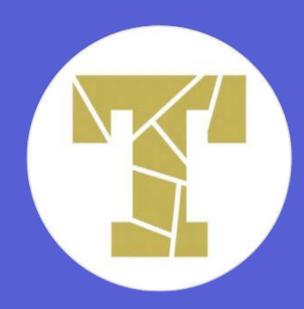
Tesserae Yearbook
Corning-Painted Post High School

— @tesseraeybk



#### BEST USE OF SOCIAL MEDIA:

# SOCIAL MEDIA REPORTING

#### Throughout 2022 and 2023,

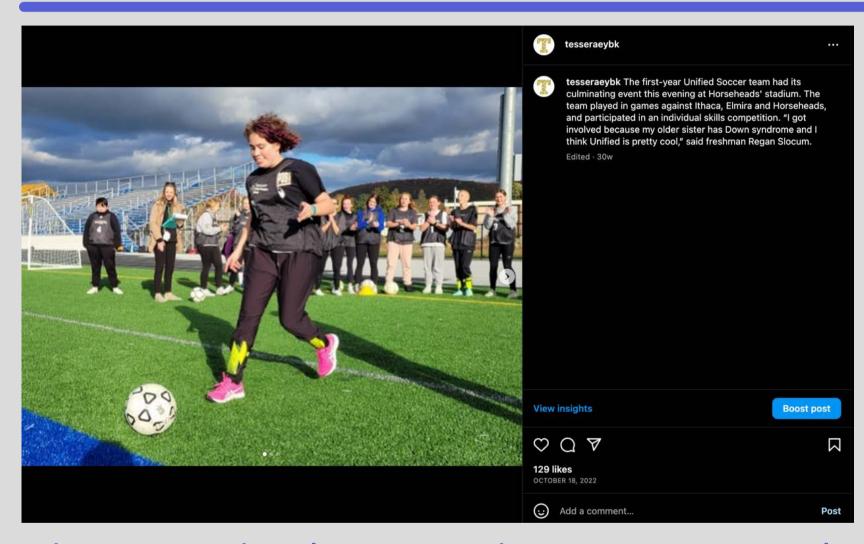
Tesserae Yearbook used Instagram to report on events, sports, academics, and other happenings in our school. These photos and videos were used to engage with the student body and community, and cover stories as they happened. Our goal was to connect with our audience throughout the entire school year, as opposed to only once per year during yearbook distribution.

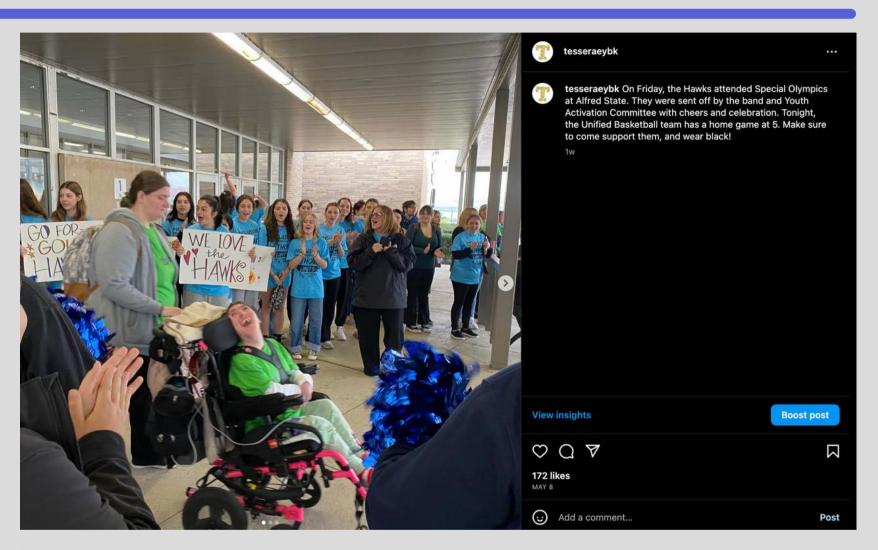
Any posts can be found by following the links provided. These are only highlights of our social media reporting, and all posts can be found here or on Instagram: @tesseraeybk

# WE COVERED...

#### **SPORTS**



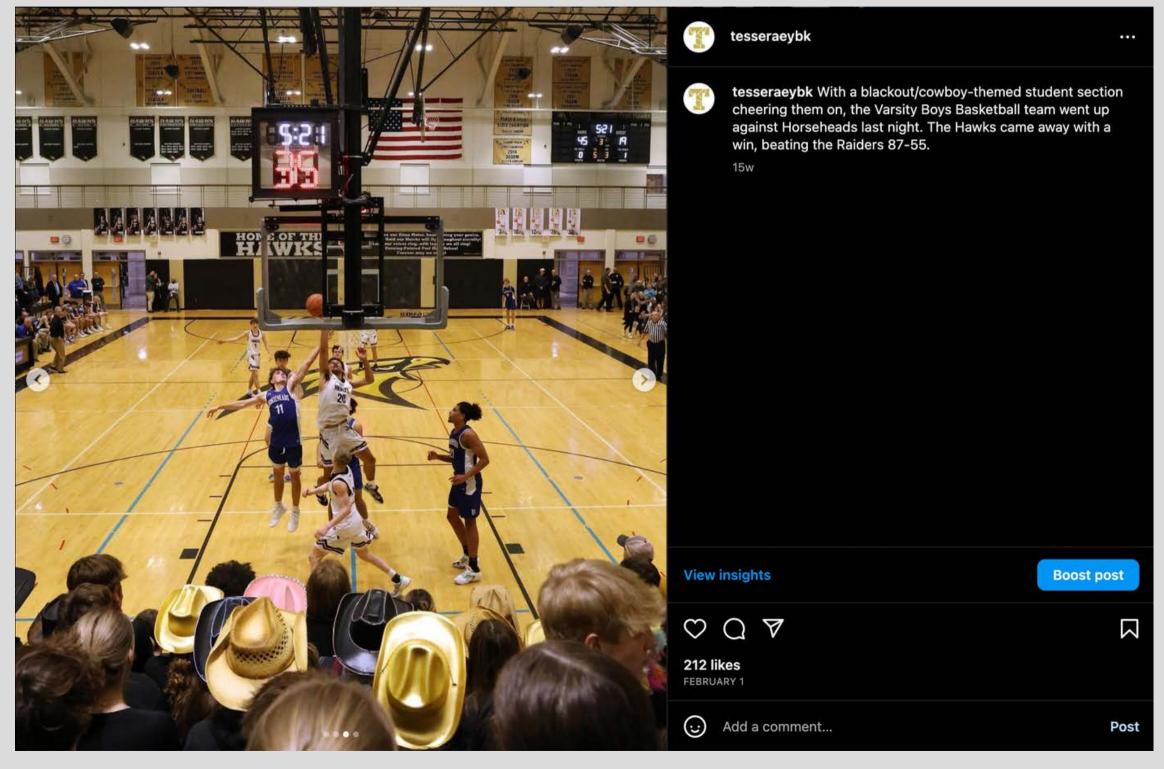


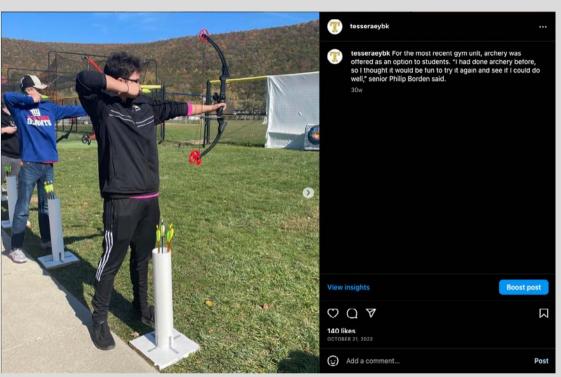


Like most schools, our students are very involved in sports, but our school is set apart by our unified teams and inclusion. Our staff makes sure to report on our varsity sports as well as the unified sports.

### **SPORTS**

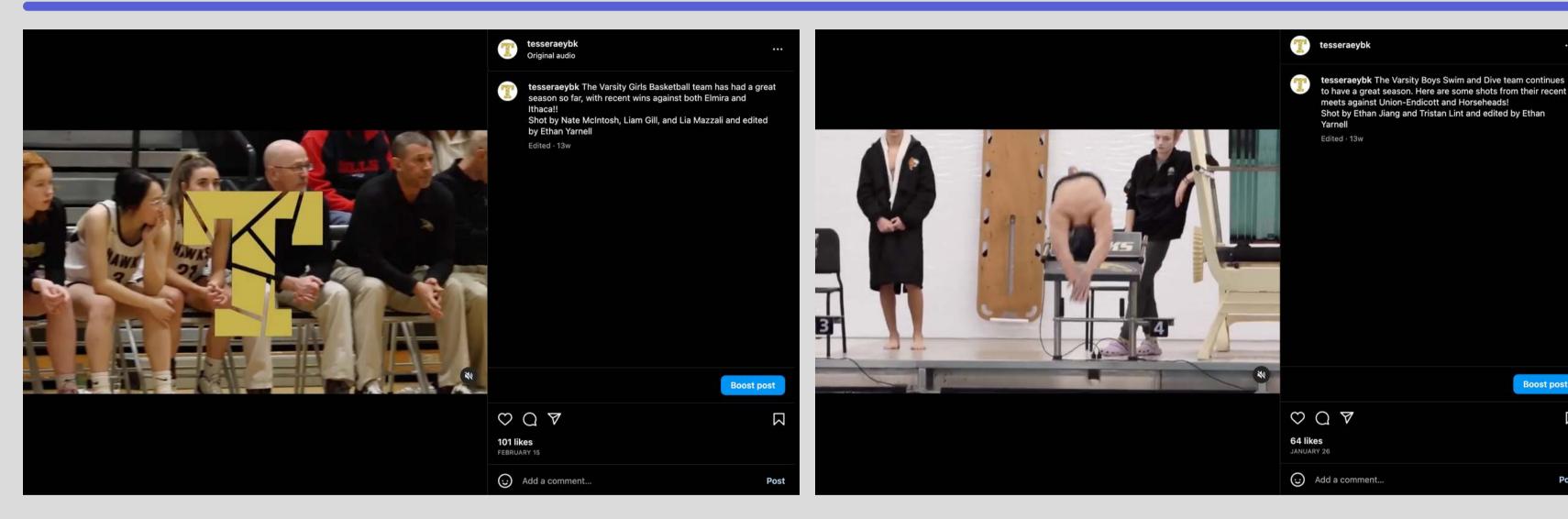






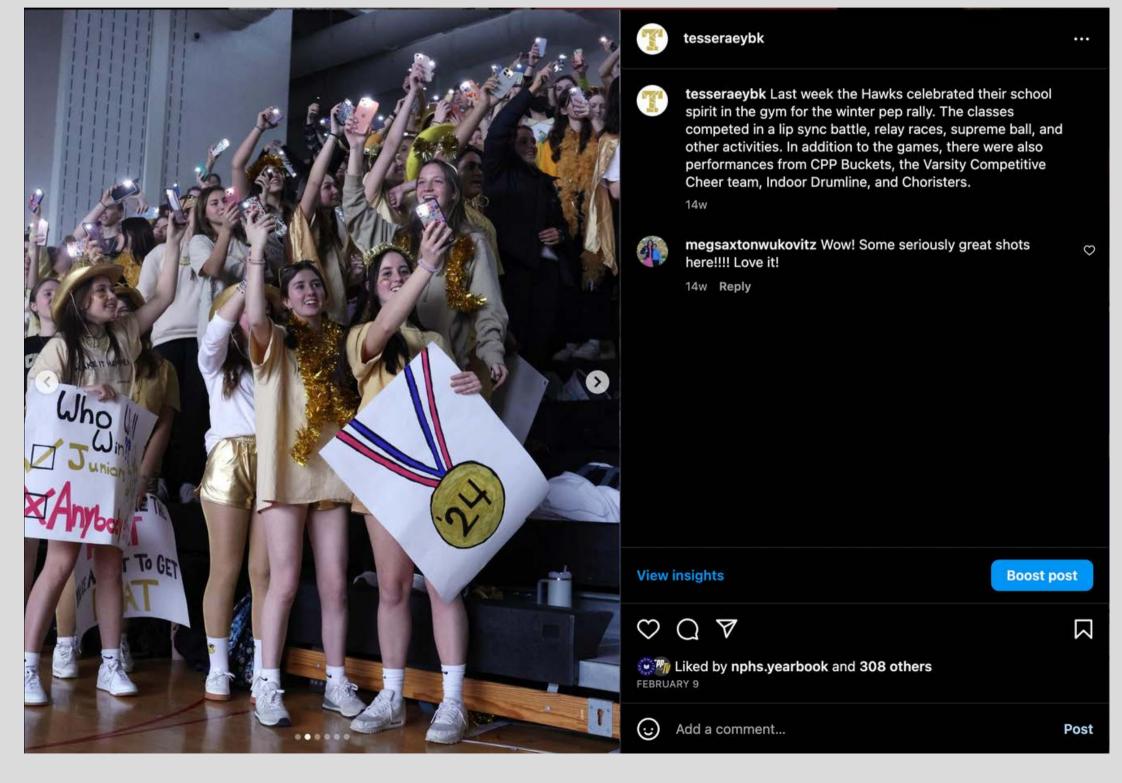
#### SPORTS - REELS





This past year, our video team produced Instagram Reels, which highlighted both individual games and entire seasons. With the ongoing rise in popularity of short videos such as these, we saw the opportunity for more student engagement.





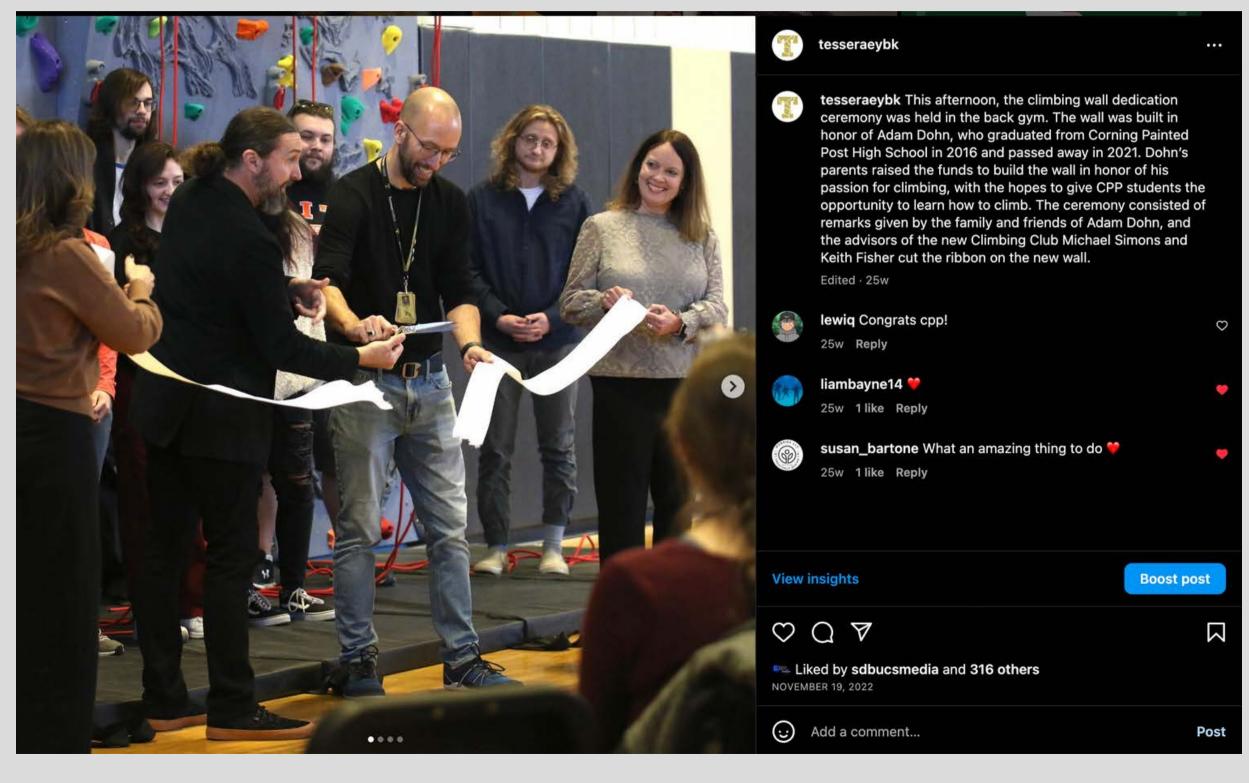
The most popular amongst our posts tend to be the ones related to events and student life. There are pictures of lots of students, and it is very common for students to repost pictures of themselves and their friends on their own social media, therefore promoting our account.





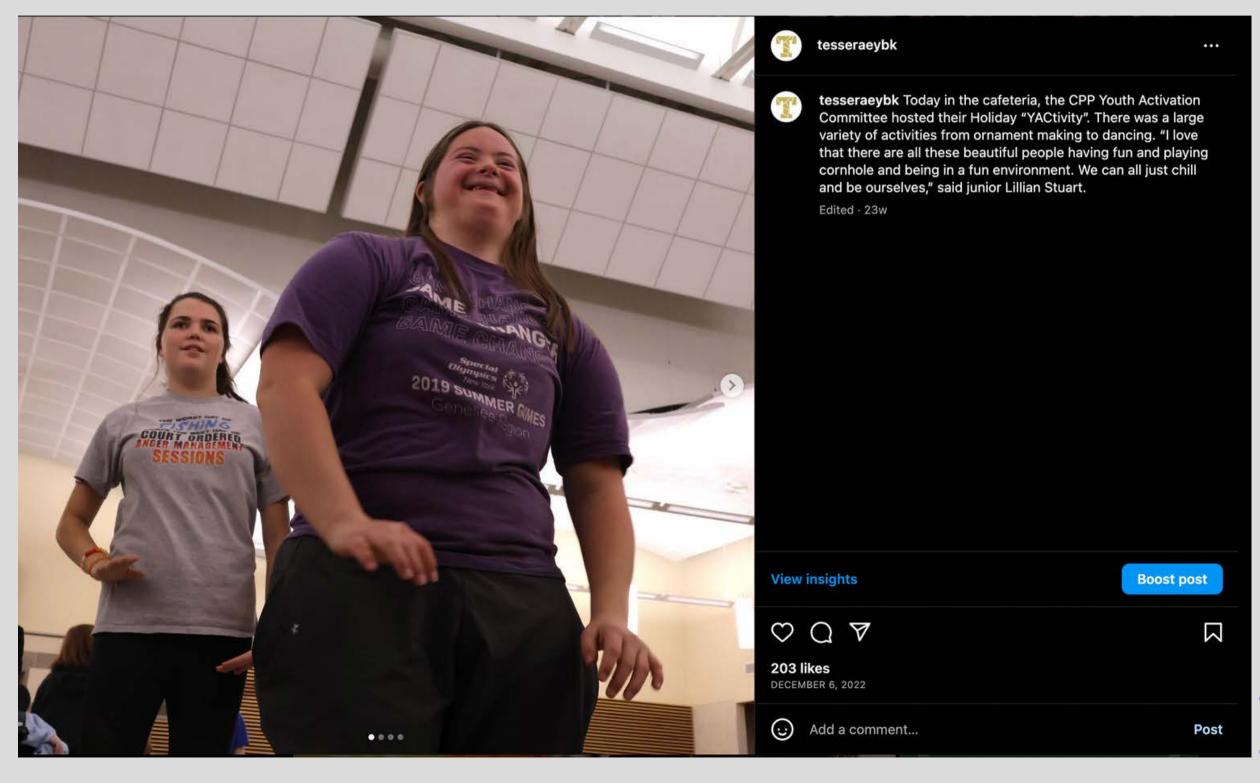
This post was a collection of photos from our spring musical, "The Little Mermaid," which had record-breaking ticket sales.





This past year, our school built and opened a rock wall dedicated to an alumnus who loved rock climbing and unfortunately passed away.

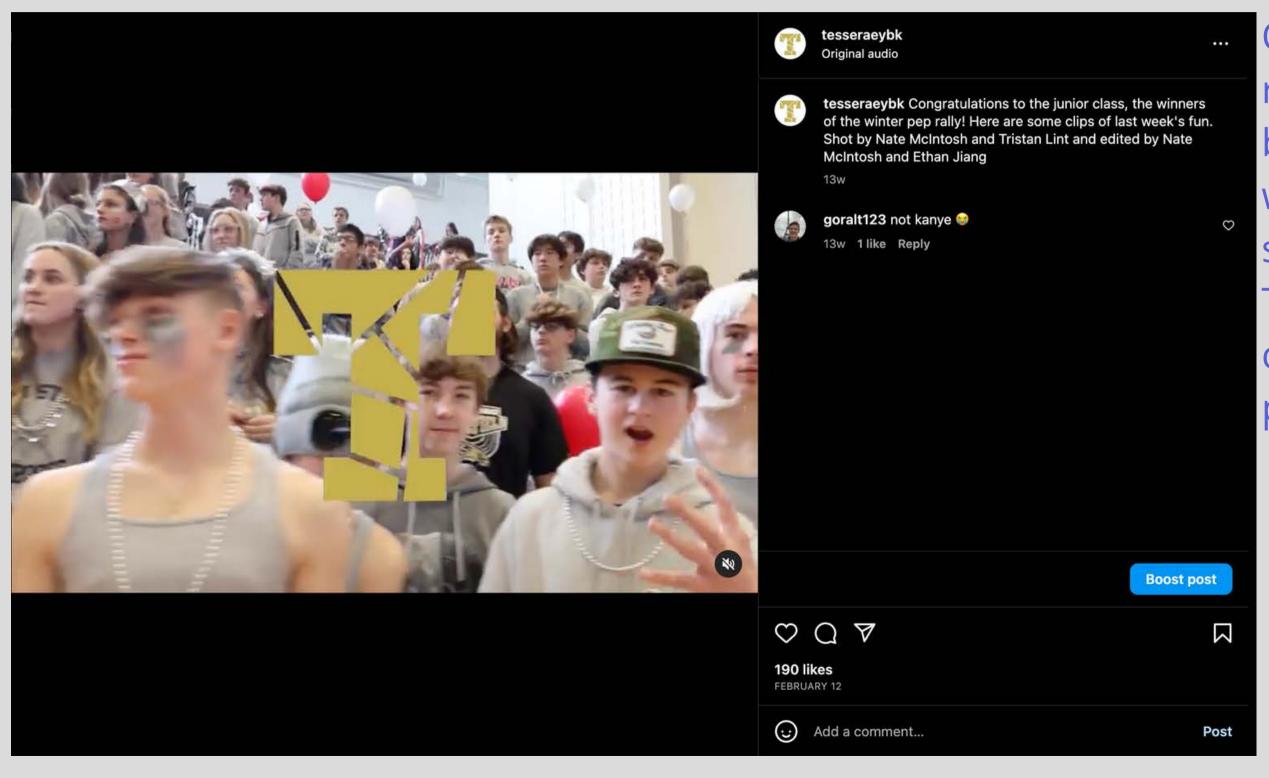




Our Youth Activation
Committee holds an
annual event with
games and activities to
promote inclusion.

#### **EVENTS - REELS**



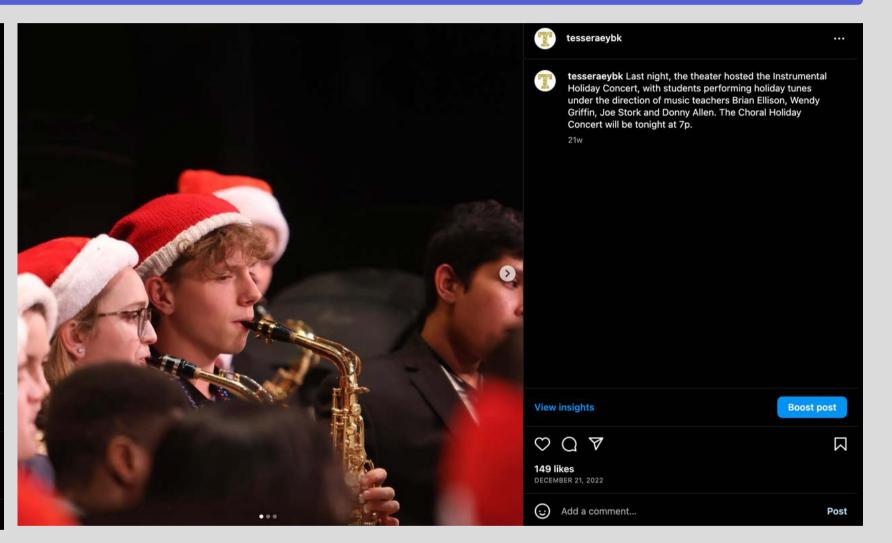


Our posts made on pep rallies each year tend to be our most popular, with significantly more student engagement. This year, we decided to create a reel as well as post photos.

## ACADEMICS/STUDENT LIFE



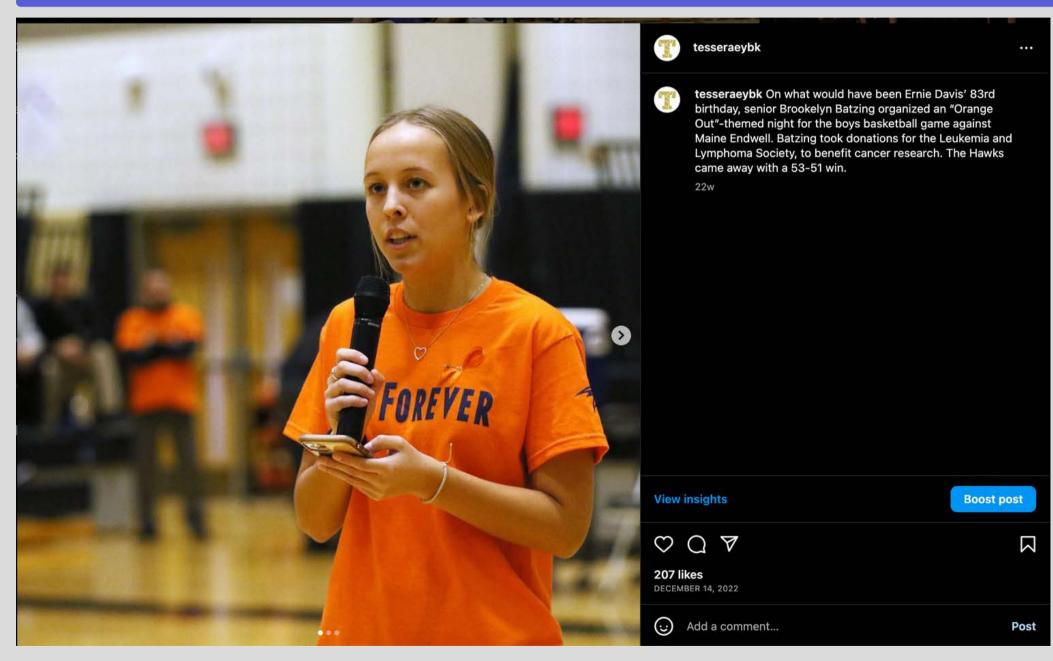




Our music programs are very successful, and we make sure to cover them equally to other activities such as sports.

## ACADEMICS/STUDENT LIFE





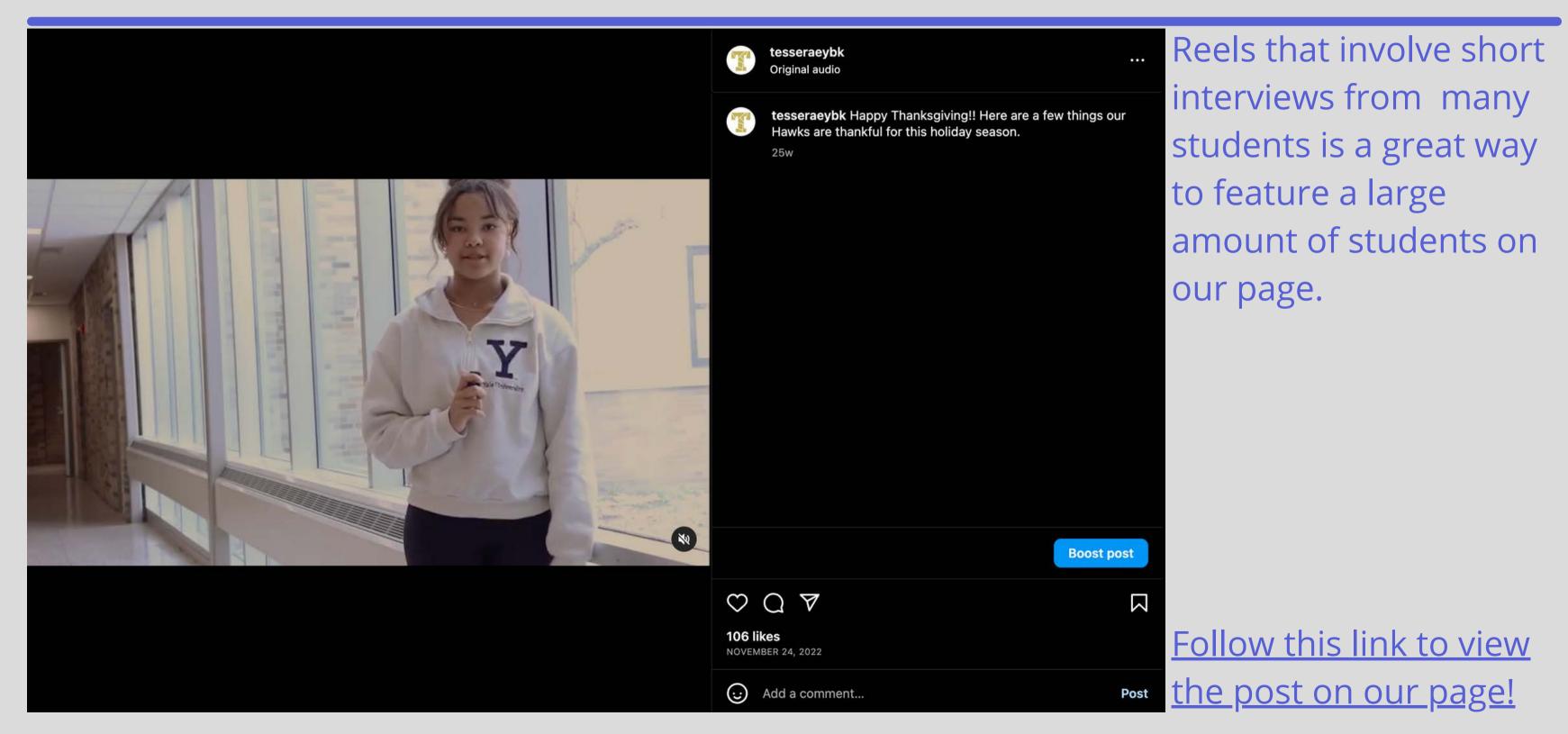


Our students are up to exciting things, and we make sure to recognize them for academics, signings, and other achievements.

Follow this link to view the post on our page!

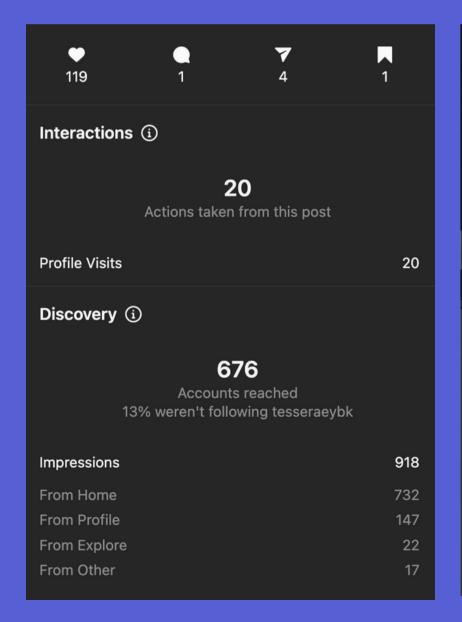
# ACADEMICS/STUDENT LIFE - REELS



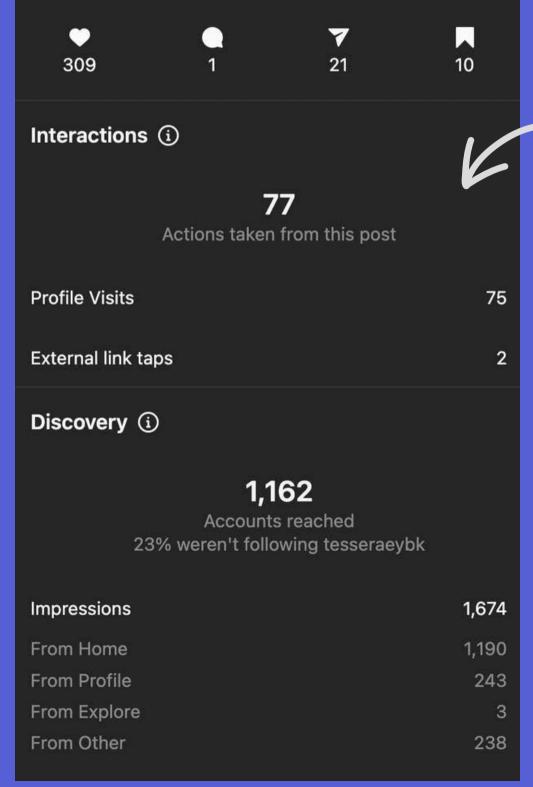


# REFLECTING + ANALYZING

This past year, we gained approximately 200 followers. We have seen which of our posts have done well and which have not. Students tend to enjoy posts where they see themselves and their friends, and these posts help us gain followers.







photos from our pep rally

- lots of students featured
- event that all students attended

