

MENLO-ATHERTON CHRONICLE

Menlo Park, California
NSPA Best Use of Social Media Entry
Social Media Reporting

Instagram: [@machronicle](#)
Twitter: [@themachronicle](#)
Spotify: [M-A Chronicle](#)
Nextdoor: [M-A Chronicle](#)
Youtube: [M-A Chronicle](#)

Sonia Freedman
Celine Chien
Jolene Chu

@MACHRONICLE REPORTING IN 2022-2023

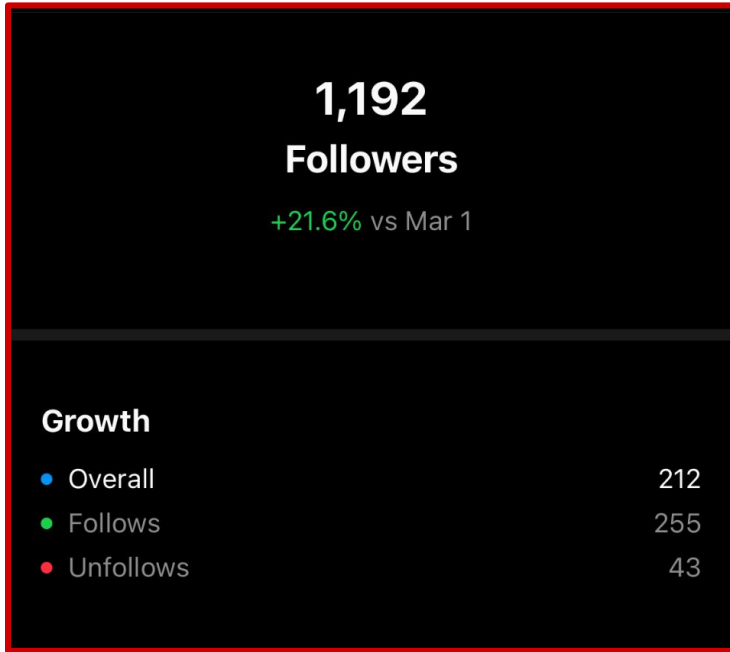
With a new team led by editor-in-chief Sonia Freedman, our social media became more organized, efficient, and far-reaching this school year. The help of Celine Chien and Jolene Chu allowed us to post something nearly every day on both Instagram and Twitter. Our Nextdoor, YouTube, and Spotify accounts also flourished, with more multimedia reporting than ever before. Through active efforts in consistent and creative social media usage, we have reached a diverse audience of community members ranging in gender, city, and age.

INSTAGRAM



We have achieved national and regional athletic records this year, but we have also experienced major issues. Two guns were found present on campus, one student was arrested and pinned down by the police, our superintendent was fired with little reasoning, and much more.

As our main source of community interaction and communication, the role of Instagram has become increasingly important for our publication. With short-form content, we are able to communicate with and inform our community members on important events.



This image is an example of the follower growth our Instagram has maintained every 90 days.

We began with \approx 500 followers in August of 2022 and as of 05/23/23, we have 1,192 followers; a **138% increase.**

ANALYTICS

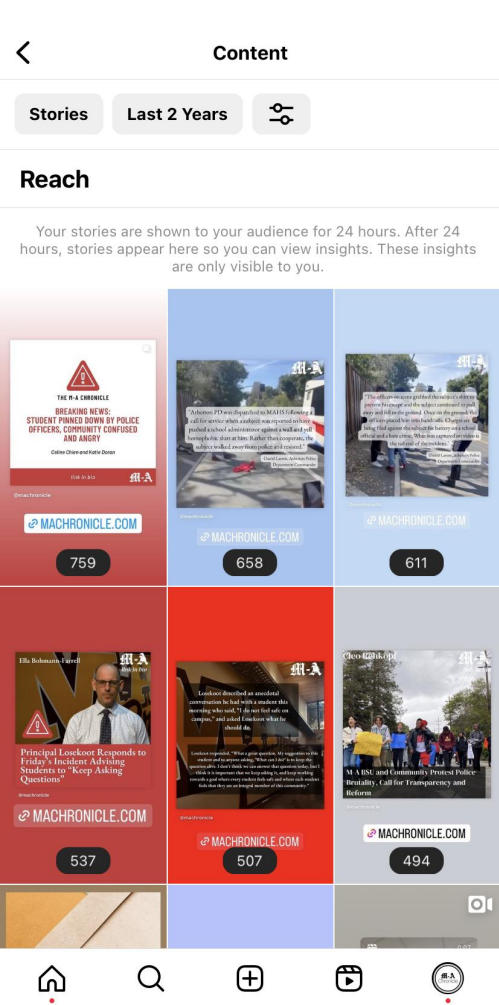


Image 2: Examples of our first reels this year that reached views higher than our follower count. These both remind students about the publication of The Mark, our student-designed magazine. Our top reel reached **3,402** community members.

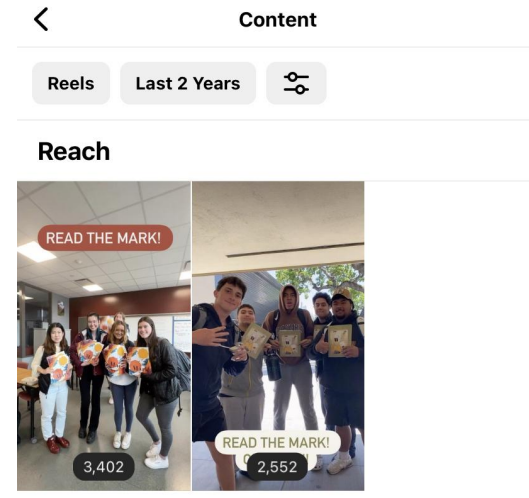


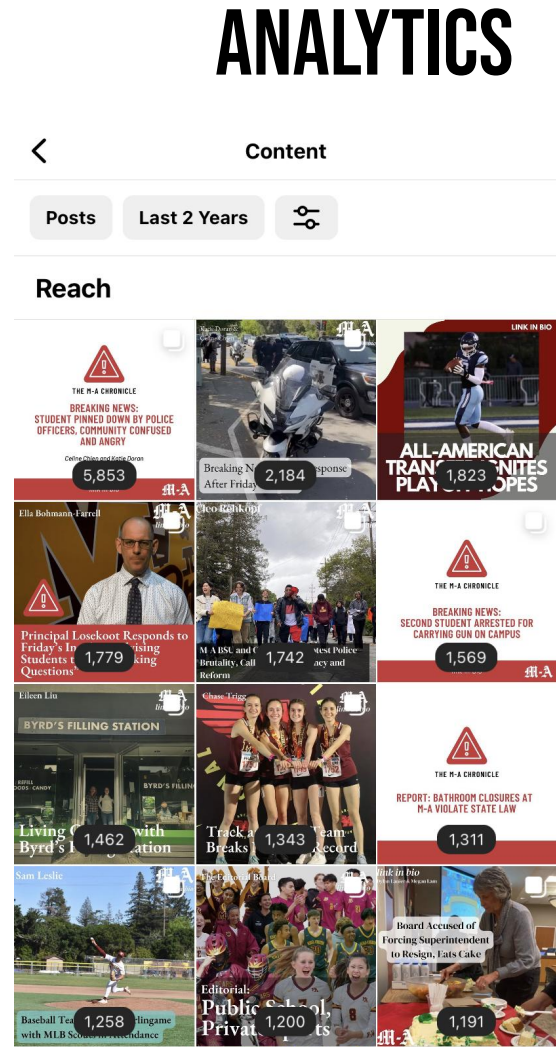
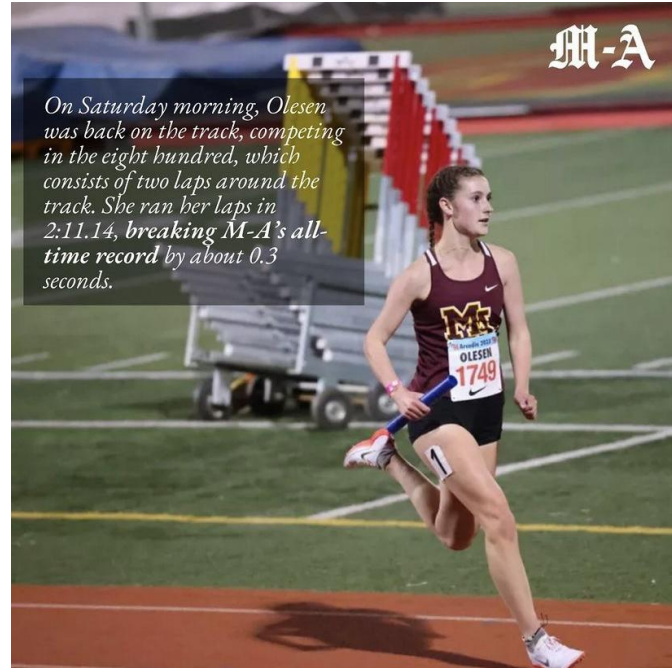
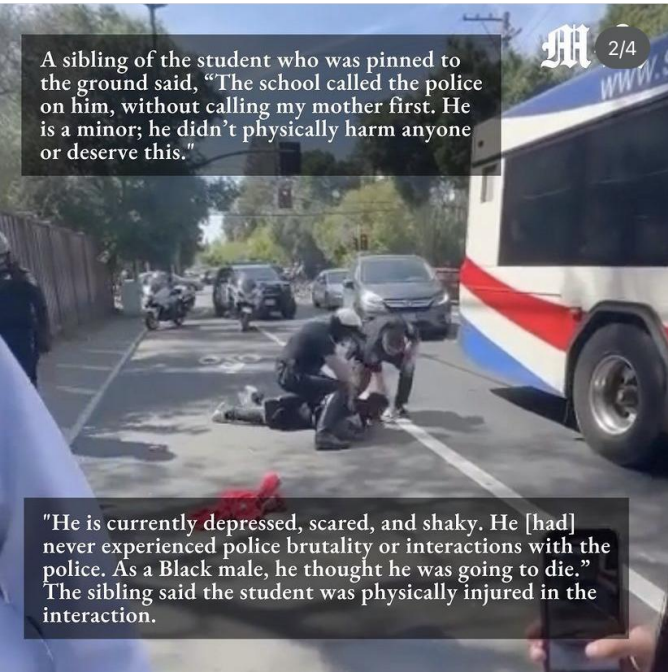
Image 1: Examples of our story growth, with all top story posts from the past two years from this year. This includes reporting on a student bringing a gun to campus, the arrest of a student, and a student-led protest. Our top story post reached **759** community members.

ANALYTICS



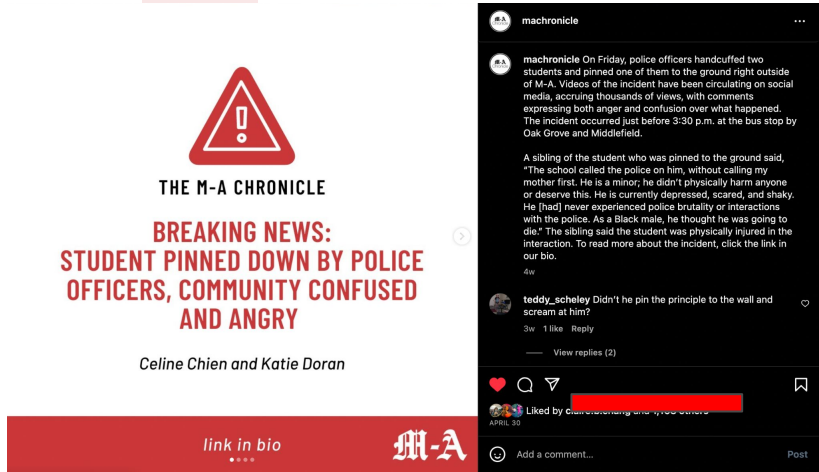
In the history of the account (not able to be shown through Instagram), **all of our top posts have been from this year.** These posts include images, quotes, videos, and other reporting from longer stories and breaking news, keeping our community informed.

Our top post reached **5,853** community members, while all our other top posts reached over **1,000** members.



BREAKING NEWS

BREAKING NEWS: STUDENT PINNED DOWN BY POLICE OFFICERS



THE M-A CHRONICLE

BREAKING NEWS: STUDENT PINNED DOWN BY POLICE OFFICERS, COMMUNITY CONFUSED AND ANGRY

Celine Chien and Katie Doran

link in bio

M-A

machronicle On Friday, police officers handcuffed two students and pinned one of them to the ground right outside of M-A. Videos of the incident have been circulating on social media, accruing thousands of views, with comments expressing both anger and confusion over what happened. The incident occurred just before 3:30 p.m. at the bus stop by Oak Grove and Middlefield.

A sibling of the student who was pinned to the ground said, "The school called the police on him, without calling my mother first. He is a minor; he didn't physically harm anyone or deserve this. He is currently depressed, scared, and shaky. He [had] never experienced police brutality or interactions with the police. As a Black male, he thought he was going to die." The sibling said the student was physically injured in the interaction. To read more about the incident, click the link in our bio.

4w

taddy_schaley Didn't he pin the principle to the wall and scream at him?

3w 1 like Reply

View replies (2)

Like Comment Share Save

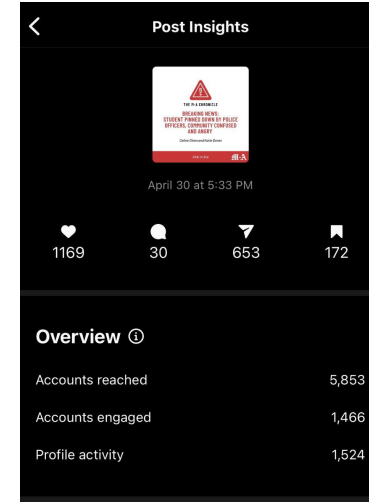
APRIL 28

Add a comment...

Post

On April 28, a student was arrested and pinned down by police officers, sending shock and confusion to our community, generating immense debate— some regarded it as police brutality while others found the arrest as justified. To provide more clarity to the situation, we kept continued updates in our social media, making sure to incorporate all perspectives on the story.

Post insights:



Post Insights

April 30 at 5:33 PM

1169 likes, 30 comments, 653 shares, 172 saves

Overview

Accounts reached	5,853
Accounts engaged	1,466
Profile activity	1,524

1,169

likes

653

shares

172

saves

1,466

engaged

From this post *alone*, we gained **over 100 followers in the span of a week.**

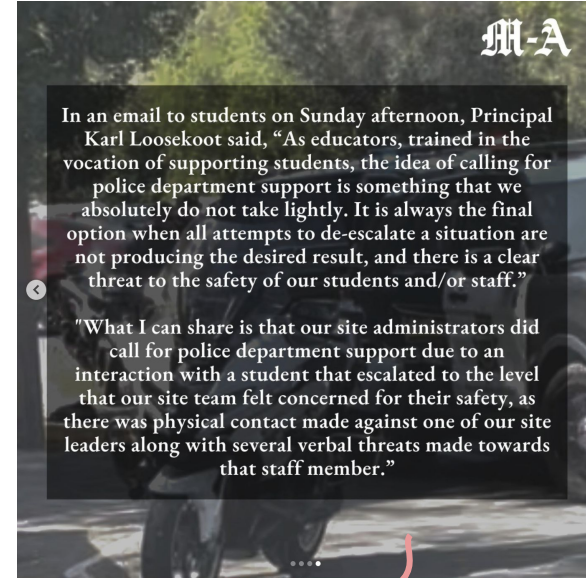
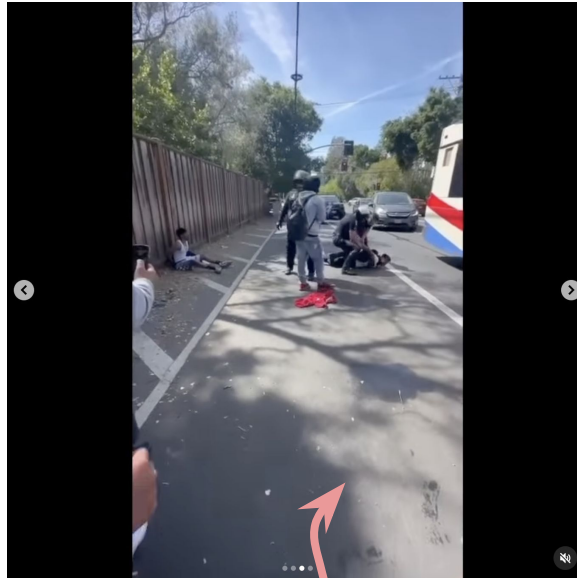
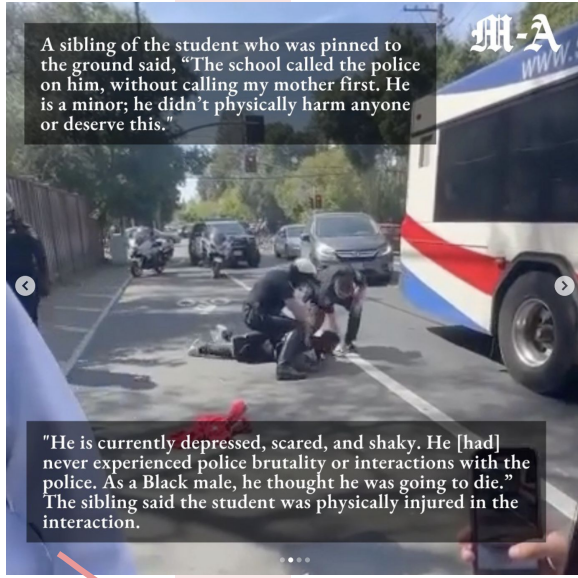
5,853

accounts reached

850 Followers



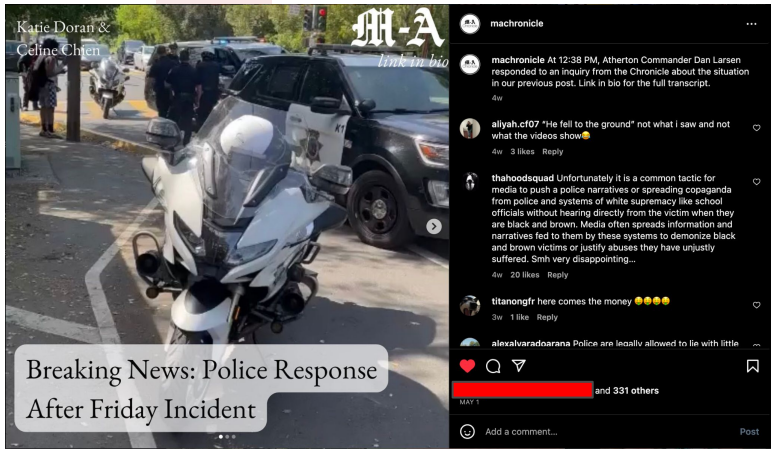
5,003 Non-Followers



To add nuance, we incorporated perspectives from the arrested student's family as well as our school's administration in response to the incident.

We attached a recording of incident to provide audiences direct access to what had occurred.

ADMINISTRATIVE & POLICE RESPONSE



2,184

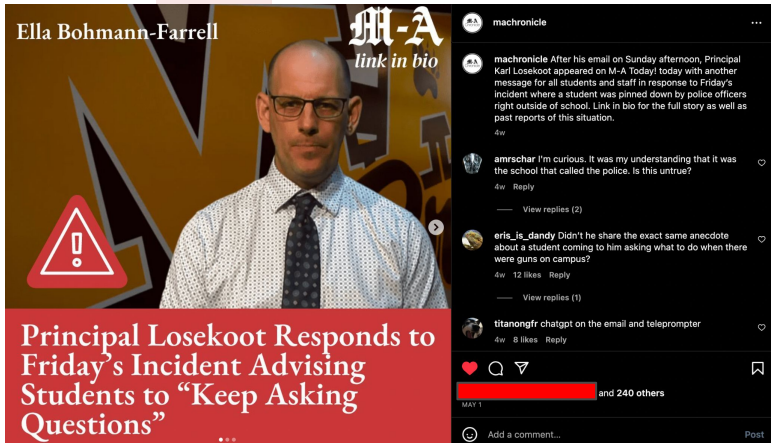
accounts reached

252

shares

3,088

impressions



1,179

accounts reached

34

shares

2,620

impressions



Post Insights

May 1 at 2:05 PM

332 23 252 21

Overview ⓘ

Accounts reached	2,184
Accounts engaged	391
Profile activity	419

Post interactions	628
Likes	332
Shares	252
Comments	23
Saves	21
Profile activity ⓘ	419
Profile Visits	395
Follows	14
External link taps	10
Email button taps	0

332

likes

391

engaged

252

shares

241

likes

273

engaged

34

shares

Post Insights

May 1 at 5:46 PM

241 9 34 14

Overview ⓘ

Accounts reached	1,779
Accounts engaged	273
Profile activity	217

STUDENT PROTEST & WALKOUT

366
likes

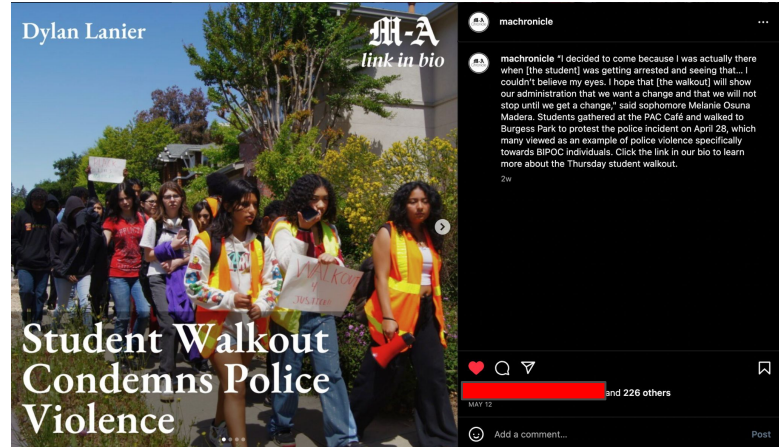
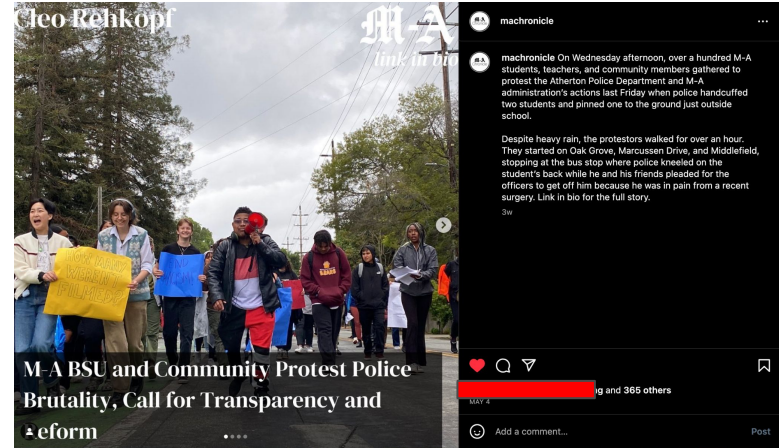
1,742
reached

2,325
impressions

227
likes

1,131
reached

1,584
impressions



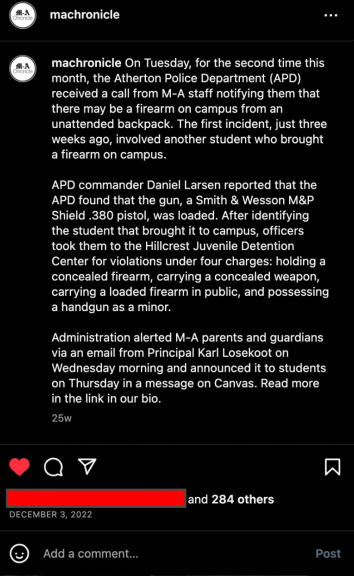


THE M-A CHRONICLE

BREAKING NEWS: SECOND STUDENT ARRESTED FOR CARRYING GUN ON CAMPUS

Sonia Freedman

link in bio



SECOND STUDENT ARRESTED FOR CARRYING GUN ON CAMPUS

285

likes

1,569

reached

2,132

impressions

LOSEKOOT AND BSU LEADERSHIP COMMENT ON PETITION

140

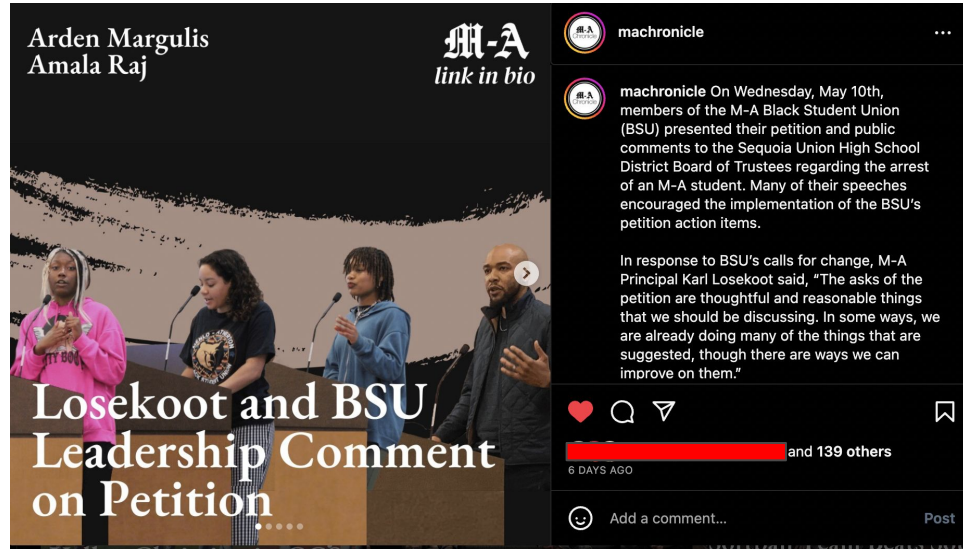
likes

914

reached

1,254

impressions



Arden Margulis
Amala Raj

M-A
link in bio

Losekoot and BSU
Leadership Comment
on Petition

BOARD ACCUSED OF FORCING SUPERINTENDENT TO RESIGN, EATS CAKE



159
likes

1,191
reached

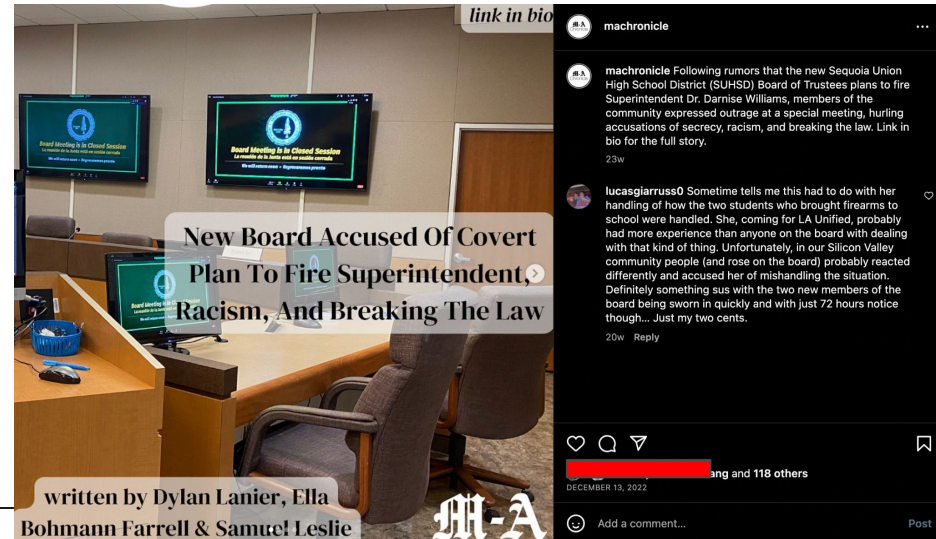
1,728
impressions

NEW BOARD ACCUSED OF COVERT PLAN TO FIRE SUPERINTENDENT

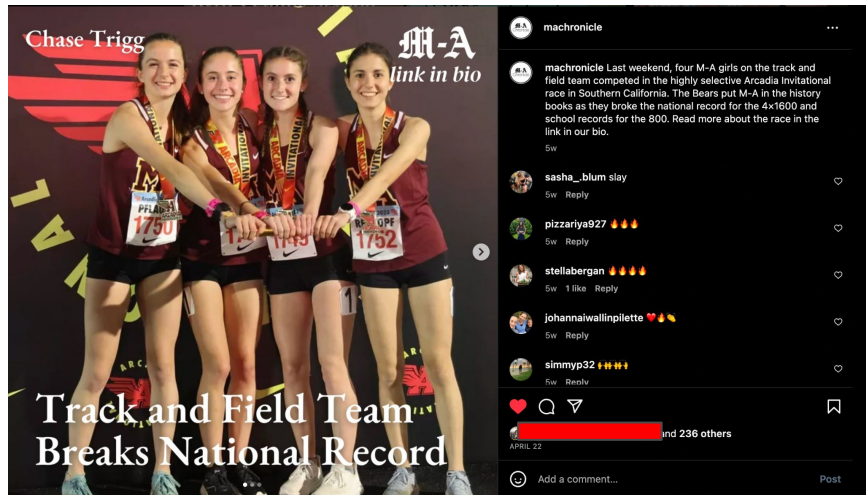
119
likes

811
reached

1,176
impressions



SPORTS:



TRACK AND FIELD BREAKS NATIONAL RECORD

273
likes

1,343
reached

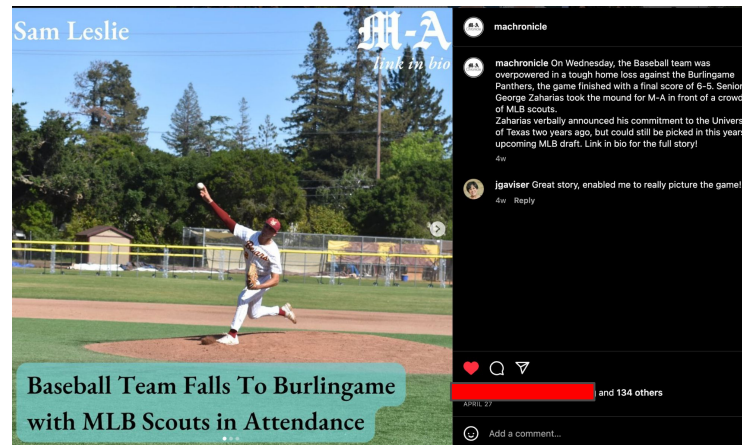
1,788
impressions

BASEBALL FALLS TO BURLINGAME WITH MLB SCOUTS IN ATTENDANCE

135
likes

1,258
reached

1,815
impressions



ALL-AMERICAN TRANSFER IGNITES PLAYOFF HOPES

171
likes

1,823
reached

2,271
impressions

LINK IN BIO

ALL-AMERICAN TRANSFER IGNITES PLAYOFF HOPES

machronicle

machronicle Learn more about new transfer football player Jurrion Dickey and insight into his decision to come to M-A. Link in bio!
40w

sean_mulcahy231 So awesome
40w Reply

and 170 others

AUGUST 23, 2022

Add a comment... Post

This Instagram post features a photograph of a football player in a blue and white uniform running with the ball. The text 'ALL-AMERICAN TRANSFER IGNITES PLAYOFF HOPES' is overlaid in large white letters. The post includes engagement metrics and a caption from 'machronicle' dated August 23, 2022.

SIX TRACK AND FIELD MEMBERS QUALIFY FOR STATE CHAMPIONSHIPS

233
likes

1,114
reached

1,357
impressions

Finn Papenfus
link in bio

Six Track and Field Members Qualify for State Championships

machronicle

machronicle Last Saturday, the M-A track team participated in CCS Finals. The Bears who qualified for state championships will continue their season this coming weekend in Clovis. Read more by clicking on the link in bio!
3d

and 232 others

3 DAYS AGO

Add a comment... Post

This Instagram post features a photograph of two female track athletes in maroon uniforms passing a baton. The text 'Six Track and Field Members Qualify for State Championships' is overlaid in white. The post includes engagement metrics and a caption from 'machronicle' dated 3 days ago.

COMMUNITY

BELOVED P.E. TEACHER PAMELA WIMBERLY TO RETIRE AFTER 55 YEARS

362

likes

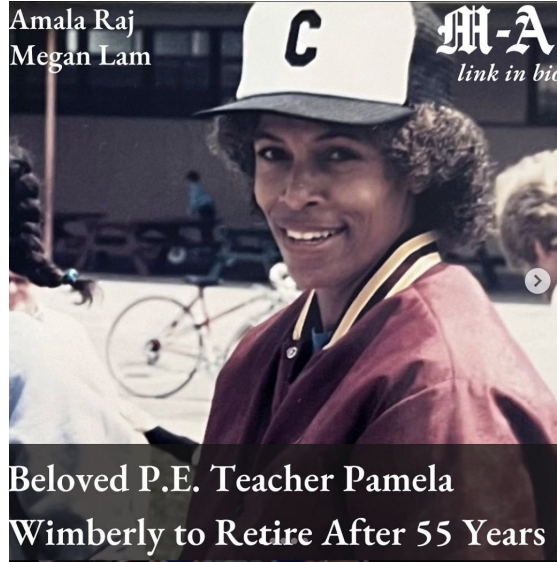
1,021

reached

1,126

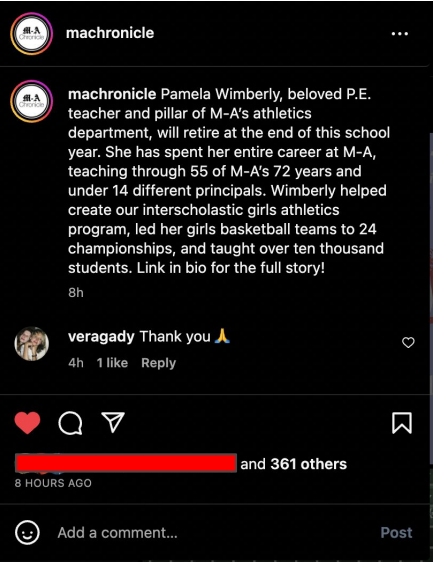
impressions

Amala Raj
Megan Lam



Beloved P.E. Teacher Pamela Wimberly to Retire After 55 Years

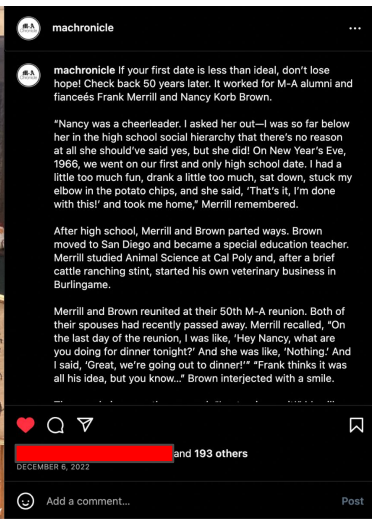
M-A
link in bio



link in bio

Bears Betrothed!
High School Sweethearts Reunite and Get Engaged after 50th M-A Reunion

Caroline Pecore



HIGH SCHOOL SWEETHEARTS GET ENGAGED AFTER 50TH M-A ALUMNI REUNION

194

likes

892

reached

1,317

impressions



We use **bilingual posts and translations** to allow our Instagram account to be accessible to a broader audience and large percentage of Spanish-speaking students at M-A.

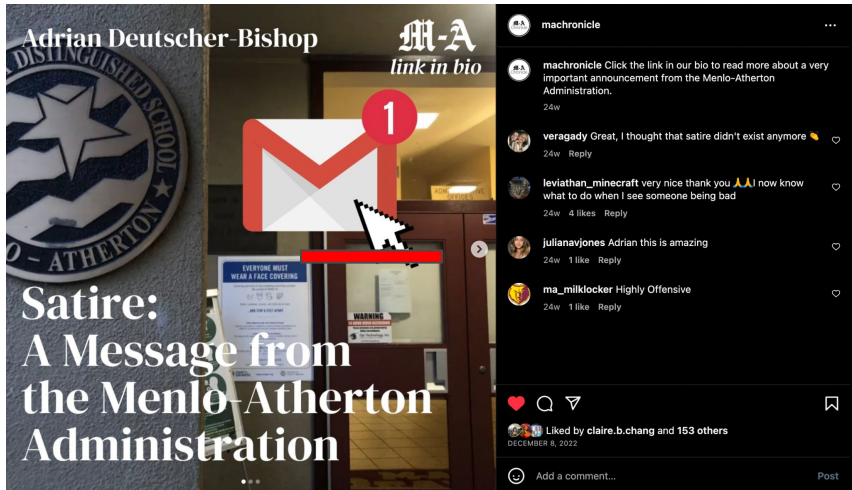


M-A junior Epiphany Bass said, “Live in Peace feels like a family. The tutoring is very helpful, and it also doesn’t feel like I’m just coming here to do work, because I have my people here with me too.”



Epiphany Bass, estudiante de tercer año de M-A, dijo: “Live in Peace se siente como una familia. La tutoría es muy útil, y tampoco se siente como si solo estuviera viniendo aquí para hacer un trabajo, porque también tengo a mi gente aquí conmigo”.

OPINION



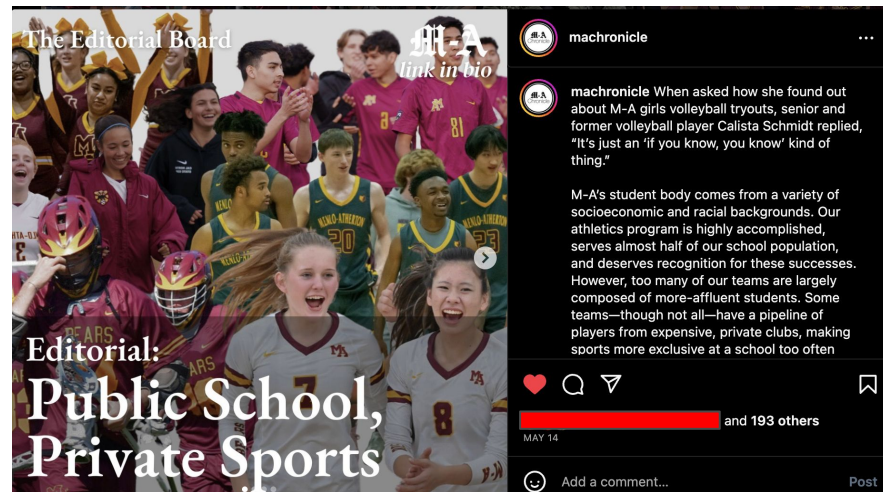
EDITORIAL: PUBLIC SCHOOL, PRIVATE

SPORTS

194 likes
 1,214 reached
 1,708 impressions
 15 shares

SATIRE: MESSAGE FROM M-A ADMINISTRATION

34 shares
 154 likes
 893 reached
 1,283 impressions



INSTAGRAM REELS



READ THE MARK!

4,764

views

161

likes

3,402

reached

▶ 4,764

FALL MARK



3,391

views

175

likes

2,559



reached

▶ 3,391

SPRING MARK

Despite the lower engagement rate in the second reel, the higher likes proportion suggests a more engaged following and audience.

M-A Chronicle
2,745 Tweets

M-A Chronicle
@TheMAChronicle




An award-winning student-run news forum for Menlo-Atherton High School. A source for live updates on M-A sporting events and much more.

Atherton, CA machronicle.com Joined July 2009

61 Following 396 Followers

Tweets Replies Media Likes

Edit profile

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	M-A Chronicle @TheMAChronicle · May 26				381	49	12.9%
	Hey @StephenCurry30, We are currently writing an article about an outstanding P.E. teacher and basketball coach, Pamela Wimberly, who is retiring after 56 years of service for the Menlo-Atherton High School community in Atherton, California.						
	1/4						
	View Tweet activity						
	M-A Chronicle @TheMAChronicle · May 8				140	27	19.3%
	New post: A New Approach to Suspensions on Campus Caused the Lowest Suspension Rate of the Decade machronicle.com/a-new-approach...						
	View Tweet activity						
	M-A Chronicle @TheMAChronicle · May 4				138	18	13.0%
	New post: M-A BSU and Community Protest Police Brutality, Call for Transparency and Reform machronicle.com/m-a-bsu-and-co...						
	View Tweet activity						



Our Twitter account has been used to reach out to interviewees as well as report on new posts and important events.

The uniquely open and public communication platform Twitter offers allows us to engage people from other parts of the community, generating more public traction for our breaking news stories, and also allowing us to openly communicate with figures, such as Stephen Curry for recognition of Pamela Wimberly, a staff member who has taught at our school for 56 years.

Feb 2023 · 28 days

TWEET HIGHLIGHTS

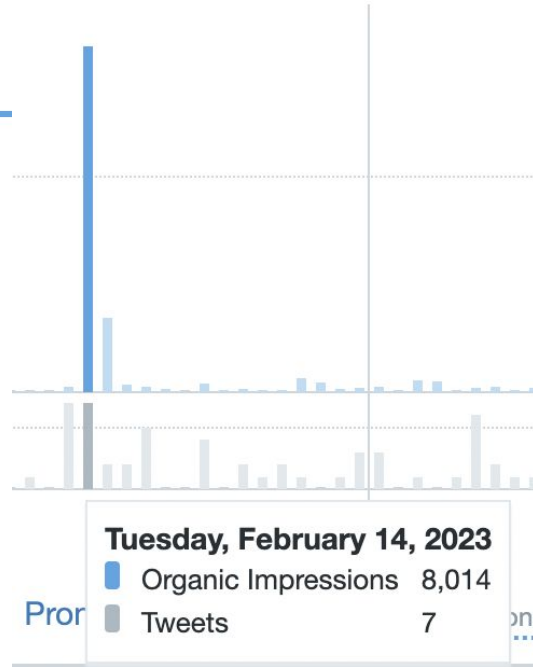
Top Tweet earned 9,494 impressions

New post: Are M-A Students Prepared for an Actual Lockdown? machronicle.com/are-m-a-studen...

↩ 1 ❤️ 1

View Tweet activity

View all Tweet activity



This tweet reported on our test of whether M-A students would be prepared for a lockdown after a webinar in February. With nearly **10,000 impressions**, this was our most viewed Tweet since our account was created in 2009.

ANALYTICS



Apr 2023 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 399 impressions

New post: GSA Leads Day of Silence at M-A [machronicle.com/gsa-leads-day-...](#)

View Tweet activity

View all Tweet activity

Mar 2023 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 229 impressions

New post: "I Win Less, But I Live More": Iszac Henig '18 Embraces Authenticity as a Transgender Athlete [machronicle.com/i-win-less-but...](#)

1 retweet 5 likes

View Tweet activity

View all Tweet activity

May 2023 · 30 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 512 impressions

New post: Breaking News: Police Update After Friday Incident [machronicle.com/breaking-news-...](#)

1 retweet

View Tweet activity

View all Tweet activity

Our typical top Tweets during this school year ranged from **200-600 impressions**, whereas almost of our tweets from previous years got 0 impressions.

ANALYTICS

YOUTUBE

Through a live visual format, we are able to engage audiences with videos (as seen in the arrest video) for transparency, and also to connect the community to celebrate M-A's achievements (see [cross-country CCS video](#)).

After the student arrest, we edited footage from various angles and synchronized them. As of May 30, it has **3,852 views**.

Stats

Joined Feb 5, 2016

27,444 views

➔



MUTED TO PROTECT STUDENT NAME



Mark Chronicle
Central Menlo Park • 2 May • 🌐

Breaking News: Police Update After Friday Incident

This is an update from Atherton Police Commander Dan Larsen on the police incident described in this article. <https://www.machronicle.com/breaking-news->
See more...

Breaking News: Student Pinned Down by Police Officers, C...
machronicle.com

👍❤️😱 37

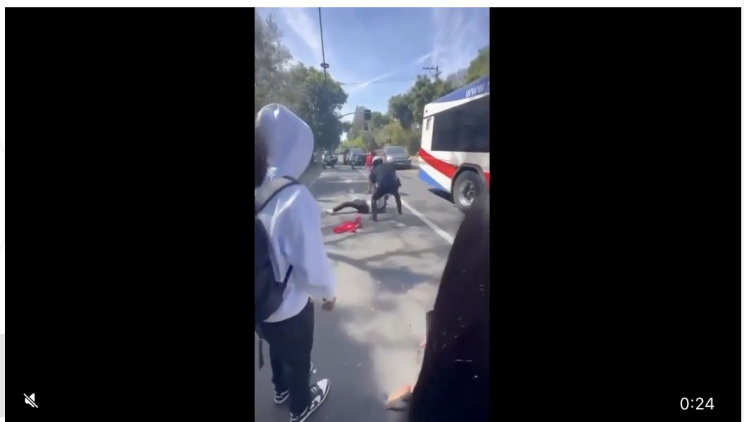
👍 Like **💬 131 Comments** ➦ Share

📊 Post insights View

Add a comment...

Mark Chronicle
Central Menlo Park • Edited 30 Apr • 🌐

Breaking News: M-A Student Pinned Down by Police Officers, Community Confused and Angry
See more...



Breaking News: Student Pinned Down by Police Officers, C...
machronicle.com

❤️😱😡 37

👍 Like **💬 208 Comments** ➦ Share

📊 Post insights View

See 18 previous comments

- Mark Chronicle** · San Jose, CA
No controversy here, but if I were the parents I'd be very annoyed. If they take the side of their child, they are teaching them a horrible lesson.
👍 Like Reply Share
- Greg Warkentin** · Woodside
👍 Like Reply Share
- Shirley Swales** · Central Menlo Park
As a parent, when I heard about how the student attacked the school administrator and was pinned to the pavement, my reaction was thank God for the police officers! 🙏
👍 Like Reply Share
- Arny Barrett** · East Menlo Park
👍 Like Reply Share
- Matthew Swales** · San Jose
There is real racism in the world, but in many cases, like this video, claiming that what happened is racist is, itself, racist. To me...
👍 Like Reply Share
- Paula Amato** · North Menlo Park
The VP should have contacted the parents right away. I think that is protocol in this situation. Definitely believe that the VP should have handled the situation differently. 🙏
👍 Like Reply Share
- Jason Ravich** · Sunnyvale
👍 Like Reply Share
- Paula Amato** · North Menlo Park
Paula Amato 100%. There was no reason for them to go straight to police when the situation had de-escalated. I see more...
👍 Like Reply Share
- Maria Parillo** · Fremont
👍 Like Reply Share
- Gene Whitte** · Brentwood
MSPD has always had excellent officers.
👍 Like Reply Share
- Cathy Cunningham** · The Woodlands
👍 Like Reply Share
- Sharon L.** · San Jose
Absolutely idiotic to interfere and resist. They created the drama.
👍 Like Reply Share
- Donna** · There is a HUGE and DEADLY difference in the way police interact with white people and Black people - especially young.
👍 Like Reply Share
- Bertha Valencia** · North Palm Park
👍 Like Reply Share
- Donna T.** · Central Menlo Park
More of the story:
<https://www.kqed.com/news/Bay-area/police-officer-student-assault-administrator-officer-boys-149494/>
👍 Like Reply Share
- Anna Romero** · Menlo Park
The situation was poorly handled by the school administrators. In the end, the boy failed to deescalate the issue and there is no mention of parent involvement or even being...
👍 Like Reply Share
- Donna T.** · Central Menlo Park
Anna the incident occurred right at the end of the school day. The staff member was physically assaulted and threatened. Police department says they received...
👍 Like Reply Share
- Lisa Pines** · Stanford University
<https://www.newsbreak.com/2424561...>
👍 Like Reply Share
- Donna T.** · Central Menlo Park
Like if the boy did nothing at all and the police just stopped him in the back of it, that would say there's a good reason to protest.
But that's not what...
👍 Like Reply Share
- Shirley Swales** · San Jose
I'd wanted to ask everyone here who stated that school administrator shouldn't call the police if this is your own kids getting shoved to a wall...
👍 Like Reply Share



Our **first two Nextdoor posts** to spread our breaking news to the community immediately sparked conversation and debate in our community in the comments.



SPOTIFY

We made a **weekly playlist** to accompany students during finals, prom week, and AP study season.

Unlike other publications, through Spotify, we are able to connect with our community through a different media, extending our reach further with music.



Windy summer



Sunshine is out



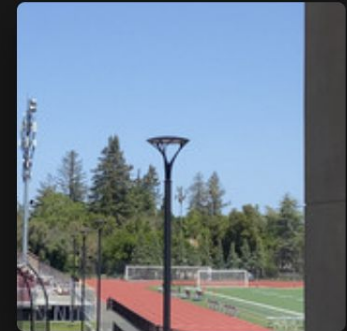
Grind season



Drizzle of rain



AP studying



Prom week