCM>
Want to check out our social media/website for more info? Follow us at @nhspointofview and @nhsmessenger or check out our news site: nhsmessenger.org

This is the last day of morning announcements until students and staff return on Wednesday, January 4th. Enjoy your holiday break and be safe!

HAPPY Holidays

Morning Announcements:
December 13, 2022
1 attachment

infinitecampus=fulton
.fultonschools.org
To: Miao, Yihan Tue 12/13/2022 9:27 AM

2022-12-13-09-25-07_12.13...
295 KB

See attached for daily news.

Reply Forward

We were able to get 12 new staffers to join our newsmagazine branch (out of a normal class size of around of about 20).

More importantly, our podcast branch, Point of View, was at risk of losing the majority of its staff since most of its staff was made up of graduating seniors, leaving just three members. Fortunately, as a result of our recruiting campaigns, we were able to get another 12 staffers to join that class.

Fundraising

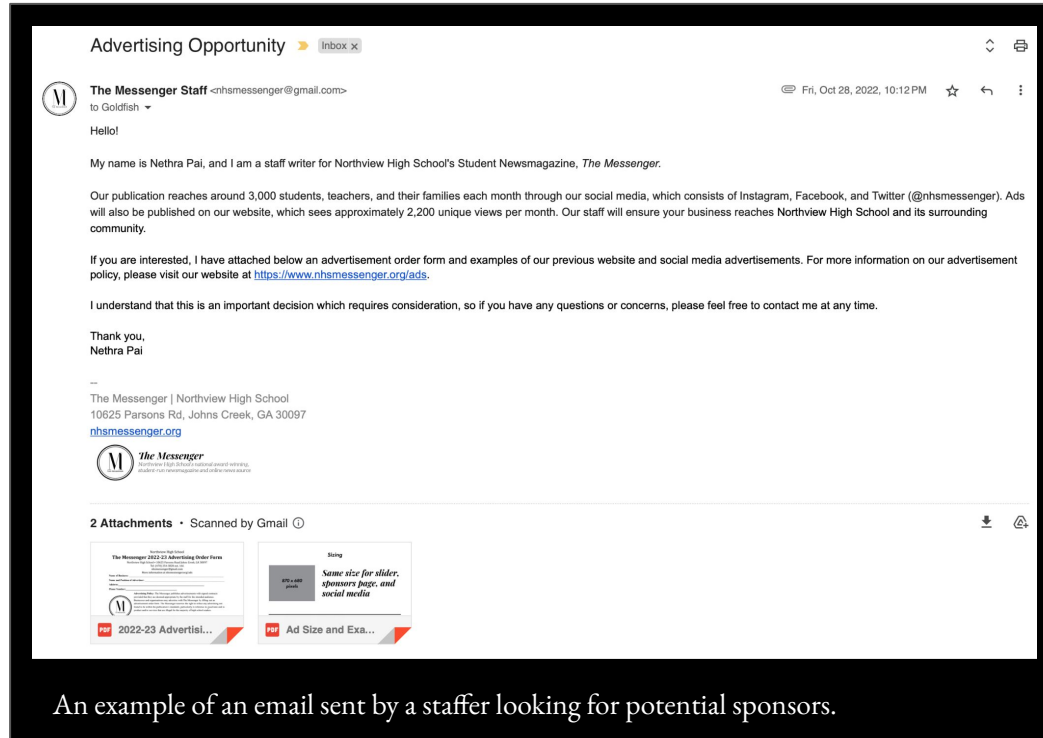
The Messenger does not receive any form of funding from the school. We must raise funds by ourselves to fund our convention trips and other expenses.

We do this in many ways, two of which are ad sales and sweatshirt sales. Fortunately, we were able to travel this year and raise the necessary funds.

M

Ad Sales

This year, our staff contacted numerous businesses with business opportunities. Staffers were responsible for finding businesses, communicating about our offers, and resolving any issues. In total we were able to raise over **\$1,500** for newspaper use.



An example of an email sent by a staffer looking for potential sponsors.

M

T-Shirt Sales



Our staff also offered our custom-designed sweatshirts for sales to the public. We took pictures in them for Instagram to advertise their sale. We were able to sell a total of **32** sweatshirts to students and teachers outside of staff.

The End