



# RCRockMedia

## Best Use of Social Media: Social Media Reporting

*Facebook: @rcrockmedia*


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# Our Story



During the 2022-2023 school year, the Rock Media publication went completely digital. With this, we had to make ways to have more traffic on our website, as well as more followers on our social media platforms. We made it a priority to have more social media posts, and expand to more platforms, such as Facebook. We also worked to have more multimedia aspects, rather than just traditional stories, such as more photo essays, infographics and videos.



**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, on *@rcrockmedia* Facebook and *@RCRockMedia* on Twitter.**



# Breaking News





rcrockmedia  
rcrockmedia · Original audio



[https://www.instagram.com/reel/Chk6\\_angY6m/?igshid=MmJiY2I4NDBkZg==](https://www.instagram.com/reel/Chk6_angY6m/?igshid=MmJiY2I4NDBkZg==)



0:07



Liked by **so\_ca\_bo** and **185 others**

**rcrockmedia** Breaking: Heavy rain and flash flood warnings sweep through Highlands Ranch Aug. 22. The weather led to traffic and difficult driving conditions, and prevented students still at school from leaving the building. "I really don't want to have to go out to my car. I don't want to get wet, that makes me sad," Raegan Synk '23 said.

Video by: C. Bauer

Reporting by: C. Bauer

[#rockcanyonhighschool](#) [#rcrockmedia](#)  
[#rockmediaonline](#) [#therock](#) [#dcsd](#) [#douglascounty](#)  
[#rain](#) [#flashflood](#) [#storm](#) [#driving](#) [#newdriver](#) [#weather](#)  
[#coloradoweather](#)

August 22, 2022





**rcrockmedia**  
Rock Canyon HS



Liked by **avalon\_nielsen** and **244 others**

**rcrockmedia** Breaking: Students evacuate the building and line up outside the school during an emergency fire alarm 12 p.m. Aug. 26. After a search conducted by firefighters, the cause was determined to be steam from a dishwasher setting off a detector. "I was eating lunch in a classroom, and wasn't able to finish my class work. It was pretty startling and I didn't expect it at all," Shea Thompson '25 said.

Photo 1 by: C. Bauer

Photo 2 courtesy: Lexi Hayden

Reporting by: C. Bauer

[#rockcanyonhighschool](#) [#rcrockmedia](#)  
[#rockmediaonline](#) [#therock](#) [#dcsd](#) [#douglascounty](#)  
[#firealarm](#) [#evacuate](#) [#firefighters](#) [#emergency](#) [#drill](#)

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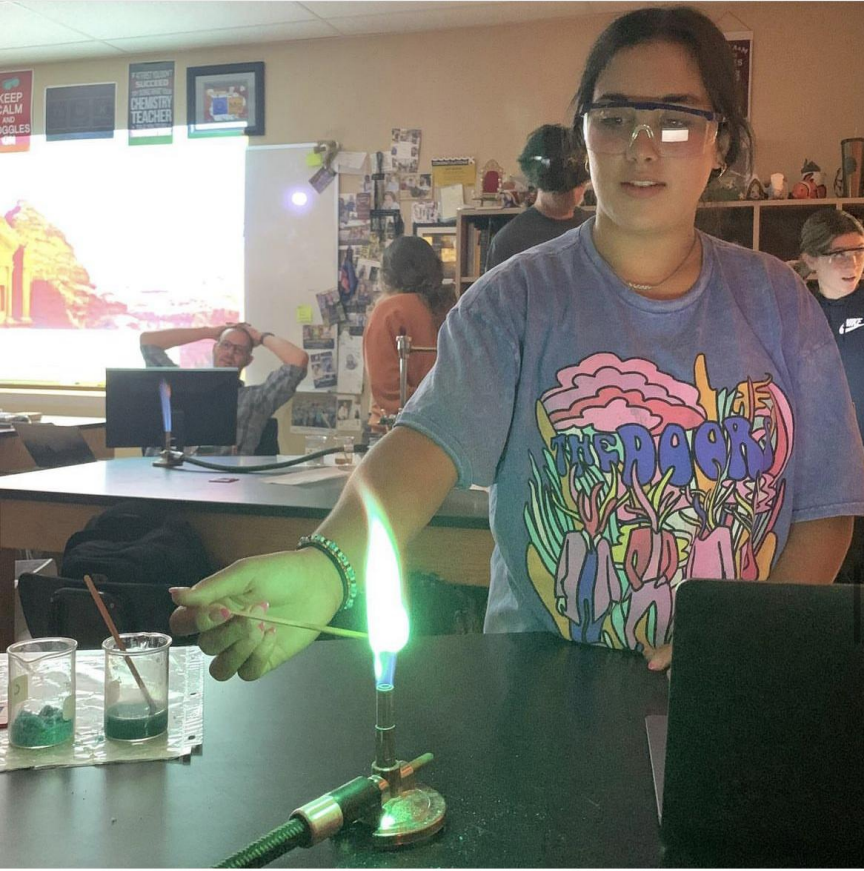
August 26, 2022





# Academics





 Liked by **so\_ca\_bo** and **180 others**

**rcrockmedia** Karmel Behboodi '24 adds sodium and cobalt into a flame during a lab in Jeffrey Nichols's sixth period Chemistry Oct. 4. Students attempted to find different ways the electrons would move when they got excited from outside elements being added. The lab had ten three-minute long stations. "I love doing labs in Chemistry. I think they are really fun. For my favorite lab, we separated sand, salt, and water, and that was pretty cool," Behboodi said.

Photo by: C. Bauer

Reporting by: C. Bauer, E. Schlue

**#rockcanyon #rockcanyonhighschool #rcrockmedia #therock #therockonline #dcsd #science #chemistry #chem #fire #chemlab #science #scienceclass #lab #experiment**

View all 2 comments

October 6, 2022





1/5



Liked by harp\_482 and 222 others

rcrockmedia Ethan Hughes '23 watches synthetic blood drip from his finger during Cydney Tinsley's period 5 Forensic Science blood lab in the Fire Science classroom Feb. 27. Students learned how blood splatters can indicate a certain type of crime, and how those blood splatters are created. Leading up to the lab, Tinsley taught students how crime scene investigators can analyze certain features of a blood splatter to determine information about a crime, from height and weight of the murderer to the time of death. "It's really unique that [the school] offers Forensic Science because I know a lot of schools don't," Zara Crowley '23 said. "The fact that I have the ability to learn about this right now before I go and study it in college is really cool."

Photo by: B. Villacres  
Reporting by: B. Villacres, A. Wood

February 28







rcrockmedia

Rock Canyon HS

[https://www.instagram.com/p/Cid7\\_hVOR\\_J/?igshid=MmJiY2I4NDBkZg==](https://www.instagram.com/p/Cid7_hVOR_J/?igshid=MmJiY2I4NDBkZg==)



Liked by avalon\_nielsen and 142 others

rcrockmedia Logan Heppe '24 presents his Great Barrier Reef brochure to peers in Cydney Tinsley's Aquatic Biology class Sept. 13. Students made brochures for their travel agency unit to inform the class about a unique ecosystem of their choosing. "I chose the Great Barrier Reef because I'm going there next summer, and I'm going [to] be scuba diving," Heppe said.

Photo by: O. Cadwell

Reporting by: R. Schymik

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #douglascounty  
#science #stem #aquaticbiology #greatbarrierreef  
#learn

September 13, 2022





# Athletics



1/10



Liked by harp\_482 and 417 others

rcrockmedia Varsity midfielder Cale Maguire '24 attempts to move the ball up the field during the second game of the '22-'23 lacrosse season against the Evergreen High School Cougars March 13. The Jaguars were tied with the Cougars 9-9, causing the game to go into a four-minute sudden-death overtime (OT). Neither team scored in the first OT, moving the teams into a second OT where the Jags scored their final goal, ending the game with a 10-9 win over the Cougars. "Coming out of the locker room at halftime, our motto was to 'chip away'," Maguire said. "Going into the second overtime, we knew we could win, it just came down to who wanted it more. In the end, [the motto] helped us win the game."

Photo by: A. Wood

Reporting by: A. Wood

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #douglascounty  
#lacrosse #varsitylacrosse #jaguars #springsports  
#boyslacrosse #marchsports #evergreen #highschool  
#skojags #lax

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March 15







rcrockmedia  
Rock Canyon HS



[https://www.instagram.com/p/CpV\\_oI9uNad/?igshid=MmJiY2I4NDBkZg==](https://www.instagram.com/p/CpV_oI9uNad/?igshid=MmJiY2I4NDBkZg==)



Liked by harp\_482 and 226 others

rcrockmedia Sam Dizmang '25 and David Keefe '23 shoot basketball hoops in P.E. while wearing their "Empower Change" shirts March 3. Every March, Special Olympics Colorado runs an Inclusion Campaign to promote inclusion for people with disabilities. Everyone can make their own plead at <https://specialolympicsco.org/programs/ucs/inclusion-campaign/>. "The shirt is to empower the school, the community, and all the workers to practice inclusion for all the students with special needs," Special Education Assistant Jerome Price said. "That's why we're wearing the shirts. On the first of March was "Spread the Word" day, so we are spreading the word to everybody."

Photo by: G. Mascitti

Reporting by: G. Mascitti

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #douglascounty  
#bball #basketball #unified #students #sports  
#rcunified #unifiedsports #pe #highschoolpe  
#shoothoops #sped #specialolympics #colorado  
#spreadtheword #coloradospecialolympics #disability  
#disabledsports

March 3



Liked by harp\_482 and 296 others

rcrockmedia Varsity face-off midfielder Tanner Bird '26 faces off against a Castle View Sabercat at Douglas County Stadium during the second quarter of the game April 7. Bird worked to win the face-off to give the team possession of the ball for the start of the game. The Sabercats were up three points by halftime, and the game ended in a loss for the Jags, with a final score of 12-16 L. "Going into the game with both teams having the same record of win/loss made us prepare better because we knew they were going to be a challenging opponent," Bird said. "After the loss to Castle View, the mood was shock[ed] and [dissatisfied]. We knew we have more potential."

Photo by: A. Wood

Reporting by: A. Wood

#rockcanyonhighschool #rcrockmedia #rockmediaonline #therock #dcsd #douglascounty #lacrosse #varsitylacrosse #jaguars #springsports #boyslacrosse #marchsports #castleview #sabercats #douglascountystadium #highschool #skojags #gainwithxmulax

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April 10







rcrockmedia

Littleton Golf and Tennis Club

[https://www.instagram.com/p/CsbxoJUuq\\_2/?igshid=MmJiY2I4NDBkZg==](https://www.instagram.com/p/CsbxoJUuq_2/?igshid=MmJiY2I4NDBkZg==)



Liked by paulina\_flygirl and 145 others

**rcrockmedia** Lauren Brockman '24 tees off on hole 12 as JV Coach Mike Harrell watches from the sidelines at Littleton Golf and Tennis Court May 16. The team ended the year with a team scramble to wrap-up the season. They were divided into two teams aiming to compete for lowest score, with the winners receiving a Shake Shack milkshake as a prize. "The scramble was so much fun and I love playing with my teammates," Brockman said. "I got to make so many new connections this year and I'm definitely going to miss this season but am excited for summer golf."

Photo by: C. Llado

Reporting by: C. Llado

[#rockcanyonhighschool](#) [#rcrockmedia](#)  
[#rockmediaonline](#) [#therock](#) [#dcsd](#) [#golf](#) [#womensgolf](#)  
[#girlsgolf](#) [#chsa](#) [#jv](#) [#lonetreegolfcourse](#)  
[#springvalleygolfclub](#) [#springsports](#) [#golfclub](#)  
[#golfclubs](#) [#golfshot](#) [#golftournament](#) [#womeninsports](#)  
[#springseason](#) [#varsity](#)



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# Activities



rcrockmedia  
Halftime Help



[https://www.instagram.com/p/Cp-\\_AneONz8/?igshid=MmJiY2l4NDBkZg==](https://www.instagram.com/p/Cp-_AneONz8/?igshid=MmJiY2l4NDBkZg==)



 Liked by lindakelley9371 and 139 others

rcrockmedia Sophie Harris '26 makes cheese for nachos at Halftime Help stadium during a varsity boys lacrosse game March 13. The concession stand sold hot dogs, popcorn, sodas, coffee, candy, nuts, nachos, pretzels, churros and hot drinks. Candy and drink prices ranged from \$2-\$3, while food cost around \$4. All tips received during the game went directly to the school. "I love supporting the team this way," Harris said.

Photo by: A. Kelley

Reporting by: A. Kelley

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #varsity  
#varsitysport #varsitysports #varsitylacrosse  
#boyslacrosse #lacrosse#athletics #halftimehelp  
#halftimehelpstadium #concession #concessions  
#concessionstand #snack #snacks #team #support  
#tip #tips #nachos #nachocheese #stadium

March 19







 Liked by harp\_482 and 181 others

**rcrockmedia** Nick TeSelle '25 purchases baked goods from the Bake My Day club and National Eating Disorder Awareness (NEDA) Club's partner bake sale in the commons Feb. 9. The clubs collaborated to sell Valentine's Day-themed goods to students to raise funds for eating disorder treatment resources in the community. "We do a bunch of different fundraisers for multiple organizations to give back, and because people obviously love baked goods and sweets, it's an easy way to get some funds going," NEDA Club president Emma Warford '23 said.

Photo by: C. Llado

Reporting by: C. Llado

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd  
#nationaleatingdisorderawareness #neda #nedaclub  
#bakemyday #bakemydayclub #resources #fundraiser  
#fundraising #collaborate #collaboration #awareness  
#activities #bakedgood #bakedgoods #funds  
#bakesale #valentinesday #valentines



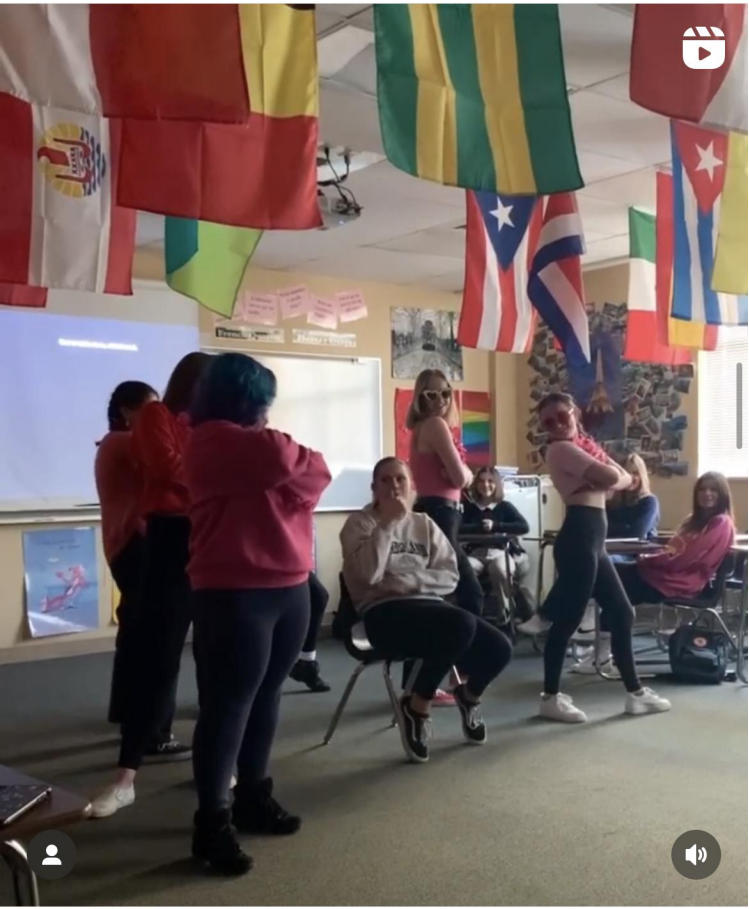
February 11



rcrockmedia  
Original audio



<https://www.instagram.com/reel/Cosv-jAAdRY/?igshid=MmJiY2I4NDBkZg==>



Liked by harp\_482 and 227 others

rcrockmedia A group of Echos Choir students surrounds Lauren Vick '24 to deliver a singing valentine with the song "What Makes You Beautiful," by One Direction, during 4th period AP French Language & Culture Feb. 14. Valentines were sold during both lunches the week of Feb. 6 to Feb. 10 for \$5 a song. The money was donated to the American Heart Association. "[I was] humiliated. Embarrassing," Vick said. "[Valentine's Day] is lonely, pointless, generally depressing."

Video by: C. Bauer

Reporting by: C. Bauer

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #valentines  
#valentine #valentinesday #singingvalentine  
#singingvalentines #donate #americanheartassociation  
#echos #echoschoir #choir #sing #singing #singers  
#singer #apfrench #french #onedirection  
#whatmakesyoubeautiful

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February 15





rcrockmedia  
Rock Canyon HS

[https://www.instagram.com/p/CooR\\_88OrJ7/?igshid=MmJiY2l4NDBkZg==](https://www.instagram.com/p/CooR_88OrJ7/?igshid=MmJiY2l4NDBkZg==)



1/5



Liked by lindakelley9371 and 275 others

rcrockmedia Rachel Kim '25 bursts open a Valentine's Day piñata during 7th period Yearbook Feb. 13. The yearbook's company, Josten's, sent piñatas for each Yearbook class as a gift to celebrate the Black & Gold's Pacemaker Finalist award. "These are the kinds of days that make Yearbook worth it," Kim said. "I think it's so fun that we do things like [celebrating with a piñata] and it really brings me back to elementary school. I am so excited to eat all my candy."

Photo by: R. Brown  
Reporting by: R. Brown

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #jostens #yearbook  
#blackandgold #award #finalist #pacemakerfinalist  
#candy #valentinesday #valentines #valentine #piñata  
#piñatas #celebration #celebrate #reward #gift #gifts

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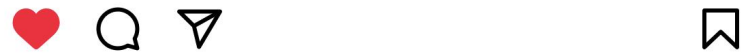
February 13







# Events



Liked by sophiee\_nicole\_ and 263 others

rcrockmedia Sophie Harris '26, Ella West '25, Paulina Anderson '23, Celina Salazar '25 and Claire Ardoin '25 watch "Transformers" at the Wish Week Movie Night on the field at Echo Park Stadium April 3. Tickets were \$5 a person. Before the movie started, students were also able to play cornhole, go to different food trucks, or play in a Mario Kart tournament on the projected screen. "I like Wish Week Movie Night because it's an enjoyable thing to go to and it gets everyone together," Anderson said. "I like Wish Week in general because it's just super fun and I love the activities."

Photo by: A. Nielsen

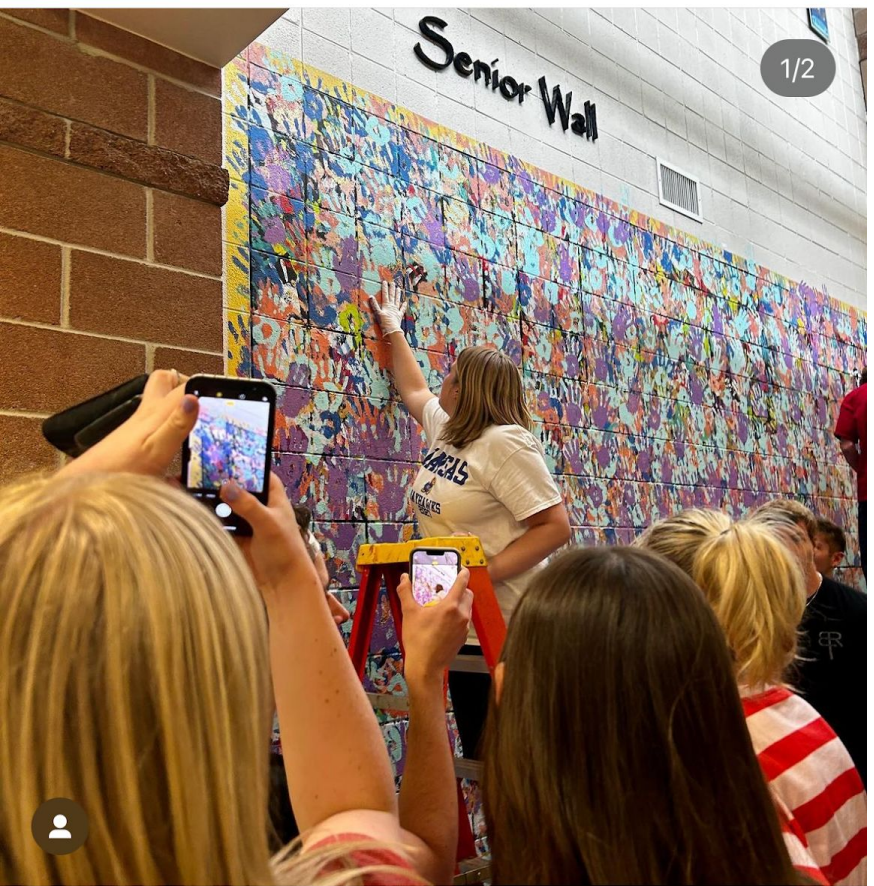
Reporting by: A. Kelley

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd #wishweek  
#welovefidel #fidelswish #wishkid #wish #makeawish  
#wishweek2023 #wishw23k #makeawishcolorado  
#makeawishfoundation #rcwishweek #rcwishweek2023  
#donation #donations #donate #stuco #lameloball  
#basketball #basketballwish #nba #charlottehornets  
#letsfly #walkforwishes #movienight #transformers



April 4





 Liked by harp\_482 and 267 others

rcrockmedia Katelyn Pocock '23 places a purple handprint on the Senior Wall in the downstairs hallway May 12. Every year, seniors put their painted handprint on the wall as an official goodbye to high school. "I have always watched the seniors [put their handprints on the wall] and it's really fun to finally get my hand up on the wall, especially in the cool lilac color that we have this year," Pocock said.

Photo by: M. Leonardi

Reporting by: J. Nielsen-Mayer

#rockcanyonhighschool #rcrockmedia  
 #rockmediaonline #therock #dcsd #douglascounty  
 #senior #seniors #seniorszn #skojags #memories  
 #seniorhandprints #seniorwall #handprints  
 #classof2023 #highschool #highschoolgrad  
 #graduates #graduation #endofyear #endofschoolyear  
 #finals #seniorcheckout #lastday #purple #paint #art  
 #mural #friends #stuco

May 14





rcrockmedia  
San Francisco, California



<https://www.instagram.com/p/CrXZcoAuBiC/?igshid=MmJiY2I4NDBkZg==>



Liked by harp\_482 and 211 others

**rcrockmedia** Black & Gold Yearbook Editor-in-Chief Ali Gustafson '24 signs the Jostens signature wall at the annual Journalism Education Association (JEA)/ National Student Press Association (NSPA) National High School Journalism Convention in San Francisco, CA April 21. The convention took place April 20 to April 22 and included students from all over the nation, who took part in sessions, competitions, award ceremonies and more. Seven students from the Black & Gold Yearbook and the Rock Newspaper attended. "The convention has been so much fun. I love going to the sessions and being around people that share similar passions," Gustafson said. "It's almost like going to school but the content is really interesting. I'm so grateful to be here with so many opportunities."

Photo by: C. Bauer

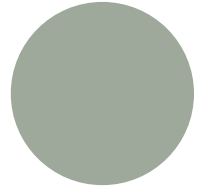
Reporting by: C. Bauer

#rockcanyonhighschool #rcrockmedia  
#rockmediaonline #therock #dcsd  
#journalismeducationassociation #jea #jeaconvention  
#convention #newspaper #news #yearbook  
#blackandgold #award #awards #awardwinner  
#freedom #freespeech #student #studentmedia  
#media #nspaconvention #advisor #editor #editors  
#press #studentpress #jostens #signature

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April 23

Twitter





**the Rock** @RCRockMedia · 1h

Breaking the Stigma: Jag Opinions on This Year's Mental Health Awareness Month



Breaking the Stigma: Jag Opinions on This Year's Men...  
rockmediaonline.org

18

**the Rock** @RCRockMedia · 5/1/23

So proud of our rookie reporters Elsa Swanson and Elly Brooks for winning this award!

**Best of SNO** @BestofSNO · 5/1/23


Congratulations to @RCRockMedia! "24 Years Later: The Lasting Impacts of a Tragedy" has just been published on Best of SNO! bestofsno.com/?p=62329

1 6 760

**the Rock** @RCRockMedia · 5/10/23

[rockmediaonline.org/10811/news/the...](https://rockmediaonline.org/10811/news/the...)

Don't miss: Class of 2023 ends their senior year with the annual paper toss.



The Last Hurrah  
rockmediaonline.org

4 12 799

**the Rock** @RCRockMedia · 5/2/23

Advanced Placement (AP) exams began yesterday, May 1. See the testing schedule for the next two weeks here:



Advanced Placement (AP) Exam Schedule  
rockmediaonline.org

3 5 570

**the Rock** @RCRockMedia · 5/4/23

Feeling the end of the year? So are teachers! Read more here:



The End of the Year: What's it Like for Teachers?  
rockmediaonline.org

2 2 419



Facebook

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Mar 17 · Highlands Ranch · 🌐

...

<https://www.facebook.com/100090639300837/posts/pfbid02iKLaVyr68hJKhojSZt2SHt3karmFetUaBiySAz1fzWqug5an7YVNFqCLShoVx5N2l/?mibextid=DcJ9fc>

Neha Barani '24 lights "happy birthday" candles on a chocolate and buttercream cake after school in room 5200 March 10. Barani worked with friend... See more



Like



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...

Mar 17 · Highlands Ranch · 🌐

Neha Barani '24 lights "happy birthday" candles on a chocolate and buttercream cake after school in room 5200 March 10. Barani worked with friends for three and a half hours to bake the cake for science teacher Suzanne Petri's birthday. "Petri is my Seminar teacher, and I've made her something every year," Barani said. "She's the best. She's really understanding and can easily light up a room."

Photo by: C. Bauer

Reporting by: C. Bauer

[#rockcanyonhighschool](#) [#rcrockmedia](#)  
[#rockmediaonline](#) [#therock](#) [#birthday](#) [#celebration](#)  
[#birthdaycelebration](#) [#celebrate](#) [#cake](#) [#candles](#)  
[#stem](#) [#stemteacher](#) [#biotech](#) [#biotechnology](#)  
[#science](#) [#scienceteacher](#) [#birthdaycake](#) [#bday](#)  
[#bdyparty](#) [#birthdayparty](#)



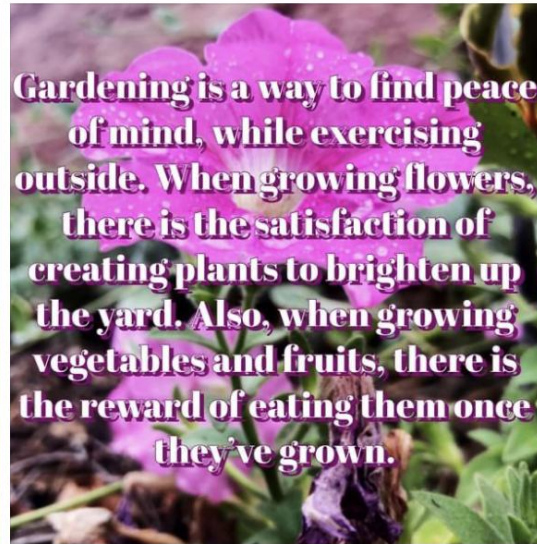
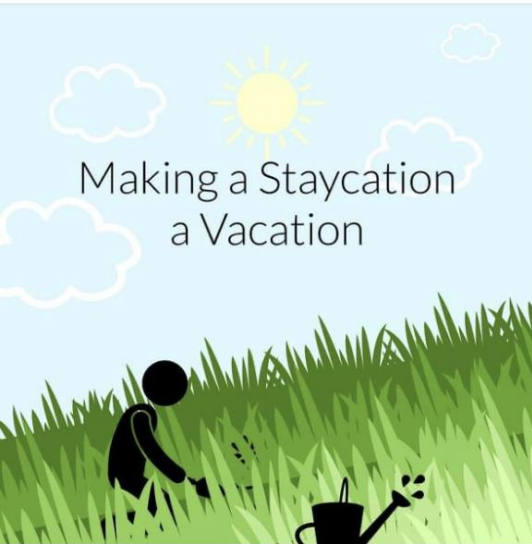


rcrockmedia

May 23 · 🌐



Summer Break begins for students May 26.  
Gardening is a way to get exercise, spend time outside and brighten up the yard. Additio... See more



rcrockmedia

May 23 · 🌐



Summer Break begins for students May 26.  
Gardening is a way to get exercise, spend time outside and brighten up the yard. Additionally, if gardening includes homegrown fruits and vegetables, gardeners will be able to eat their produce, or see flowers planted. "Sometimes I help [my dad with] moving dirt and rocks in a wheelbarrow, or help him plant flowers," McKenna Hogsett '26 said. Look out for regular tips to make a "staycation" a vacation.

Graphic by: A. Kelley  
Reporting by: A. Kelley

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[#rockmediaonline](#) [#therock](#) [#dcsd](#) [#summer](#) [#school](#)  
[#vacation](#) [#staycation](#) [#fun](#) [#summervacation](#)  
[#summerfun](#) [#summerbreak](#) [#travel](#) [#outdoors](#)  
[#gardening](#) [#activity](#) [#activities](#) [#gooutside](#) [#explore](#)  
[#tips](#) [#health](#) [#vitamind](#) [#garden](#)

**rcrockmedia** is at **Rock Canyon HS.** ...  
May 18 · Highlands Ranch · 🌐

Quinn Brant '24 and Nina Ferrer '24 draw with chalk by the flag post in the front of the school during Kathryn Lemeshewsky's sixth period Adv... See more

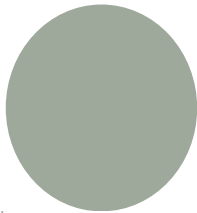


**rcrockmedia** is at **Rock Canyon HS.** ...  
May 18 · Highlands Ranch · 🌐

Quinn Brant '24 and Nina Ferrer '24 draw with chalk by the flag post in the front of the school during Kathryn Lemeshewsky's sixth period Advanced Placement (AP) Psychology class May 16. The students finished their year early after taking their final in-class exam April 25. and completing their Ap exam May 2. In Lemeshewsky's class, students have spent the last few weeks doing activities like chalk, kickball, and in-class games whilst still incorporating psychology and vocabulary terms into their day. "We're having a great time and we're excited to come to class," Brant said, "it's nice to be outside instead of sitting inside all day, especially before finals."



# Analytics



August 26, 2022 at 11:47 AM



299



3



70



4

### Overview ⓘ

|                  |       |
|------------------|-------|
| Accounts reached | 1,990 |
| Accounts engaged | 310   |
| Profile activity | 254   |

### Reach ⓘ

1,990

Accounts reached



### Overview ⓘ

|                  |       |
|------------------|-------|
| Accounts reached | 3,072 |
| Accounts engaged | 975   |
| Profile activity | 302   |

### Reach ⓘ

3,072

Accounts reached



### Impressions

4,352

|               |       |
|---------------|-------|
| From Other    | 1,801 |
| From Home     | 1,504 |
| From Profile  | 577   |
| From Hashtags | 454   |

August 26, 2022 at 11:00 AM



450



6



188



5

### Overview ⓘ

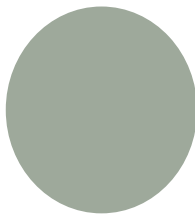
|                  |       |
|------------------|-------|
| Accounts reached | 2,723 |
| Accounts engaged | 464   |
| Profile activity | 540   |

### Reach ⓘ

2,723

Accounts reached





## Overview

You reached **+7.1%** more accounts compared to Apr  
1 - Apr 30

|                  |        |   |
|------------------|--------|---|
| Accounts reached | 8,370  | > |
|                  | +7.1%  |   |
| Accounts engaged | 1,240  | > |
|                  | +11.3% |   |
| Total followers  | 1,554  | > |
|                  | +0.9%  |   |