



250  
Posts

1,123  
Followers

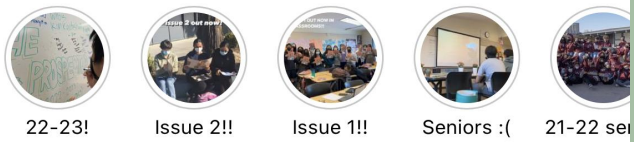
26  
Following

**The Prospector**

Magazine

Cupertino High School's student-run news magazine and online publication, The Prospector. Est. 1958.  
chsprospector.com

[linktr.ee/theprospector](https://linktr.ee/theprospector)



22-23! Issue 2!! Issue 1!! Seniors :( 21-22 se

**Professional dashboard**  
3.4K accounts reached in the last 30 days.

- Edit profile
- Share profile
- Email



# Social Media Reporting

[@chsprospector](https://www.instagram.com/chsprospector)

# Our Approach to Social Media

The Prospector aims to spotlight all aspects of student life, covering athletic games, performing art shows, rallies, and local events that impact the Cupertino community. Our photos and interview-based captions convey an accurate and intriguing portrayal of regional happenings that engage everyone on campus.

# Social Media Management

Journalism 22-23 / P The Prospector Calend... / P Photo Event Calendar

◀ Edit 🔍 Search ⋮ 📅

## Events ...

September 2022

< Today >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	Sep 1	2	3
					JV Football Game 4:30 PM Varsity Football G... 7:00 PM	
4	5	6	7	8	9	10
		Waterpolo	Field Hockey	Girls Volleyball	JV Football Game 4:30 PM Varsity Football G... 7:00 PM	
11	12	13	14	15	16	17
Field Hockey	Back to School Day Girls Tennis Waterpolo	Field Hockey	Boys Waterpolo Girls Tennis	C/O 2025 Movie Night (7... Girls Volleyball	Boba-teen-o ☐ 1 12:00 AM	
18	19	20	21	22	23	24
Field Hockey Girls Tennis	Waterpolo			Volleyball		
25	26	27	28	29	30	Oct 1
Tino Dodgeball Tournament				SAHA Dandiya		

## Girls Volleyball

📅 Date

September 8, 2022

🏷️ Tags

evelyn tanvee shaona

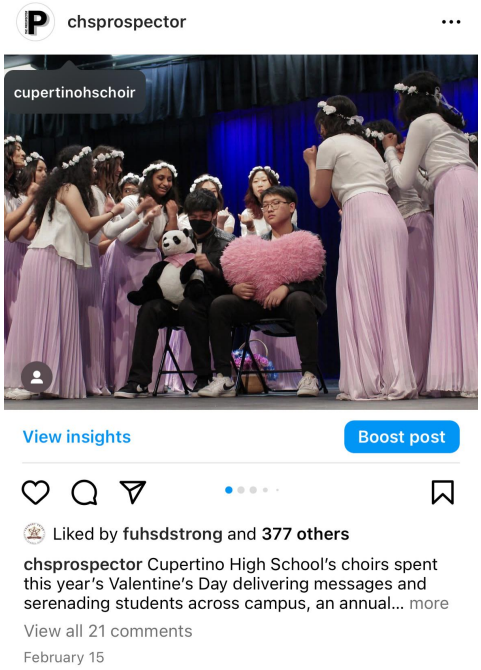
🏠 Property

Empty

☑️ drive

☑️ posted

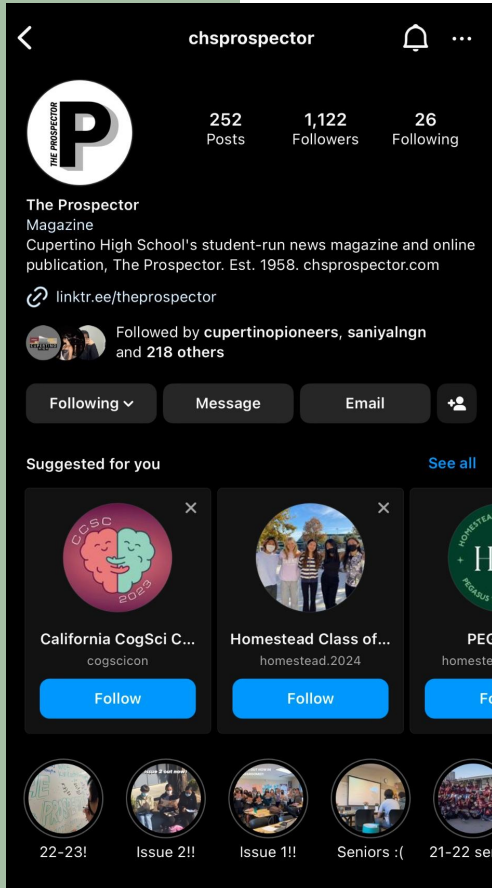
We used a spreadsheet as well as Notion to keep track of photographers, uploaders, published content and posting times. This organizational strategy ensured that each platform received consistent coverage and kept staffers accountable.



## Engaging the Student Body

Throughout the year, we tagged the Instagram accounts of the featured CHS groups we covered, allowing them to repost our content, which expanded our reach among the student body.





# Instagram Coverage

## Consistent Coverage

Our commitment to consistent coverage ensures that students and faculty are always in the loop. We never miss a beat when it comes to the electrifying events and vibrant rallies that define our campus.

## Diverse Content

The Prospector publishes an array of diverse content that celebrates the multifaceted nature of the CHS community. We strive to showcase the myriad of talents, passions and shared experiences that make our school truly exceptional.

# Analytics

Last 90 Days ▾

Mar 2 - May 30

Current follower count:  
**1123**

Stories published:  
**86**

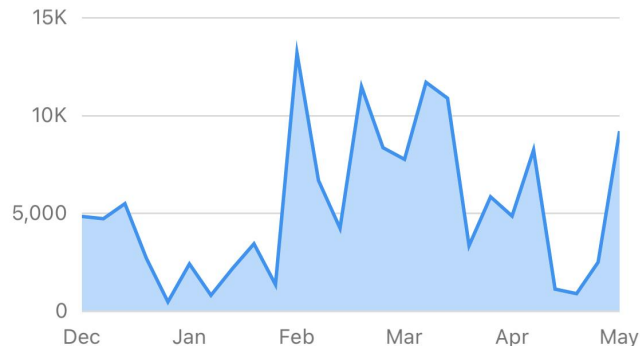
## Overview

You reached **+32.5%** more accounts compared to Dec 2 - Mar 1

Accounts reached	7,510	>
	+32.5%	
Accounts engaged	1,207	>
	+30%	
Total followers	1,122	>
	+2.7%	

### Impressions

Total views your content received each week



chspectator



1/10

Each year, the two teams play for the helmet, and the team that wins keeps the helmet until the next game.

While the football team already had their senior night, the Helmet game marked their final home game of the season.

"In the game, I would say there were a lot of emotions, especially because this is the last time I will ever play football," varsity co-captain and senior Braden Monroe said. "All the juniors were crying, and there were a couple of seniors too, just cause there's so much happiness and mixed emotions."

The team faced many hardships throughout the season, but through adversity, the team developed a strong camaraderie.

"This season, we all played very hard, we all tried our hardest, there were a lot of emotions, all that finally came to an end," Monroe said. "[The] bond that we had, it's very strong, it's unlike anything that I've ever felt, and I just think that [playing] football was one of the best decisions that I've ever made."

Photos by: Saniya Laungani (@saniyalngn), Theresa Nguyen (@tree.sa\_nguyen), Soha Roy (@krhsybb)

View all 5 comments

thegirlwithoutthetattoo w cuteque 🥰

@tanveesaurus

hrishita.das\_4 OMG CANDICE!!

November 5, 2022



Liked by anika.inc and others

chspectator For the first time in six years, Cupertino High School lost the helmet game to Monta Vista High School on Thursday, Nov. 3, with a final score of 28-14.

# Sports Coverage

- Over the course of the school year, The Prospector covered a wide range of sports games and senior nights. Such sports included football, field hockey, competitive dance, water polo, basketball, soccer, track & field, tennis, volleyball, golf, badminton, swimming and gymnastics.
- Posts consist multiple pictures demonstrating action, team dynamics and entertainment at games.

Accounts reached

1279

Profile activity

Likes  
310

138

Shares  
82





1/8

View insights

Boost post



284 likes

chsprospector On Thursday, March 30, Cupertino High School's last event of the class athletic competition, Tinolympics, ended in a splash with the rowing competition. Each class assembled a boat out of cardboard and duct tape. The juniors placed first, followed by the freshmen coming in a close second.

Said junior Ian Ellenberger, who represented the juniors in rowing, "The first build was sturdy, but realistically had little to no functionality, so we left it behind. I think we gave up on the second build fairly early on, so I don't even remember it. For the third build, we met up during seventh period two days before the competition and hoped we could build something decent in time. Luckily, we were working with some really large and dense cardboard, so we decided the most optimal build would be to cut the package in half and then slide the pieces into each other so the overlap would support our weight. We took the simple approach in waterproofing and wrapped every surface that could get wet with tape. There was actually a lot more we wanted to do, like building a bow, but unfortunately, nobody had time and so we just hoped for the best."

After the conclusion of the rowing event, the final scores tallied up to the juniors in the lead with 315 points, seniors in second with 165 points, freshmen in third with 115 points and sophomores in the final place with 50 points.

"Rowing was really hectic because we started late, never had that much turnout, and during the whole process, we were just barely scraping by and hoping it would all be okay if we believed enough. Despite the constant sense of urgency, we all managed to maintain high spirits. [...] When the boat was able to support us at first, I think everyone thought of that as the actual victory because nobody thought we were making it, but I guess we managed to pull through and win. Personally, I was still in disbelief long after the race," said Ellenberger.

Photos by @haileysryu @tanveescamera  
View all 6 comments  
April 5

# Ongoing Event Coverage

- The Prospector prioritizes covering school events over the course of multiple posts. Such events included spirit weeks, the International Club's soccer week and Tinolympics — a month-long sporting event in which graduating classes compete with each other.

Accounts reached	Profile activity
<b>1038</b>	<b>35</b>
Likes	Shares
<b>284</b>	<b>24</b>







chsprospector Cupertino High School's Bollywood Dance Team, Tino Dhadkan, hosted their annual showcase Riyaaaz on April 1st. The event was a vibrant celebration of cultural diversity, featuring a captivating array of performances, including dancing by teams from all over the Bay Area, singing acts as well as a stunning fashion show.

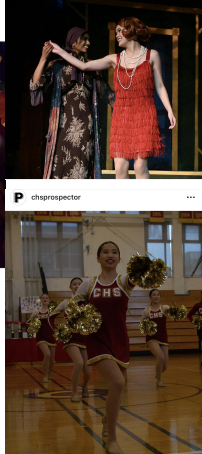
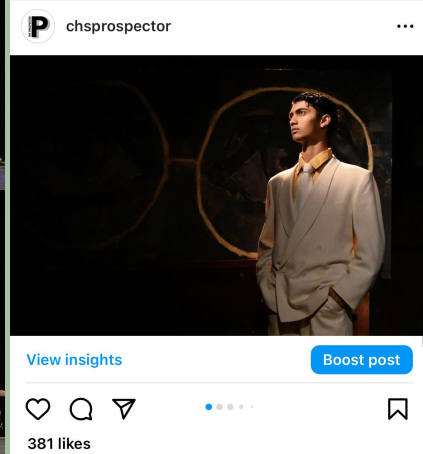
Said senior and Dhadkan officer Riya Kulkarni, "I felt super proud and emotional after the show. It was something the officers worked hard on, as well as the rest of the team, and getting through the entire event gave me a strong sense of accomplishment. I'm definitely most proud of this team that we created. I think I can speak for almost everyone when I say it's truly become a second family and we've created such a strong bond over the course of the year. That shined through in Riyaaaz and I couldn't have asked for a better end to my senior year."

Photos by @rishit0s  
 anika.inc no firebird mascot @robustrishita ?  
 | rishit0s @anika.inc my best photo.  
 April 16



# Performing Arts Coverage

- The Prospector covered theatrical performances, dance recitals, choir recitals and orchestra showcases
- Among the publication's most high-performing posts



Said spirit commissioner Ashley Tsai, "The morning of the final rally was definitely a bit hectic — all classes were there to set up in the morning, we had to finish a balloon arch and we also had to go through runthroughs with classes, sports teams and performing groups."

Thanks to the diligent planning and effort of the student councils, classes and participating students, the final rally wrapped up the homecoming week on a good note.

Said Tsai, "Just hearing everyone in the gym was definitely a highlight with all the hype and excitement from all the students. Win or lose, getting together with your class and making memories together is always the best part of hoco."

To all the student participants and those that worked behind the scenes, added Tsai, "Without everyone who participated in homecoming, this week wouldn't have been possible. Class spirit participation is what makes homecoming such a fun event, and all your hard work does not go unnoticed. Please, please, please get some sleep!"

Photos by: @krhsybb

# Rally Coverage

- Rallies serve as vibrant showcases of school spirit. These spirited gatherings bring forth an array of activities, from cheerleading performances and sports competitions to electrifying musical performances – all which The Prospector strives to cover.



Liked by varun.thayaparan and 340 others

chsprospector All four classes joined together for the last homecoming rally of the 2022-23 school year on Friday, Oct. 7th. The rally featured a shortened version of each class' dances and performances from the Tino Cheer team, the Golden Spurs, Tino Dhadkan and KASA.

To prepare for the rally, the classes met early in the morning to rehearse for the last time.





Liked by hendyw06 and 234 others  
chsprospector Members of the Cupertino community gathered at Bobateeno, the annual event hosted by The Cupertino Youth Activity Board at the Cupertino Civic Center, on September 17.

Ten different organizations set up booths for students to learn about mental health resources with informational activities. Students also received free boba after visiting four of the 10 booths. Several performing groups, including the CHS Orchestra, were also showcased and members of the Cupertino City Council gave speeches throughout the event.

Though planning for the event was easy—as it was not the first time the event was held—the coordinators did not know what to expect with the turnout.

“Since it is an event that we have already hosted multiple times before, preparing for it felt pretty relaxed because we had a very clear idea about our plan of action. However, since we are mostly out of the COVID phase now, it was different in the sense that we did not know how many attendees to expect,” Ishita Vemula, an event coordinator, said.

The turnout and high engagement of attendees ended up surpassing their expectations.

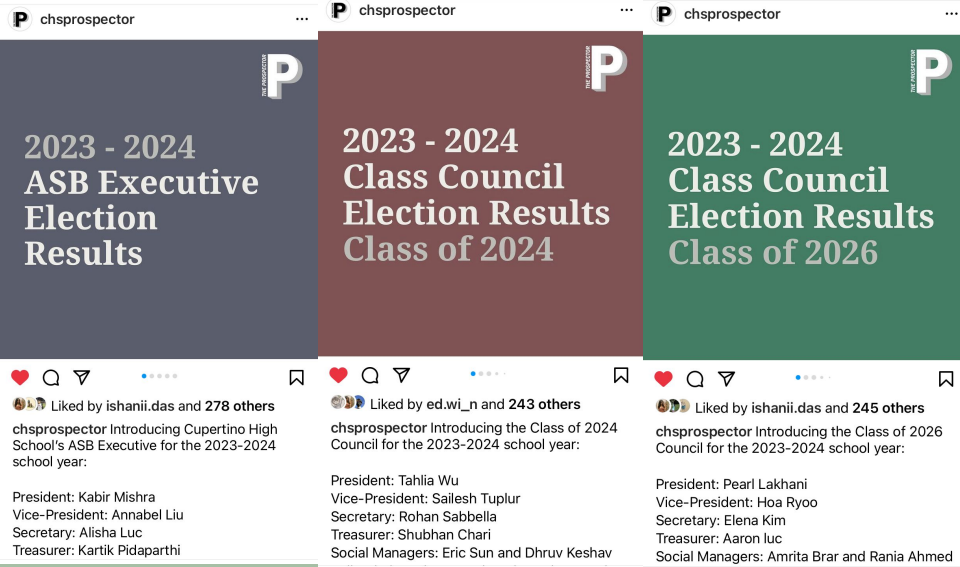
Said Vemula, “Honestly, we were expecting most people to just come for the boba and head out afterwards, but it was gratifying to see a lot of teens engaging with the different mental health booths and games. We all are ecstatic about our success and are extremely proud of the way we hosted and ran the event. We got a lot of praise from Council members and teens that made us feel over the moon.”

Photos by: @katelynsyc\_

# Community Coverage

- Apart from school events, our publication aims to cover activities and happenings in our local community as well.





# Election Coverage

- We covered the ASB class council elections for all grades at CHS, posting graphics announcing the winners to update the student body on the results of each election.

**PRESIDENT**  
**Kabir Mishra**


Hey Tino!

Thank you so much for electing me to be your next ASB President. I am incredibly grateful for this opportunity, as well as for all the support I have received this past week, and am confident that together, we as a school will be able to create something truly special here at Tino. Here's to a great year!



**PRESIDENT**  
**Pearl Lakhani**

Hello Class of 2026! I am so excited to serve as your class president this year! This year is going to be filled with much class spirit and transparency as promised in my campaign! Let's have an amazing year together! Thank you so much!



**PRESIDENT**  
**Tahlia Wu**

Dear 2024, thank you so much for the opportunity to serve as senior class president. I'm beyond excited for the upcoming year with the rest of senior council in ending our high school journey off strong. Looking forward to our fourth and best year yet! Cheers,  
Tahlia Wu



**PRESIDENT**  
**Akash Rao**

Hey class of 2025, Thank you all for giving me the opportunity to serve as your class president this school year. I can't wait to serve you to the best of my abilities to make our junior year as memorable as possible. This past year has been amazing and I can't wait to have more fun with all of you this upcoming year.

