McCallum Journalism Austin, Texas

$\bullet \bullet \bullet$

Best Use of Social Media Social Media Promotion

McCallum High School

Instagram: @macjournalism

We believe that our 2023 promotional content was significantly better than it was in prior years because of three initiatives that were successful innovations in our promotional use of our social media.

No. 1

In 2022-2023, we did a much better job of using our Instagram account to direct followers to new content on our website.

Instagram promotional stories

A&E What's not to love about 'Love & Death'

MAX true crime original makes small town setting seem big with powerful performances, purposeful plot ambiguity

by Eliza Jensen

@ MACSHIELDONLINE.COM



A&E

A perfect day in Austin

Native Austinite seeks to create ideal 'Bat City' day by Chloe Lewcock

@ MACSHIELDONLINE.COM



At the beginning of the school year, Sophie Leung-Lieu, our visuals and design editor had an idea, inspired by the New York Times, to promote stories posted on our website by posting their headline, dominant image and link. By simply creating the Instagram story through the app on her phone, she promoted every new story on our website, which has increased our web traffic considerably and has made our social media more interactive.

Instagram promotional stories

Podcasts

En route to college, McClellan studies in Spain

Class of 2022 alum reflects on unexpected semester abroad experience, encourages others to take that leap of faith **by Ingrid Smith**

MACSHIELDONLINE.COM



Tuesday Top 10 Like its title character, 'Pippin' evolving with each act

In spring musical, actors, musicians, technical elements weave intricate story to create standout show



Personas

Celebrando Día de los muertos

Profesores y estudiantes reflejan en la importancia de familia, alegría, cultura en el día de recuerdo

by El Escudo Español



News

22 questions with Austin ISD At-Large Position 9 Board of Trustee candidates Heather Toolin and Arati Singh

In partnership with the Austin Council of PTAs, the Shield brings you exclusive interviews as early voting starts <u>@austincouncilpta</u>

Early voting begins on Monday, Oct. 24 and will last through Friday, Nov. 4.



Why it was good to incorporate this into our social media

We have long tried to tease our web content on Instagram posts, but it's clunky because a reader has to take two steps to get to the story. A reader has to go from the post to the bio and then (even if there is way to link multiple stories there), it is an indirect path that is harder for readers to take.

A closer look at how we organized these stories on our feed

We are including 10 examples of the stories that Sophie has designed and executed. They are representative of a much larger body of work. The links on each slide will take you to the archive of Insta stories for the section that contains the story. The stories are archived by section on our profile page.

Macjournalism profile page (<u>https://www.instagram.com/macjournalism/</u>)

5.585

Followers

Æ

=

929

Following

macjournalism ~ •

McCallum Journalism

Digital creator

7,646

Posts

Official Instagram account of the Shield and the

chance to be featured online...more

Knight. Tag your posts with #dayinthelifeatmac for a

(+)

5.585

Followers

Ξ

929

Following

On our profile

page, we

archive

Insta

stories

teasing

macjournalism ~ •



7,646 5,585 929 Posts Followers Following

(+)

=

macjournalism ~ •

McCallum Journalism

Digital creator

7,646

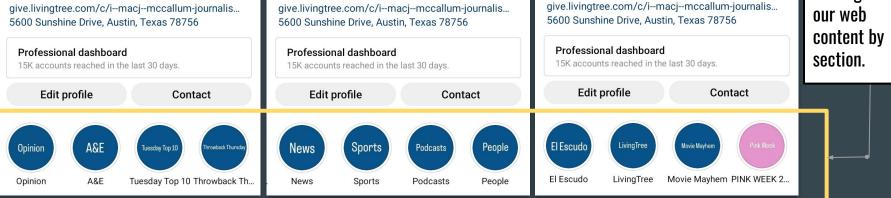
Posts

Official Instagram account of the Shield and the

chance to be featured online... more

Knight, Tag your posts with #davinthelifeatmac for a

McCallum Journalism Digital creator Official Instagram account of the Shield and the Knight. Tag your posts with #dayinthelifeatmac for a chance to be featured online... more give.livingtree.com/c/i-macj-mccallum-journalis... 5600 Sunshine Drive, Austin, Texas 78756

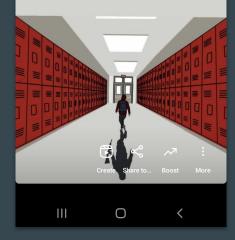




Opinion

A Band-Aid for a bullet wound

New safety policies implemented for the 2022-23 school year, while a start, are not a proactive response to school shootings



1) OPINION STORY TEASE

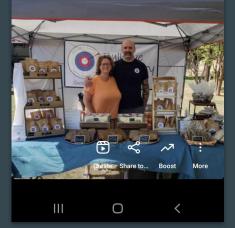
See our archive of opinion section story promotions here: <u>https://www.instagram.com/stories/highlights/17867283566750613/</u> See our editorial, "A Band-Aid for a bullet wound," here: <u>https://macshieldonline.com/48316/opinion/a-band-aid-for-a-bullet-wound/</u> AGE A&E 5W

A&E

Sweet treats that hit the spot

Temporary bake sale fundraiser becomes family business

by Sophie Leung-Lieu



2) A&E STORY TEASE

See our archive of A&E section story promotions here: <u>https://www.instagram.com/stories/highlights/17952803414306812/</u> See our feature story, "Sweet treats that hit the spot," here: <u>https://macshieldonline.com/49251/entertainment/sweet_treats_that_h</u>

<u>https://macshieldonline.com/49251/entertainment/sweet-treats-that-hit</u> <u>-the-spot/</u> Tuesday Top 10 21w Tuesday Top 10

New school year brings mix of young, veteran teachers

Not immune to the nationwide teacher exodus, Maculty contains lots of new faces in unfamiliar places



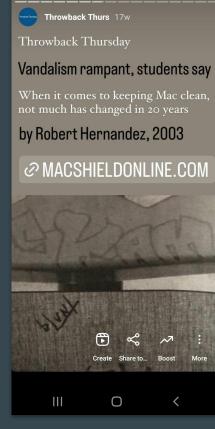
3) PHOTO ESSAY TEASE

See our archive of Tuesday Top 10 photo essay promotions here:

https://www.instagram.com/stories/highlights/18060991054322683/

See our Tuesday Top 10 photo essay, "New school year brings mix of young, veteran teachers," here:

https://macshieldonline.com/46607/photo-galleries/new-school-year-bringsmix-of-young-veteran-teachers/



4) THROWBACK THURSDAY TEASE

See our archive of Throwback Thursday promotions here: <u>https://www.instagram.com/stories/highlights/17941832591473842/</u> See our 2003 Throwback Thursday story, "Vandalism rampant, students say," here: <u>https://macshieldonline.com/47101/news-2/throwback-thursday-vandalism</u>

<u>-rampant-students-say/</u>



Rethinking I-35

Local grassroots organization resists TxDot expansion, seeks solution to benefit locals, commuters, environment

by Francie Wilhelm



5) NEWS STORY TEASE

See our archive of news story promotions here:

https://www.instagram.com/stories/highlights/18162378004247285/

See our news story, "Rethinking I-35," here:

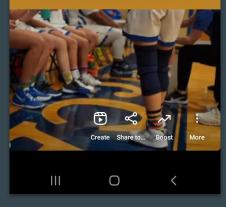
https://macshieldonline.com/48362/news-2/rethinking-i-35/

Sports 5w Sports Are you a Crazy Sock Day sage or simpleton?

Take our online quiz and find out if you can match the crazy socks to the girls varsity player who wore them for Tuesday's game.

Disclaimer: take the quiz on a desktop for better functionality.

Test your knowledge and read Francie Wilhelm's story.



6) SPORTS STORY TEASE

See our archive of sports story promotions here:

https://www.instagram.com/stories/highlights/18214266466093097/

See our sports story, "Knights start new year by caging Cougars at home," and take our Crazy Sock Day quiz here:

<u>https://macshieldonline.com/49160/sports/knights-start-new-year-by-caging-cougars-at-home/</u>



Podcasts

En route to college, McClellan studies in Spain

Class of 2022 alum reflects on unexpected semester abroad experience, encourages others to take that leap of faith

by Ingrid Smith
MACSHIELDONLINE.COM



7) PODCAST TEASE

See our archive of podcast promotions here:

https://www.instagram.com/stories/highlights/17941873004195179/

Listen to our podcast, "En route to college, McClellan studies in Spain," here:

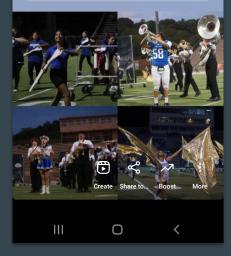
<u>https://macshieldonline.com/49969/features/en-route-to-college-mcclellan-</u> <u>studies-in-spain/#</u>

People 5w

People

Seeing these stars

Marching band members shine in two Friday Night extracurriculars by Naomi Di-Capua and Sophie Leung-Lieu



8) PEOPLE STORY TEASE

See our archive of people story promotions here:

https://www.instagram.com/stories/highlights/17992013872542272/

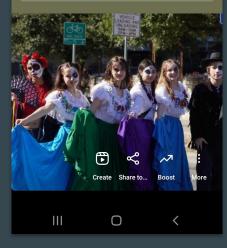
See our feature profile package, "Seeing these starts," here: https://macshieldonline.com/49163/features/seeing-these-stars/

El Escudo 13w See translation Personas

Celebrando Día de los muertos

Profesores y estudiantes reflejan en la importancia de familia, alegría, cultura en el día de recuerdo

by El Escudo Español



9) EL ESCUDO STORY TEASE

El Escudo (The Shield in Spanish) is our recurring series of Spanish-language articles. We post them in Spanish (and in English) and categorize them as El Escudo articles and by the traditional section in which they belong.

See our archive of El Escudo promotions here:

https://www.instagram.com/stories/highlights/18319306264051081/

See our feature story, "Celebrando Día de los Muertos," here:

https://macshieldonline.com/47875/features/celebrando-dia-de-los-muertos/



Make a contribution to the MacJournalism fundraising campaign!





10) I • MacJ fundraiser story tease

We tried a PBS-style fundraiser and used our IG story tease template to try and encourage donations.



See our archive of I • MacJ fundraiser promotions here:

https://www.instagram.com/stories/highlights/17995117744584173/

See our Living Tree fundraiser home page here:

https://give.livingtree.com/c/i--macj--mccallum-journalism

What our analytics tell us about these stories' effectiveness.

Ten of the promotional stories generated more than 100 link clicks to the story that we were promoting, and two generated more than 200. Considering that stories make our Top 10 trending list on our website if they gain 100 views, we can safely say that the promotions are single-handedly generating some of our most-read web stories. Here are some examples ...

MOST EFFECTIVE A&E STORY TEASE

STORY LINK: <u>https://macshieldonline.com/51902/entertainment/everything-edie/</u>

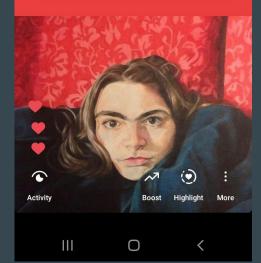
Reach: 1,006 Story interactions: 14 Link clicks: 47 Total number of views: 103 April 3, 2023 April 3 9:18 AM

A&E

Everything Edie

Junior explores art, graphic design and fashion

by Elena Ulack



MOST EFFECTIVE OPINION STORY TEASE

STORY LINK: <u>https://macshieldonline.com/50712/opinion/lets-bereal/</u>

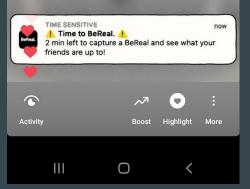
Reach: 987 Story interactions: 0 Link clicks: 60 Total number of views: 112 Feb. 27, 2023 **February 27** 9:26 PM

Opinion

Let's BeReal

Spur of the moment social media platform fails in its promise to promote authenticity

by Caroline Owen



EXAMPLE OF EFFECTIVE PHOTO STORY TEASE

STORY LINK: <u>https://macshieldonline.com/52585/photo-galleries/students-shine-like-stars-under-the-knight-sky/</u>

Reach: 1,173 Story interactions: 1 Link clicks: 118 **Total number of views: 270** April 26, 2023

April 26 8:14 PM

Tuesday Top 10 Students shine like stars 'Under the Knight Sky'

Prom returns to 800 Congress with celestial celebration



EXAMPLE OF EFFECTIVE PEOPLE STORY TEASE

STORY LINK: <u>https://macshieldonline.com/53190/features/meet-whos-who-in-the-class-of-23/</u>

Reach: 1,294 Story interactions: 3 Link clicks: 103 **Total number of views: 541** June 1, 2023 June 1 4:53 AM

Meet Who's Who in the class of '23

From athletes to academics to Fine Arts majors, here are some of the most involved and accomplished seniors from this past year





EXAMPLE OF EFFECTIVE NEWS STORY TEASE

STORY LINK: https://macshieldonline.com/51739/news-2/student-injured-in-hit-and-run-familyseeks-answers/ **Reach: 1,180 Story interactions: 18** Link clicks: 210 **Total number of views: 383** March 28, 2023

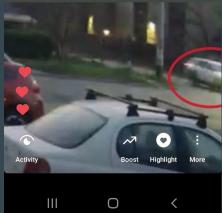
March 28 3:13 PM

News

Student injured in hit-and-run; family seeks answers

MacJ open to receive information, tips regarding suspect

by Morgan Eye



We also revamped our traditional Instagram teases this year.

In addition to our new Instagram story teases, we improved the way that we tease web stories through Instagram posts. In previous years, we could only tease one story at a time because we would change the link in our Instagram bio to a direct link to the story that we were teasing at that particular moment.

Why our old way was not good.

The problem with this way of teasing web stories is that every time you change the link, you invalidate all the Instagram post teases that came before it, but link trees and other ways to provide access to multiple stories are expensive. In order to achieve the function of a link tree for free we came up with...

... a new idea. Make an INSTA category on our website.

The solution was simple but effective. We made a new category on our WordPress site called "Instagram," and assigned all teased story to a second category: "Instagram." We changed the link in our bio to the homepage for the Instagram category and oila, we had a free link tree and could provide access to multiple featured stories on our website in a single click.

Here's what the it looks like on the website on a computer.

More -



ALLUM HIGH SCHOOL

Opinion Sports -El Escudo Online Exclusives • Print Archive • About Us



Entertainment

News

Long-awaited Officer Bob Hershev's commercial has finally dropped

> Shield staff reports May 30 2023



Throw hard or go home Elena Ulack, staff reporter May 29, 2023

'dream' job at Ann Richards Francie Wilhelm, co-news editor & co-

online managing editor May 26, 2023

Griffith to leave Mac, accepts

Every time we add a story, it puts the new story at the top and pushes previously teased stories down the list in chronological order.

https://macshieldonline.com/category/instagram/



Meet Who's Who in the class of '23 May 24, 2023



Ms. Gun's heartfelt message to her students May 23, 2023



From A to 7

Ingrid Smith, co-online managing editor and co-news editor May 22, 2023

Here's what the it looks like on the website on a smartphone.





Long-awaited Officer Bob Hershey's commercial has finally dropped

Shield staff reports May 30, 2023





Griffith to leave Mac, accepts 'dream' job at Ann Richards

Francie Wilhelm, co-news editor & co-online managing editor May 26, 2023

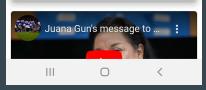
<

9:34 ★ Instagram - The Shield Online ★ macshieldonline.com Criffith to leave Mac, accepts 'dream' job at Ann Richards Francie Wilhelm, co-news editor & co-online managing editor May 26, 2023



Meet Who's Who in the class of '23

May 24, 2023



Every time we add a story, it puts the new story at the top and pushes previously teased stories down the list in chronological order.

https://macshieldonline.com /category/instagram/

No. 2

Our social media was a critical component in our I MacJ community fundraiser. After our initial launch stalled at just over \$4,000, a 15-day social media campaign sparked the donations we needed to push us past our fundraiser goal of \$10,000.

Our social media promotion enabled our community fundraiser to reach its goal of raising \$10,000.

When we reached out to the community via our social media, they responded.

Looking at the graph of our donations (next slide), it's clear that there was a huge jump in February when we launched the 15 reasons campaign on our Insta, our Facebook and our Twitter. During the 15 days that co-editor in chief Alice Scott posted about the fundraiser, we raised \$5,594.11 — more than half of our campaign total.

The insights on these posts back this up. From just 15 Instagram posts, MacJ received 1,005 profile visits and 245 external link taps that took viewers directly to our fundraising page.

In addition, it was the final push on campus that ultimately helped us break \$10,000. Without this work done to promote the campaign to the McCallum community, we likely would not have been as successful in raising funds to support the journalism program.

I 🦊 MacJ Fundraiser Results

Welcome Back McCallum High School

Congrats on another amazing school year with Livingtree Give. Your community has accomplished a lot this year and we wanted to share a few highlights.



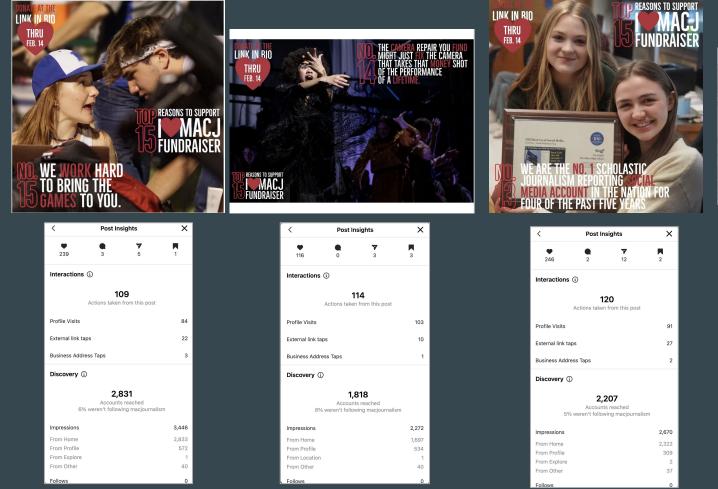
(click graph to visit fundraiser website)

Campaign Totals

I MacJ Social Insights Overview & Individual Post Activity

•		7	
2,514	12	77	17
Interactions	i		
		,270	
	Actions taken	from this cam	baign
Profile Visits			1,005
Estern al Kalster)S		245
External link tap			
External link tap			
		,893	
	28	,893 s reached	

Static Social Posts - (click image to view post)



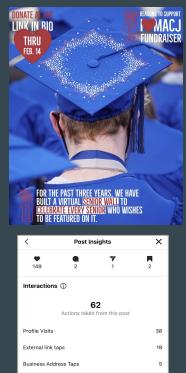


<	< Post Insights			
• 229	• 1	7 3	2	
Interactions	()			
		26 In from this post	5	
Profile Visits			92	
External link ta	ps		33	
Business Addr	ess Taps		1	
Discovery 🤅)			
2,976 Accounts reached 3% weren't following macjournalism				

npressions	3,535
rom Home	3,259
rom Profile	239
rom Explore	3
rom Other	33
pllows	0,

Im

Static Social Posts - (click image to view post)



Discovery (i)

2,360

Accounts reached 6% weren't following macjournalism

Impressions	3,004
From Home	2,486
From Profile	496
From Explore	1
From Other	21
Follows	0



<	Post l	nsights	×
•		7	1
	Ŭ		
Interactions (Ð		
		51	
	Actions take	n from this post	
Profile Visits			37
External link tap	s		14
Discovery (i)			
		063	
5%		its reached wing macjournalis	sm
Impressions			2,545
From Home			2,155
From Profile			361
From Explore			1
From Other			28
Follows			0



<	Post Insights		
♥ 80	•	7	1
	-		
Interactions (1)		
		43	
	Actions take	en from this post	
Profile Visits			28
External link tap	s		15
Discovery (i)			
6%	Accou	560 nts reached owing macjourna	lism
Impressions			2,001
From Home			1,647
From Profile From Other			332 22
From Other			22

0

Follows



<	Post In	sights	×
• 193	• 1	▼ 4	0
Interactions (D		
		14 from this post	
Profile Visits			101
External link tap	s		13
Discovery 🛈			
5% \	Account	689 ts reached wing macjournalis	sm
Impressions			3,472
From Home			2,835
From Profile			596
From Explore			2
From Other			39
Follows			0

Static Social Posts - (click image to view post)



Annual choral concert features vocal performance variety



r				
<	Post In	sights	×	
•	•	7		
137	0	9	0	
Interactions	(j)			
	4	12		
		from this post		
Profile Visits			33	
External link taps 9				
Discovery ()			
5%	Account	707 ts reached wing macjournali	sm	

Impressions	2,099
From Home	1,788
From Profile	274
From Explore	4
From Other	32
Follows	0



<	Post In	sights	×
♥ 151	0	7 1	1
Interactions	ì		
		32 In from this post	
Profile Visits			60
External link tap	IS		21
Business Addre	ss Taps		1
Discovery (i)			
5%	Account	362 Is reached ving macjournali	sm
Impressions			2,261
From Home			1,980
From Profile			259
From Explore			4
From Other			18
Follows			0



<	Post In	sights	×
• 138	0	4	0
Interactions (D		
A	-	6 from this post	
Profile Visits			54
External link taps	3		10
Business Addres	s Taps		2
Discovery (i)			
, ©			
	Account	146 s reached ving macjournali	sm
	Account	s reached	sm 2,104
7% v	Account	s reached	
7% v Impressions	Account	s reached	2,104
7% v Impressions From Home	Account	s reached	2,104 1,747

Follows



<	Post	Insights	×
		7	
75	0	3	0
Interactions (Ð		
		64	
	Actions tak	en from this post	
Profile Visits			53
External link tap	s		11
Discovery (i)			
Discovery			
	1	,266	
	Accou	nts reached	
7% \	weren't foll	owing macjournalisr	n
Impressions			1,596
From Home			1,272
From Home From Profile			295
From Explore			295
From Explore			27
From Other			27

Follows

Static Social Posts - (click image to view post)



<	Post I	nsights	×
♥ 97	0	7 3	1
Interactions	1		
		44	
	Actions take	en from this post	
Profile Visits			36
External link tap	os		7
Business Addre	ess Taps		1
Discovery (
9%	Accour	, 370 nts reached owing macjournalisr	n
Impressions			1,713
From Home			1,300
From Profile			384
From Explore			1
From Other			28

Follows



<	Post	nsights	×
• 206	0	7 18	0
Interactions (i)			
Ac		130 en from this post	
Profile Visits			109
External link taps			18
Business Address	Taps		3
Discovery (i)			
7% we	Accou	,977 nts reached owing macjournal	ism
Impressions			2,517
From Home			2,097
From Profile			317
From Explore			6
From Other			97
Follows			0



< Post Insights	×
 ♥ ● ▼ 136 1 8 	1
Interactions (i)	
53 Actions taken from this post	
Profile Visits	37
External link taps	15
Business Address Taps	1
Discovery (i)	
1,543 Accounts reached 7% weren't following macjournali:	sm
Impressions	1,882
From Home	1,540
From Profile	297
From Explore	6
From Other	39



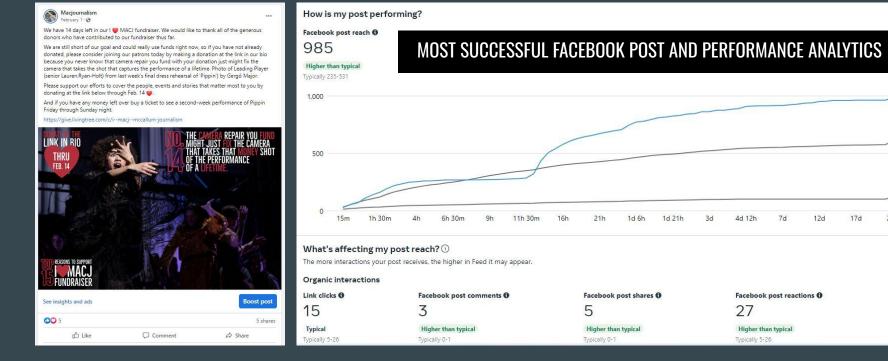
<	Post I	nsights	×
•		7	M
167	2	1	2
Interactions (i)			
		50	
Ac		en from this post	
Profile Visits			49
External link taps			1
Discovery (j)			
	1	998	
6% ше	Accour	330 nts reached owing macjournalisr	~
076 WB	ien ciono	wing macjournalisi	
Impressions			2,687
From Home			2,185
From Profile			475
From Explore			1
From Other			26
Follows			0

The Instagram campaign was bolstered by simultaneous campaigns on our Facebook and our Twitter platforms.



https://www.facebook.com/macjournalism/posts/pfbidOYhc72b9gRBxHnt5yAzyQe8BPmYAdDfWabNydLBtRoPPZgnUFi3TyYN63TWtus1HMI

The Instagram campaign was bolstered by simultaneous campaigns on our Facebook and our Twitter platforms.



https://www.facebook.com/macjournalism/posts/pfbid02P8viJ1xLoJfuvXoMFAGHKPEDxdcQeUtZtLJbWAdsYHdjZSV6y62dPiwxYKorsxznl

22d

Aggregate numbers for I 🗢 MacJ Facebook campaign

Macjournalism Petruary 14 · ⊗ Here we are. Today is the last day in our I ♥ MACJ fundraiser, and—thanks to the tremendous support of our donors—we're only \$793.23 away from making our fundraising goal of \$10,000. We set the bar high when we launched this drive, and from the bottom of our Valentine's Day hearts, we say THANK YOU to all of the quencous donors for helping us zerok that bar.	
If you have not already donated, plesse consider joining our patrons today by making a donation at the link below because nothing makes us happier than shaing your success stories with the whole community. Photo of seriority flew Makineg alring his marking pullists a kick in the brass to open up the Mac Band's title-winning final performance of 'Seeing Stars' at this year's Cap City Marking Festival by Morgan Fig. P.e. Please support our efforts to cover the MCCallum people, events and stories that matter most to you by donating at the link below through Feb. 14 \oplus . Who knows? Maybe your donation will be the one that puts us over our fundariaing goal.	LINK CLICKS
LINK TO DONATE https://give.livingtvee.com/c/lmacjmccallum-journalism	COMMENTS
FEB. 14 WITH THE WHOLE COMMUNITY.	SHARES
	REACTIONS
INGER REASONS TO SUPPORT	REACH

	TOTALS
LINK CLICKS	102
COMMENTS	14
SHARES	17
REACTIONS	115
REACH	4,530

Maciournalism February 15 - @

Final fundraising message: Thank you. We really needed the resources that this fundraiser will

provide, but beyond that, we cannot express emphatically enough how much your support of the program means to us.

And now back to our regularly scheduled programming.

Photo of Shield managing editors Lanie Sepehri and Francie Wilhelm preparing I 🤎 MacJ promotion materials on the first day of the funds drive by Leah Gordon.



The Instagram campaign was bolstered by simultaneous campaigns on our Facebook and our Twitter platforms.



11 1

0 4

1

1 253



https://twitter.com/macstudentmedia/status/1621358106243473408

246

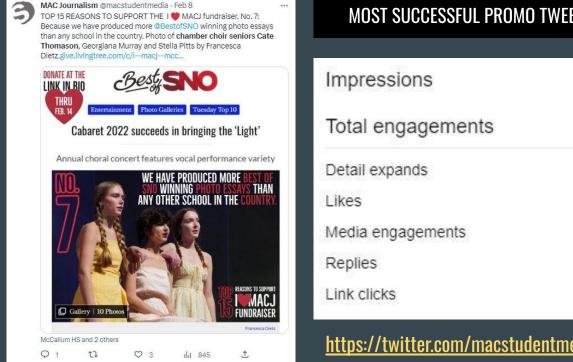
20

10

4

Λ

The Instagram campaign was bolstered by simultaneous campaigns on our Facebook and our Twitter platforms.



MOST SUCCESSFUL PROMO TWEET AND PERFORMANCE ANALYTICS

Impressions	837
Total engagements	15
Detail expands	8
Likes	3
Media engagements	2
Replies	1
Link clicks	1

https://twitter.com/macstudentmedia/status/1623558634084114432

Aggregate numbers for I 🎔 MacJ Twitter campaign

MAC Journalism @macstudentmedia TOP 15 REASONS TO SUPPORT THE I ♥ MACJ fundraiser. No. 2: We have posted to our Insta account every @McCallumHS school day for the past seven and a half years (including today), give.livingtree.com/c/i		TOTALS	TOP 15 REASON things happen t	udentmedia NS TO SUPPOF o those who si	upport the fun	ACJ fundraiser, I draiser, Photo of tball players Lily	f @uiltexas
macjmcc#AISDProud	LINK CLICKS	17	Sam Shreves an give.livingtree.c	nd Sonya Peter	sen by Francie	Wilhelm.	LINK IN BIO Thru
	ENGAGEMENTS	130		0.		IV (FEB. 14
	DETAIL EXPANDS	65	I	K			2
Austin ISD and 2 others	LIKES	22	EASING TO SUPPOR	and 3 others	NGS HAPP Port the	EN TO THOSI Fundraiser	
9:01 AM · Feb 13, 2023 · 190 Views	IMPRESSIONS	3,045	9:58 PM · Feb 9, 2		\heartsuit	Д	٤

No. 3

Our Instagram account was a crucial platform to disseminate our Student Press Freedom Week curriculum beyond individual social studies classrooms and beyond our campus to anyone who can access Instagram reels.

Our social media promotion expanded the reach of our Student Press Freedom Week teaching efforts

While our work to celebrate Student Press Freedom Day was primarily a hands-on effort on campus, the promotion of the event on social media proved to be some of the most valuable.

Because of scheduling, not all classes (and therefore not all students) were able to see presentation in their history classes. Utilizing social media brought some of the lesson to those students. In addition, parents, alums and other members of the community who follow MacJ got insight into the work being done on campus.

(continued on next slide)

Our social media promotion expanded the reach of our Student Press Freedom Week teaching efforts (contd.)

The Instagram campaign also diversified our social media platform by utilizing Reels that, in total, received over 30,000 views.

But most importantly, our work was re-shared by <u>Jostens</u>, our yearbook company, and <u>David Doerr</u>, the journalism adviser who leads New Voice Texas, which meant members of the greater scholastic journalism community were exposed to the New Voices movement from the work we were doing.

If even just one school or one student saw our work and joined the fight for a free and uncensored student press.

Campaign Totals (Static Posts)

Social Insights

Overview & Individual Post Activity

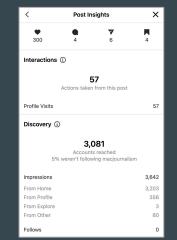
•	•	7	
1,439	13	52	13
Interactions	i		
	2	281	
		from this cam	paign
Profile Visits			281
Discovery (i)		
	13	,004	
		s reached	
Impressions			16,865

Static Posts – Daily *(click image to view post)*



<	Post Ir	nsights	×
• 109	• 1	2	2
Interactions (D		
,		36 n from this post	
Profile Visits			36
Discovery (j)			
7% \	Accoun	673 ts reached wing macjournal	sm
7% v	Accoun	ts reached	sm 2,072
	Accoun	ts reached	2,072 1,707
Impressions From Home From Profile	Accoun	ts reached	2,072 1,707 337
Impressions From Home From Profile From Explore	Accoun	ts reached	2,072 1,707 337 1
Impressions From Home From Profile	Accoun	ts reached	2,072 1,707 337







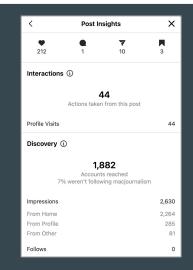
<	Post Ir	nsights	×
• 166	0	2	0
Interactions	1		
		29 n from this pos	
Profile Visits			29
Discovery 🤅)		
6%	Accoun	582 ts reached wing macjourna	lism
Impressions			1,938
From Home			1,625
From Profile			291
From Other			22
Follows			0

Static Posts – Daily *(click image to view post)*



<	Post I	nsights	×
♥ 377	5	7 10	1
Interactions (Ð		
		41 en from this post	
Profile Visits			41
Discovery (j			
3%	Accour	, 573 hts reached owing macjournalis	m
Impressions			3,496
From Home			3,215
From Profile			241
From Hashtags			3
From Other			35
Follows			0

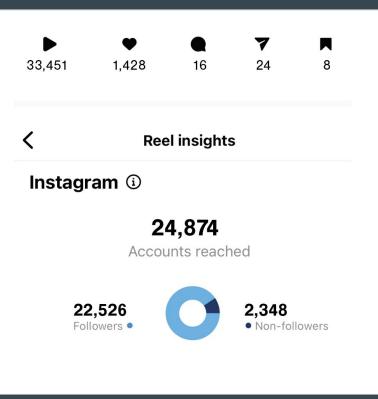


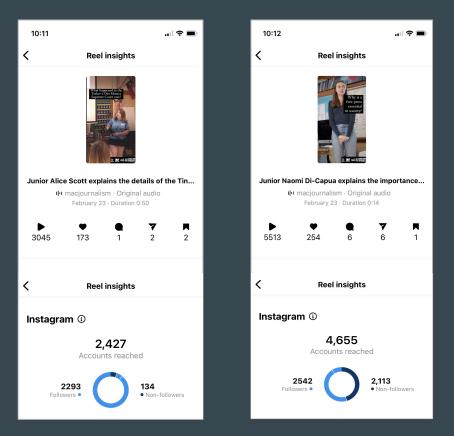


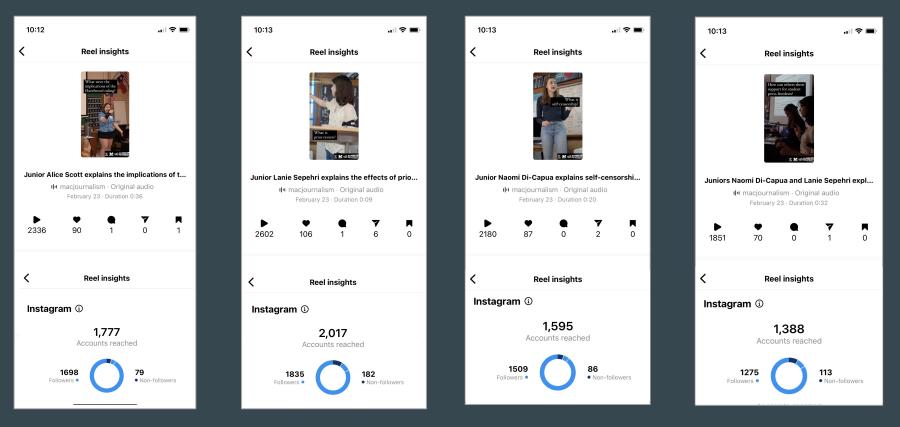


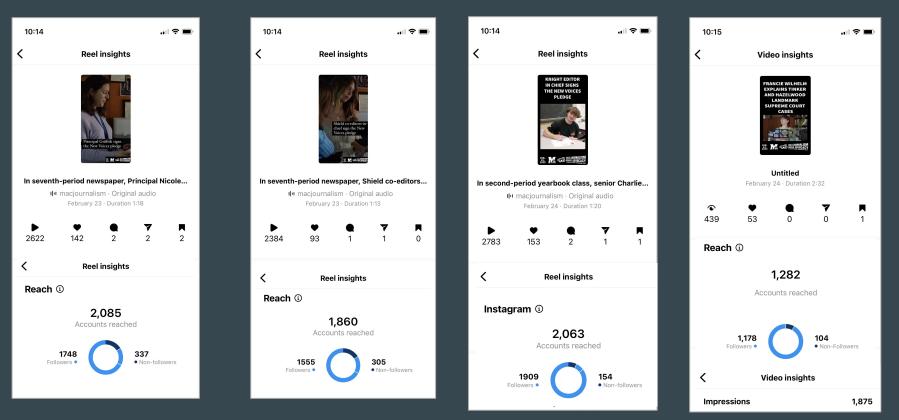
<	Post Insights X						
♥ 275	2	7 22	3				
Interactions (D						
,		74 In from this post					
Profile Visits			74				
Discovery ③							
2,213 Accounts reached 5% weren't following macjournalism							
Impressions			3,087				
From Home			2,752				
From Profile			257				
From Explore From Other			3 75				
From Other			75				
Follows			1				

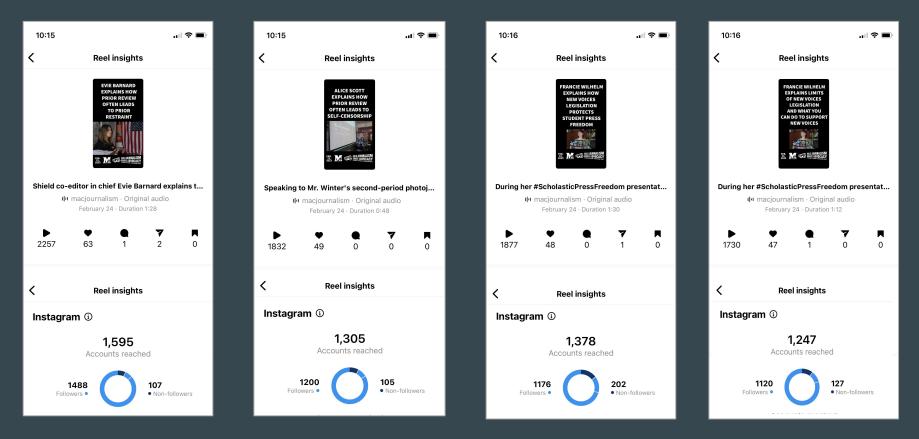
Campaign Totals (Reels)











While we explored news ways to use our social media accounts to promote important projects, we also continued to used it a promotion marketing tool in ways that have been successful in the past.

To promote yearbook sales and to communicate deadlines

Reach: 1,041 Story interactions: 6 Profile visits: 9 Link clicks: 107 April 18, 2023 April 18 3:59 PM

ATTENTION **MAC COMMUNITY!!**

> If you have not yet, please purchase your very own 2023 yearbook!







We have 80 copies left and they are going fast.

0 Activity

You have until: to purchase abook

More

Ο

To promote yearbook senior ad sales

Reach: 1,122 Story interactions: 3 Profile visits: 6 Shares: 3 Feb. 4, 2023



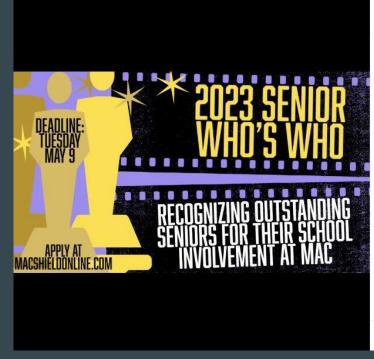
Act fast!!! The last day to buy seniors ads for the yearbook is February 9th!!

Ο

To communication info about yearbook photo days



To encourage participation in annual publication traditions



macjournalism McCallum High School

macjournalism The Shield staff is now accepting applications to determine the Class of 2023 Who's Who. The winners will be featured on our website. Who's Who recognizes the seniors who have been most involved in school activities during their careers at McCallum.

If you are a senior and would like to apply, please access the application at the link in our bio.

Applications are due Tuesday, May 9.

If you have been involved in multiple activities at Mac, please apply so that your service and hard work can be recognized in the 2023 Shield.

All of us at MacJournalism would like for the Who's Who list to reflect all of the wonderful programs at the school and the



Meet Who's Who in the Class of '23

...

Reach: 1,782 Likes: 92 Saves: 1 Comments: 0 April 13, 2023

https://www.instagram.com/p/Cq-1UJILY6L/

To encourage participation in surveys on the website

(The) Batman finally gets his dark victory

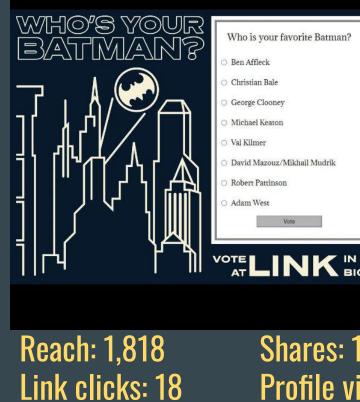
Reach: 883 Story interactions: 1 Profile visits: 34 Link clicks: 20 April 18, 2023



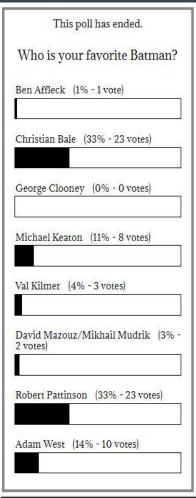
	This poll has ended.
W	ho is your favorite <mark>Batman</mark> ?
Ben	Affleck (1% - 1 vote)
Chr	istian Bale (33% - 23 votes)
Geo	orge Clooney (0% - 0 votes)
Mic	hael Keaton (11% - 8 votes)
Val	Kilmer (4% - 3 votes)
	id Mazouz/Mikhail Mudrik (3% tes)
Rob	ert Pattinson (33% - 23 votes)
Ada	m West (14% - 10 votes)
	- And Control of Co

To encourage participation in website surveys

(The) Batman finally gets his dark victory



macjournalism		terret.
Gotham City		
BUTCHER: You may I Marvel Cinematic Ur tomorrow in theater and elsewhere). In th actor to star as a Ma	M THE DARK KNIGHT TO GOP nave heard that the latest inst inverse, "Thor: Love and Thum s nationwide (you can see it t e movie, Christian Bale becor rvel supervillain after playing n the big screen (10 extra created	allment in the der" opens oday in Austin mes the second DC's signature
opposing a trio of A Natalie Portman and identified Bale's perf	big screen as Gorr the God B sgardian heroes played by Ch I Tessa Thompson. Several ear ormance as a main reason to t his villainous turn might me	nris Hemsworth, rly reviews have see the film
Given Bale's turn to View insights	the Marvel side and also to th	ne evil side, and
view insignts		boost post
$\bigcirc \bigcirc \bigcirc \blacksquare$		
Liked by camillava	ndegrift and 94 others	
O Add a comment		
	Comme	ents: <u>5</u>
		2022



To encourage participation in surveys on our Instagram account.

February 3 11:06 PM From Create Mode				February 3 11:03 PM From Create Mode			February 12 6:11 PM								
		(HOURS HA Ithout Pov				DID YOUR Yes No K's still out	POWER GO	DUT? 52% 40% 8%			WHO . Kansa	UPER BOV ARE YOU Is City Chi <mark>e</mark> Ielphia Eag	ROOTIN ^{fs}		
Activ		~ ⊅ Boost) Highlight	: More	Activity		∧ 7 Boost) Highlight	: More	Activ			, ∕7 Boost) Highlight	More
	111	Ο	<			111	0	<				C)	<	

Both staffs used stories to encourage students to submit pics.



October 3, 2022 12:06 PM From Create Mode

Hey Knights! Did you go on the Aquatic Science and Environmental Science field trip to Barton Springs University?



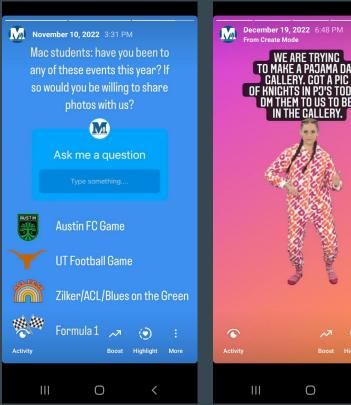
DM us your photos from the field trip for a chance to be featured in this year's yearbook!

Ο

6

Activity

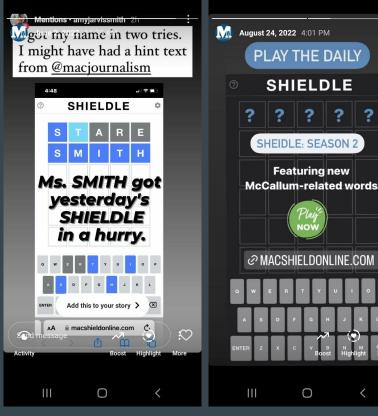




More

To promote our original campus-specific version of Worldle

Reach: 1,408 Shares: 1 Profile visits: 27 June 2, 2022



Reach: 1,127 Shares: 1 Profile visits: 63 External link taps: 3 Follows: 2 Aug. 24, 2023

APRIL 18



<u>https://www.instagram.com</u> <u>/p/CsZxTOxrBk_/</u> TESTING SCHEDULE **TESTING FRESHMEN** AND SOPHOMORES 9:05 a.m. - end of day **NON-TESTERS FIFTH PERIOD** 9:05 a.m. - 11:14 a.m. SIXTH PERIOD 11:21 a.m. - 1:30 p.m. LUNCH 1:30 p.m. - 2:15 p.m. SEVENTH PERIOD 2:21 p.m. - 3:25 p.m. **EIGHTH PERIOD** 3:31 p.m. - 4:35 p.m.

<u>https://www.instagram.com</u> /p/CrLbT1urChj/



https://www.instagram.com /p/Cov9QGru8w-/

(Va)

macjournalism

Edited , 43w

Photo by Francie Wilhelm.

macjournalism Volleyball season starts tomorrow with scrimmages in Bastrop for all four teams starting at 9 a.m. Here is the varsity schedule for August. We will have subvarsity schedules plus more volleyball coverage tomorrow on this feed.

...



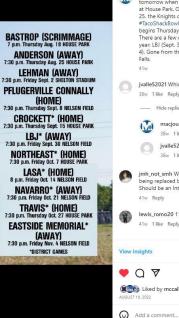


View insights	Воо
Q V AUGUST 5. 2022	
Add a comment	

Reach: 1,943 Likes: 192 Saves: 3 Shares: 4 Aug. 5, 2022

https://www.instagram.com/p/Cg5zkvrAT9F/





10

maciournalism

maciournalism The 2022 football season shifts into high gear tomorrow when the Knights host Bastrop in a 7 p.m. scrimmage at House Park. One week after the scrimmage, on Thursday Aug. 25, the Knights open the regular season with the 21st annual #TacoShackBowl against the Anderson Trojans. District play begins Thursday Sept. 15 when the Knights take on Crockett. There are a few district opponents that are different from last year: LBJ (Sept. 30), LASA (Oct. 14) and Eastside Memorial (Nov. 4). Gone from the district schedule are Liberty Hill and Marble

...

.

0

.

o

0

Boost post

jvalle52021 Which game is homecoming? 38w 1 like Reply

---- Hide replies

maciournalism @jvalle52021 Oct 7 vs. Northeast 38w 1 like Reply

jvalle52021 @macjournalism thank you!! 38w 1 like Reply

jmh_not_smh Woah, the 2 tough teams are leaving and are being replaced by the once tough team that is now split.... Should be an Interesting season

lewis romo20 11 and 0 baby 41w 1 like Reply

Liked by mccallumyball and 302 others

Reach: 3,028 Likes: 303 Saves: 35 Shares: 34 Aug. 18, 2022

https://www.instagram.com/p/ChY6eN3AAoR/



macjournalism and mccallumvball

macjournalism The volleyball teams have a busy month of September as they try to win the recalibrated District 24-5A. All four teams started off on the right foot by sweeping all four games against Northeast on Tuesday to start district play. The varsity, JV and freshman A teams will be the first to face LBJ in district play since the Jags returned to the district this season. Eastside is also a new district opponent this season. Gone from the district are Lockhart and Anderson, but all four teams have a big non-district rivalry game at home against the Trojans on Student Night, Sept. 27. The Knights face two more traditional rivals, LASA and Ann Richards, on the road on Sept 9 and Sept. 23 respectively.

Graphics by Naomi Di-Capua. File photos by Leah Gordon, Francie Wilhelm and Dave Winter.

Edited - 39w

View insights

 $\bigcirc \bigcirc \bigcirc \blacksquare$

Eiked by mccallumvball and 118 others



Post

Boost post

...

Reach: 1,355 Likes: 119 Saves: 3 Shares: 3 Sept. 1, 2022

https://www.instagram.com/p/Ch991hQLQWU/

IMPORTANT SENIOR DATES BACCALAUREATE GRADUATION SENIOR CARNIVAL **MAY 31** BENIOR BREAKFAST **MAY 24** P.M. **MAY 22** 2 P.M. :30 P.M. AT COVENANT 8 A.M BURGER DENTER GYMS/COURTYARD TALEP ARY

macjournalism

(Va)

macjournalism ATTN SENIORS: Please note these dates and times for upcoming graduation events. The Baccalaureate is 2 p.m. Sunday at Covenant Presbyterian Church (3003 Northland Drive). The senior breakfast is 8 a.m. Monday in the library. The senior carnival is 1:30 p.m. Wednesday in the gyms and courtyard outside the gyms. The seniors-only event theme is "Knight Circus" and will feature carnival rides, circus performers, fair food, gift-card giveaways, cash walk, cash winnings and a large prize giveaway. Graduation is 2 p.m. Wednesday May 31 at Burger Center.

...

0

Boost post

Photo by Gergó Major.

#Classof2023 #MACClassof2023 #Seniors #MACSeniors 2w violetcrownphotoworks

View insights

....

P Q 7

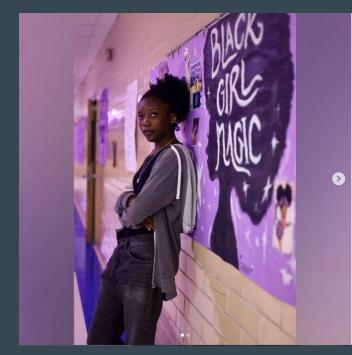
Liked by violetcrownphotoworks and 279 others

Add a comment...

Reach: 2,904 Likes: 280 Comments: 3 Shares: 11 May 18, 2023

https://www.instagram.com/p/CsaPjxhgTID/

To promote diversity, inclusion and equity on the campus



Macjournalism McCallum High School

> macjournalism Black Girl Magic contest winner senior Sahara Cumberbatch stands in front of the "Black Girl Magic" billboard in the central hallway. She received her award from Tonya Moore on March 6 for the submission of her piece, "Women of Light and Color."

...

Boost post

The contest was organized as part of the Black History Month event series at McCallum with the intention of highlighting Black female artists. Cumberbatch, won a coffee mug along with a \$25 gift card. Cumberbatch's winning submission was an art piece depicting a young Black woman empowered by her individuality.

"I entered this piece because the inspiration was my identity as a Black girl, and because of that, the parts of me that make me stand out physically for most of my classmates," she said.

Cumberbatch hopes her piece will inspire confidence in

View insights

0 4

Liked by violetcrownphotoworks and 429 others

Add a comment...

Reach: 2,240 Likes: 430 **Comments: 5** Shares: 4 March 8, 2023

https://www.instagram.com/p/CpjcTILrpla/

To promote diversity, inclusion and equity on the campus



https://www.instagram.com/p/Cq9bDzmrWe6/

Macjournalism McCallum High School

macjournalism A QUINCEANERA COMEBACK STORY: After four years without the annual McCallum Quinceañera, the tradition returned on Saturday night. The dance floor—located this time in the cafeteria—was once again filled with intricate dance moves, delicate dresses and all-around smiling faces. Over the few weeks leading up to the event, Spanish teacher and event coordinator Juana Gun gathered a group of girls yearning to experience an authentic quinceñera. Both the girls and their escorts had to learn a set of dances, as well as become proficient in the act of dancing in their dresses.

...

Boost post

For sophomore Mac Lopez, the experience gave her the quinceañera she never thought she would get to have.

"It's always been an event I've been interested in since I was a little girl," Lopez said. "I was always hearing about it from others and wanted to experience it for myself."

While the event was a major time commitment with practices at lunch, FIT and even after school, Lopez found the overall experience to be worth it

"I've always wanted to participate in something like this, especially after having an absolute blast at my friends" [quinceañeras]," Lopez said. "Just getting to get on the dance floor and dance, and having Ms. Gun come out and dance with us. It was very lovely overall."

The prep certainly was not for the faint of heart. The girls would

View insights

Liked by mccallumgirlssoccer and 706 others

Add a comment...

APRIL 12

Reach: 3,499 Likes: 707 **Comments: 12** Shares: 79 April 12, 2023

To promote diversity, inclusion and equity on the campus



https://www.instagram.com/p/Cqd8b3bvdWn/



macjournalism We wanted to take a moment to acknowledge that today is International Trans Day of Visibility and to express our support individually and collectively for trans students at McCallum and throughout @AustinISD and for trans people everywhere.

> In the latest post to the Shield Online, columnist Josie Bradsby writes, "Right now it's of the utmost importance that all of us support trans people and trans youth and keep fighting for their rights."

To read the rest of Josie's op-ed column, please click the link in our bio or visit macshieldonline.com.

ABOUT THE PHOTO: During Pride Week at McCallum last Wednesday, Spectrum members sponsored a "Color Your Pronouns" activity, where all students could wear a button or color a name badge to help normalize declaring pronouns in support of truns students.

According to Equality Texas. Republican lawmakers have filed 140 bills targeting LGBTQ+ Texans during the 88th legislative session. Among those measures is HB 1686, a proposed ban on transition-related care for trans Texans under 18. HB 1507, meanwhile, seeks to prohibit public school district sand charter schools from organizing or hosting programs "dedicated to celebrating or providing special instruction regarding a sexual preference."

The Database in the construction and a set of the Version December .

Boost post

...

Liked by nikncutt and 247 others

View insights

Add a comment...

0

11

D

Reach: 3,499 Likes: 707 **Comments: 12** Shares: 79 April 12, 2023

To let people know when we earn recognition





Add a comment...

Reach: 2,715 Likes: 430 Comments: 4 Shares: 62 April 5, 2023

https://www.instagram.com/p/CqrTS_eLYdE/

To share individual and staff accomplishments.



https://www.instagram.com/p/Ck517blL8VH

macjournalism Marriott St. Louis Grand Hotel

N

macjournalism Shield editors in chief Evie Barnard and Alice Scott represented MacJournalism this weekend at the National Scholastic Press Association/Journalism Education Association Fall National High School Journalism Convention in St. Louis.

...

Boost post

 \square

On Saturday, the @nationalstudentpress association announced its annual individual awards and its Pacemaker Award winners for print newspaper and broadcast program as well as Best of Show winners in staff and individual categories.

Barnard and Scott were on hand to learn of the MacJ winners as they were announced live at the convention, and they collected the awards to bring home to Austin.

Macl earned three first place individual awards. Scott earned one of them as the NSPA Broadcaster of the Year. The Shield staff captured first place in the Digital Story of the Year competition in the photo slideshow category for the November 2021 photo essay. "Standing up and walking out," about the day hundreds of McCallum students left class to support victims of sexual assault and to protest the school's handling of cases. Macl earned first place in the Best Use of Social Media competition in the social media reporting category. It is the fourth time in five years that Macl has taken home first in the nation in this category.

Class of 2022 graduate Lucy Marco, who was co-editor in chief of macshieldonline.com for two years, earned second place in the nation in the Digital Story of the Year competition in the blog category for her August 2021 blog, "Thinking inside the box."

View insights

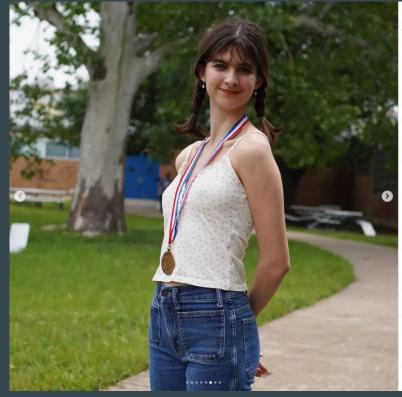
QQA

Liked by bluebrigadeboosters and 336 others NOVEMBER 13, 2022

Add a comment...

Reach: 2,319 Likes: 337 **Comments: 7** Shares: 5 Nov. 13, 2022

To share individual and staff accomplishments.



macjournalism

View insights

Add a comment...

macjournalism MACJ WINS REGION TITLE: The intrepid academicians that made up the McCallum UIL academic squad descended on Richmond, Texas, for the UIL SA Region III Academic Meet the same weekend that Taylor Swift played a set of sold-out shows at NRG Stadium in Houston, and since many of the Knight competitors took in both events, we thought we'd try to tell the story of McCallum's experience at the meet with Swifty lyric subheads just for fun.

...

"Nothing safe is worth the drive." – A few of the attendees had tickets for the Friday night concert at NRG. Those who didn't drove up on Saturday. The crew that rode the bus met at McCallum at 4:30 a.m. so the number sense team members could make their 8 a.m. competition on time.

"I thought the plane was going down. How'd you turn it right around? "The first good news for McCallum at the meet came in copy editing. Heading into the event was a bit intimidiating as many of the qualifiers from other regions entered the classroom with AP Style books that had been dissected, with tabs marking places where the contestants had studied up for the competition. Junior Ingrid Smith, who entered the arena with a clean AP Style Book, devoid of any tabs, did not get psyched out by the comparison. Instead, she placed in a three-way tie for second, a half-point outside of first. Thanks to winning the tiebreaker portion of the test, Smith placed second and became the first Knight to qualify for the UIL State Academic Meet since 2019.

"We broke the status quo." The next Knight to place in the competition came in current events where junior Teddy Ibsen

C Q V with the distance of the second secon

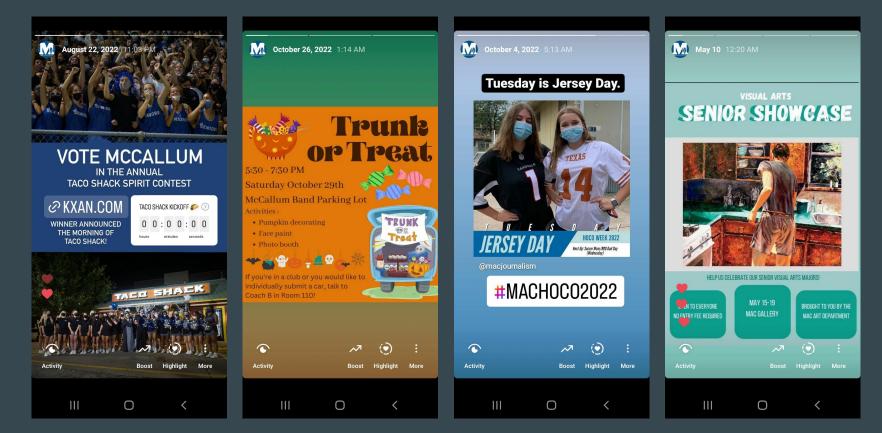
Boost post

 \square

Reach: 2,730 Likes: 483 **Comments: 4** Shares: 16 May 3, 2023

https://www.instagram.com/p/CrxMYmdg58l/

To build good will by providing useful info.





macjournalism and mccallumvball McCallum High School

macjournalism The freshman B volleyball team found another gear on Tuesday night, playing its best volleyball of the season to sweep the visiting Northeast Raiders, 25-11, 25-18, in the small gym.

The team's first victory of the season elicited a euphoric reaction from the team and its coach.

"Our positivity really helped us," co-captain Cami Villalobos told MacJournalism today. "Usually, our attitude is medium and last night, we played the sport the right way so we were in a good mood."

Playing the right way included big improvements in delivering serves, receiving serves and keeping plays alive.

"We laid all out for the ball and didn't let it drop as much,"

View insights

 $\bigcirc \bigcirc \land \blacksquare$

Liked by mccallumvball and 231 others

Add a comment...

Boost post

Reach: 1,977 Likes: 232 Comments: 2 Shares: 24 Aug. 31, 2022

https://www.instagram.com/p/Ch8dknLrUrL/



https://www.instagram.com/p/CrmqclbA7IQ/

macjournalism and macyouthdanceco McCallum High School

macjournalism DIRECTORS TAKE ON DANC. HOW, Last night the Mocalium Vouth Dance Company performed its studentdesigned show titled "Connection" in the MAC. The dancers had been working on the show for six weeks and had another two weeks of tech. The show had two seniors in charge of the production of the show, artistic director Ellie Collard and business director Tyler Mankinen.

Mankinen, who was in charge of organizing the logistics of the show, was very happy with the quality of the opening-night performance, especially when looking back on what they had to overcome.

"This performance is slightly different because every aspect is entirely student-run, which is amazing but also nerve-racking." Mankinen said. "I tried as hard as possible to be super prepared and communicate often with everyone in the production team."

The dance program had a relatively tight schedule for its show since preparations started in early February and choreography started in early March. They rehearsed primarily outside of class time and due to the time constraints and quick turnaround time. it was rewarding for the dancers to see the show come to fruition.

Collard, who was responsible for choosing a theme, said it was important to highlight how connected McCallum Dance feels and how she feels like she is part of a big family.

"I see dance as an art form where everyone feeds off of each other's energy and works together to create pieces that everyone can be proud of." Collard said. "Connection felt like a good theme because to me connection is my favorite aspect of dance and being a part of a team."



Reach: 2,768 Likes: 495 Comments: 4 Shares: 50 April 28, 2023



https://www.instagram.com/p/CiO2PUhM 2z/

macjournalism and macfootballboosters Connally High School

macjournalism FIRST FRESHMAN FEAT: The freshman orball team earned its first victory of the season on the road over the Connally Cougars.

The Cougars scored a touchdown to take an early lead; however, the Knights turned it around in the second quarter when Ethan Cauthern scored a touchdown to level the score.

"It felt great scoring," Cauthern said, "but what was better is seeing the motivation from the players after we scored."

After Cauthern scored the first touchdown of the season for the boys, Cooper Hensley scored on a 2-point conversion to put the Knights ahead, 8-6.

"There's no winning conversion without a touchdown, and there's no win without a conversion." Hensley said.

Just 34 seconds away from halftime, lightning struck (literal not figurative) and cut the game short. The freshman team won the weather-shortened game by a final score of 8-6.

Both freshman and JV teams were sent to the Connally weight room to wait out the rain. The players and coaches waited over an hour and a half before ultimately deciding to cut the second half of the freshman game and all of the JV one.

Next Wednesday, Sept. 14, the freshman Knights hope to double their winning streak and the JV Knights hope to start one when both teams face Crockett to begin the district season. The freshman will kick off at 6 p.m. and the JV team at 7:30 p.m..

Caption By Isley Cameron. Photos by Isley Cameron, Julia Copas and Sofia Thatcher.

Boost post

Liked by mccallumvball and 274 others SEPTEMBER 7, 2022

Add a comment...

Reach: 2,316 Likes: 275 **Comments: 3** Shares: 20 Sept. 7, 2022

macjournalism and macengineering McCallum High School

macjournalism BULLDING BIG. Students in the th-period Engineering Design and Problem solving course began constructing models of their buildings this week. The models are designed to resist earthquakes. Students spent time before examining possible solutions to research how an earthquake affects a building and defining customer needs. "Collecting accurate data is very important to the project because if our data is incorrect to could force you to completely restart from scratch," junior Owen Johns said. After students finish building their models, they will test and compare data to find the best solution. Reporting by Eh Doh Mo. Photos by Lindsay Kolerich and Rio Sotelo. 13w

View insights	Boost post
$\bigcirc \bigcirc \land \blacksquare$	
Liked by dadamson48 and 193 others MARCH 2	
O Add a comment	Post

Reach: 1,575 Likes: 194 Saves: 1 Shares: 7 March 2, 2023

https://www.instagram.com/p/CpTCX5VPqJG/





https://www.instagram.com/p/CiO2PUhM_2z/

macjournalism and bluebrigadeboosters McCallum High School

macjournalism IT'S SHOWTIME: On Wednesday evening Blue Brigade had their annual showcase before their contest, the first of which kicks off this morning in Seguin. The dancers performed four team dances, one ensemble dance, three officer dances, and a handful of solos and duets. The performance was to show parents and students how hard Blue Brigade has prepared this year for upcoming contests.

"I was excited to show off the hard work that the whole team has put into this season." junior lieutenant Sophie Leung-Lieu said."We have all been working really hard to put together and clean all four team dances, and I'm especially excited to be taking the whole team to two competitions."

Caption by Emerson Merritt.

#MACBlueBrigade @mhs_bluebrigade @bluebrigadeboosters 16w

bluebrigadeboosters Your shots are pretty awesome as well, MacJ! Thanks @winterworks.

16w 1 like Reply

amyjarvissmith The pictures are all so good. So much talent! 16w 1 like Reply

Boost post

QQA

View insights

Explicitly 11

Add a comment...

Reach: 2,285 Likes: 364 **Comments: 2** Shares: 10 Feb. 11, 2023



https://www.instagram.com/p/CqBpVIGv-Vy/

macjournalism and mccallumrobotics McCallum High School

> macjournalism WORLDS PARTY: Two of the McNallum robotics teams competed at the Region 4 robotics competition held in the Mac gym on the first Saturday of spring break. The tournament had its ups and downs with a successful run by the 8756S team who ended the qualification round with a 5-1 record and placed fifth out of 31 teams. Sadly the team's chance at a spot in the World Championship ended in the first round due to a radio malfunction.

The 8756G on the other hand placed fourth overall in the skills competition qualifying them for Worlds that will be held in Dallas in late April. Senior Paige Robinson, a member of the 8756G team says she is looking forward to competing at the next level.

"It was wonderful that we made it to Worlds, the highest competition level," Robinson said. "We are incredibly excited to be invited to Worlds ... but also intimidated."

Read the full story to learn more about the Knights regional competition and the road to Worlds at macshieldonline.com or click the link in our bio.

Boost post

Photos and caption by Lillian Gray. #vex @vex.robotics #vexrobotics

playerpusheen THE REAL ZANE WIGGINS!!!!!

View insights

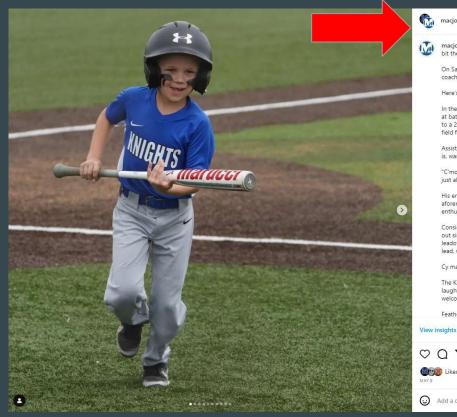
MARCH 20

10w

Q V
Liked by violetcrownphotoworks and 237 others

Add a comment...

Reach: 1,933 Likes: 238 Saves: 4 Shares: 8 March 20, 2023



macjournalism and macknightsbaseball

macjournalism McCallum bat boy, Cy Honeycutton ooks every bit the part of a future Knight varsity baseball player

On Saturday, he showed that he's also destined to be a great coach some day or perhaps a quick-witted baseball announcer.

Here's how we know.

In the top of the seventh inning on Saturday, Nico Sanchez was at bat with one out and McCallum trying to add some insurance to a 2-1 lead. (He would eventually lace a double that hit the leftfield fence on a hop).

Assistant principal Larry Featherstone, being the true Knight he is, wanted to offer Sanchez some encouragement.

"C'mon, Nico, let's get it started!" he shouted from the stands just above the Knight dugout.

His encouraging words drew a quick retort from the aforementioned Honeycutt, who replied in time and with enthusiastic confidence, "We already got it started."

Considering that Honeycutt was referring to Pablo Lopez's twoout single to tie the score at 1 in the sixth, and Nathan Nagy's leadoff home run to start the seventh and give the Knights the lead, we can say this.

Cy may be young, but he wasn't wrong.

The Knight faithful gathered on the first-base side erupted in laughter and applause that broke the tension and provided some welcome comic relief.

Featherstone joked that Honeycutt would have ISS on Monday

Boost post

 \square

Q
 Q
 V
 Liked by macknightsbaseball and 413 others

Add a comment...

Reach: 2,504 Likes: 414 **Comments: 8** Shares: 17 May 9, 2023

https://www.instagram.com/p/CiO2PUhM_2z/

MACJOURNALISM

NEXT UP: BI-DISTRICT PLAYOFFS AT PFLUGERVILLE THIS AFTERNOON

https://www.instagram.com/p/CroKd2grIKH/

macjournalism and mccallum.softball Noack Fields

macjournalism WHAT A BALLGAME: Trailing to Eastside Panthers 9-1 after two innings, the varsity softball team rallied to score 13 runs over the next three innings to claim a 14-11 lead after five innings.

The margin of victory was razor thin over the final two innings as the Panthers scored twice in the top of the six and the Knights answered with only one run in the bottom half.

Heading into the final inning trailing 15-13, the Panthers scored three runs to take a one run lead halfway through the final inning, but the Knights came back one more time, scoring four runs to turn a one-run deficit into a 19-16 victory..

The Knights and the Panthers have had a spirited rivalry this season. In their two prior meetings, the Knights defeated Eastside on March 24, avenging the Panthers' 20-6 win over the Knights on Feb. 24.

The Knights are mere minutes away from taking the field in Pflugerville in the opening round of the 5A state softball tournament. Coverage of that game to follow on this feed.

Boost post

Photos by Julia Copas.

mortl_walker Julia copas continues to carry Mac J 4w Reply

swensonjeanette 5w Renh

5.0

View insights

COV

Add a comment...

Liked by macknightsbaseball and 153 others 40R11 20

Reach: 1,520 Likes: 154 Comments: 2 Shares: 9 April 29, 2023

To amplify underrepresented voices by collaborating on posts



https://www.instagram.com/p/CqMpSRmsnMI

macjournalism and spectrum_at_mac McCallum High School

> macjournalism To celebrate the third day of @>> stinISD PRIDE Week on Wednesday. @spectrum_at_mac held a pronoun sticker event where people could come to pick up a pin at the front office or create their own sticker.

Junior and Spectrum leader Adrian Recar thinks that the event was important because of the importance of people's pronouns.

"Pronouns are important to most people, especially the transgender community because it's a reflection of who the person is and how they want to be referred to [and] it's important for PRIDE Week because gender identity is a part of pride too, just like sexuality."

Science teacher Jace Klein was one of the many people who visited this event. Klein is grateful that the school holds inclusive events like these.

"I love that we have a PRIDE Week on campus! I went to a rural high school where this never would have happened," Klein said. "It is nice to see that we are able to do this, especially in our current Texas political climate."

The Spectrum club holds its regular meetings every Tuesday during FIT in Ms. Wroblewski's room 128.

Caption by Gaby Esquivel. #AISDProud #AISDpride #aisdprideweek

10w

View insights

Boost post

Q ₹

Liked by dadamson48 and 171 others

Add a comment..

Reach: 1,628 Likes: 172 Saves: 1 Shares: 9 March 24, 2023

•••••



macjournalism The Alamo

macjournalism FALL FISTA DAY 1 RECAP: The MacJ crew at the @txaje Fall Fiesta attended a full day of sessions ranging from creating a staff manual to photo selection, from mirrofess cameras to bilingual journalism and making the transition from high school journalism to the collegiate and professional ranks. At his keynote speech before a packed ballroom in the Hyatt Regency Riverwalk, Austin journalist @tplohetski praised the role of civic journalists as essential seekers of the truths that serve the public's need to know. In the afternoon, Shield co-EIC Alice Scott competed in on-site feature writing while the rest of the crew attended an intensive session on feature writing taught by scholastic journalism is comed bavid Knight and Scott Winter. In the evening, the group enjoyed a walk through downtown. In between dinner and dessert, they posed for this photo to remember the Alamo.

Photo by a nice woman who was concerned about our failed efforts to take a worthy selfie.

Boost post

#TAJE #SeekShareShine22 #AISDProud #fallfiesta2022 #MACJSlays @ProfScottWinter Edited - 34w

dadamson48 Love!

mccallumvball

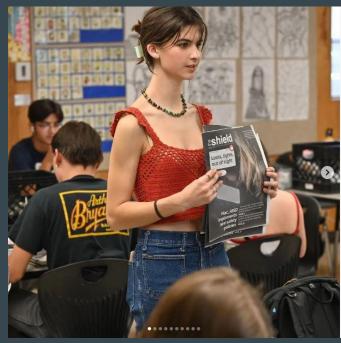
View insights

Add a comment...

CCTOBER 9, 2022

Reach: 2,467 Likes: 320 **Comments: 2** Shares: 2 Oct. 9, 2022

https://www.instagram.com/p/Cjfn9hxLlxu/



majournalism McCallum High School

110

majournalism Our first print issue of the school year was distributed on campus this afternoon during seventh period. The issue is full of school and local news, sports, fine arts and faculty profiles and opinion pieces on everything from ACL to summer reading and even the new campus security protocols. We even have an op-ed piece arguing in Spanish that Spanish language articles should be added to the Shield.

If you want to check the issue out but did not get a copy today, fret not. You can access a digital version of the print edition on our website, macshieldonline.com and keep an eye on your mailbox as an issue should be arriving there soon as well.

Photos by Esme Ostrow, Sophie Leung-Lieu and courtesy of Naomi Di-Capua.

#dayinthelifeatmac

View insights

Boost post

 \square

...

Q
 V
 Liked bymccallumvball and 594 others
 OCTOBER 13, 2022

Add a comment...

Reach: 3,216 Likes: 595 Comments: 8 Shares: 54 Oct. 13, 2022

https://www.instagram.com/p/Cjq3kQur95C/

maciournalism and austinisd cte Austin Convention Center

jenannwoo 🔴 🖰

it is!!! Go. Joio!!!

12w Reply View insights

> V 0

Add a comment...

MARCH 9

kmeyersscott Love this!! 12w Reply

Liked by violetcrownphotoworks and 263 others

12w Reply

No

macjournalism Thanks to our partnership with @PBS @StudentReportingLabs, MacJ was back at @sxswedu again on Wednesday. The day began with Shield co-EIC Alice Scott partnering with Pierce Martin from @raiderrumblermedia to interview children's author and Olympic figure-skating legend Kristi Yamaguchi. Later in the morning, Scott, senior Caroline Owen, sophomores Isley Cameron and Sofia Thatcher and freshman JoJo Barnard participated in a PBS SRL sharing session. In breakout sessions, MacJ's finest shared its work, everything from this feed, to our weekly Tuesday Top 10 photo essay, to our recent effort to publicize and educate Mac students about #StudentPressFreedom Week and the #NewVoices initiative. The day ended with a live recording of the award winning PBS SRL mental-health podcast, On Our Minds, featuring student hosts Ashley He and Tyler Pullum and lead podcast producer Briget Ganske. Edited - 12w

....

Reach: 2,096 Likes: 264 **Comments: 5** 0 Shares: 12 dadamson48 You all are so amazing. You make McCallum what m March 9, 2023



0



https://www.instagram.com/p/CpGmO7PLESb/

Macjournalism McCallum High School

> macjournalism Wearing black armbands to signify their participation in #StudentPressFreedom Week, Shield online comanaging editors Francie Wilhelm and Ingrid Smith and adviser Dave Winter share a victory hug moments after National Scholastic Press Association associate director Gary Lundgren announced at lunchtime Friday that the Shield was one of 24 Online Pacemaker Award finalists.

...

The 24 finalists have a chance to win an NSPA Online Pacemaker Award on April 24 during the awards ceremony at the JEA/NSPA Spring National High School Journalism Convention in San Francisco.

Wilhelm said she was proud and happy at the news because it was an indication that the daily hard work of co-editors Eliza Jensen, Smith and Wilhelm was paying off.

"The website is very much a labor of love, and I'd like to think that love is what gave the Shield the edge against some of those other publications," Wilhelm said. "I honestly think that if we keep doing what we're doing, then there's a good chance of us winning a Pacemaker this year."

While she is proud of the work the web team has done, she confessed to being on edge heading into the announcement.

"I was definitely nervous when they started listing out the schools," she said. "There's so many great news websites out there, and the competition is definitely tough."

View insights	Boost post
$\bigcirc \bigcirc \bigcirc \blacksquare$	
Liked by mccallumvball and 162 others FEBRUARY 25	
Add a comment	

Reach: 1,714 Likes: 163 **Comments: 3** Saves: 2 Feb. 25, 2023

To promote the photojournalism class

https://www.instagram.com/p/CkdVAAtsMOp/



.........

Macjournalism McCallum High School

> macjournalism Sixth-period digital media students celebrated their victory in the friendly digital media photo credit competition with a complimentary brunch of doughnuts and kolaches on Tuesday.

During the first grading period, sixth-period students earned a total of 180 credits on MacJ platforms to earn the free breakfast by a comfortable margin over their second- and third-period colleagues.

Their efforts to repeat this feat in the second grading period are not guaranteed. Their third-period peers have already surpassed 100 credits for the current grading period and currently lead the competition for the second grading period.

The resumption of a more normal school routine has made it possible for the photoj classes to make a significant contribution

View insights

Boost post

 $\bigcirc \bigcirc \bigcirc \land$

Liked by mccallumvball and 289 others

Add a comment...

PEOPLE GALLERY Reach: 2,246 Likes: 290 **Comments: 7** Shares: 18 Nov. 2, 2022

To promote our annual newspaper subscription drive



macjournalism

macjournalism Through the end of SEPTEMBER, you can buy a print subscription for yourself or make sure that a relative, friend or alum can stay informed about all things McCallum. If you have already been receiving issues of the Shield in the past, you can still support MacJournalism by treating your subscription purchase as a donation in support of the program.

Subscriptions are only \$25 and will ensure that you receive every 2022-2023 issue of The Shield and that we have funds to pay for technology upgrades, camera upkeep, contest fees and conference registrations.

To make your purchase:

 create a School Cash Online account (or access your existing account) at austinisd.schoolcashonline.com.
 click on the option, "McCallum 2022-2023 Shield newspaper subscription" and make your purchase.
 consult us your mailing address at dwird winter@austinisd.org

View insights

Boost post

...

 $\bigcirc \bigcirc \bigcirc \land$

https://www.instagram.com/p/CinKQ1KrVnd/

SEPTEMBER 17, 2022

Add a comment...

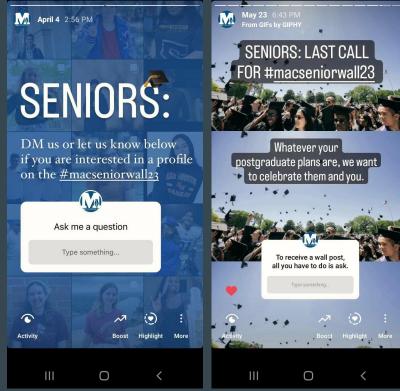
PROMO POST **Reach: 1,923** Likes: 139 Saves: 2 Shares: 3 Sept. 17, 2022

At the end of the year, we continued our #MACseniorwall social media promotion for the fourth straight year. We started the virtual wall in the fall of 2020 at the start of the pandemic as a substitute for the actual senior wall in the main hallway. The staff voted to continue the tradition even though we were in person. Every senior who requested on got a senior profile feature on the <u>#MACseniorwall23</u>.

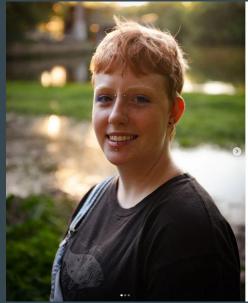


https://www.instagram.com/explore/tags/macseniorwall23/

Reach: 931 Shares: 7 Sticker taps: 44 April 4, 2023



Reach: 900 Shares: 1 Sticker taps: 13 May 23, 2023



macjournalism

macjournalism CAM/9ELL CHASES DREAMS AT OBERUM CONSERVATORY: When Z Campbell was 4, they fell in love with classical music... with a little help from 'Elino & the Orchestra.' In Elmo's World, violins could sound like bumblebees, and muppets could conduct musical masterpieces. Two yeas iter, Campbell's dream of playing the violin had withstood the test of toddler time. But when a strings studie insited that Campbell sit in on lessons, two for violin and one for viola, they realized viola was a better fit.

No viola was small enough for 6-year-old Campbell, so they put viola strings on a half-size violin.

"It was something about the viola sound," Campbell said, "It's a lot richer, and I just liked that lower sound better. So I chose viola and started on viola, which is kind of rare."

For the past 11 years, Campbell has fought through every life challenge with a viola in hand. Music is an outlet and a passion, but above all, it's an extension of their heart.

"Whatever's happening in my life, it's kind of avesome that I can choose to leave that behind and go into a space in the music that could be something totally different than what I'm dealing with in my life", campbel said. T can also tap into that If I'm playing a piece that I really resonate with, Like, II I'm going through a hard time and I'm playing some sad stuft, I can really, be a way to process those emotions and get them out in a healthy way."





(M) macjournalism

macjournalism Since senior Maddie Hello was 4, she wanted to be a hairdresser. Some of her favorite childhood memories consisted of going to the hair salon where her aunt worked.

....

"I would always get special treatment as a kid," Hello said. "I got my haircut with the adults."

Almost 14 years later, Hello spent her summer on the other side of the chair, working at a salon co-opened by her aunt. There, she gained experience as a hairdresser and followed closely in the footsteps of her relative.

"I had so much fun there, and it's something I would really want to do," Hello said. "Every client she has is a friend and if I have the opportunity to work with people that I love, I will take it."

This fall, Hello plans to attend Baldwin Beauty School to earn a certification in cosmetology. If other opportunities present themselves, however, Hello is willing to keep her options open, as start times vary at many different schools.

"I would follow whatever feels right and calls my name," Hello said.

Similar to her aunt, Hello plans to go through a trainee program before working professionally. From there, the possibilities are endless.

"I would like to maybe work in a big salon and then someday open my own," she said.

View insights	Boost post
$\bigcirc \bigcirc \frown \blacksquare$	
Liked by macknightsbaseball and 561 others	
Add a comment	

https://www.instagram.com/p/CsvGbDBgssx/

https://www.instagram.com/p/CrByxmLvwmY/

...



macjournalism

macjournalism Rhodes College jumped onto senior Jolie Gabriel's radar by surprise.

"I got an email that they were coming to Austin for interviews and I had a free day," Gabriel said. "So I was like, 'Why not?" Talking to the admissions lady made me realize how much the school was for me."

Gabriel was struck by Rhodes' personal approach to the admissions process.

"One of the first things they did that really stood out to me was write me handwriten letters," Gabriel said. "After my interview, I got a postcard that was personalized and spoke about the things we talked about in the interview, which I thought was one of the sweetest things ever."

The school's size and location will provide Gabriel with opportunities to forge lasting relationships and pursue internships.

"It's one of the few liberal arts schools in a big city [Memphis], and because of [that], they have a lot of connections with big companies," Gabriel said. "They are also a really small school of only 2000-ish and I really like the idea of tight-knit community like that."

Gabriel plans to study mathematics on the pre-med track, which is somewhat of an unusual combination.

View insights	Boost post
$\bigcirc \bigcirc \bigcirc \blacksquare$	
Liked by violetcrownphotoworks and 267 others	
G Add a comment	Post



(macjournalism

9:45-5-9

1.00.0

macjournalism in September, senior Olivia Ballard will be headed to Paul Mitchell The School to complete the school's 10-month program to become a licensed cosmetologist.

...

"I want to become a cosmetologist and hopefully have my own business one day," Ballard said.

Ballard has been interested in cosmetology since she was 13.

"I love everything beauty," Ballard said. "I've been learning how to do nails and makeup since I was 13 and it was always my passion so I want to go further in my beauty skills.

At Paul Mitchell The School Ballard hopes to expand her skills.

"I hope to learn how to braid, color mixing, acrylic nails, skincare and salon management," Ballard said.

She hopes to put those new skills to work toward building her own business.

"After I become a cosmetologist I want to have my own social media account or blog so I can start having my own clients who want their hair, nalis, or makeup done," Ballard said. "Once a few years pass and if a lot of people recommend me to start my own businese, III definitely be more than happy to."

Being able to start her career soon is what Ballard most looks forward to after graduating school.

	View insights	Boost post
	$\bigcirc \bigcirc \bigcirc \blacksquare$	
	Liked by violetcrownphotoworks and 305 others	
のため	G Add a comment	Post

https://www.instagram.com/p/CsH7ortLQYQ/

https://www.instagram.com/p/CrJDEFLL05F/



macjournalism

macjournalism You'd be hard pressed to find senior Oliver Harrington without a pair of drumsticks in his hands. As a four year band major and member of the Samba Knights and Knights of Steel, Harrington has fully immersed himself in the world of Mac percussion.

"Being a percussionist is really nice because you're kind of uniquely positioned in that you can participate in a bunch of different ensembles," Harington said. "Like I ma band major but I also have performed with the orchestra and the choir and musicals."

Harrington frequented the MacTheater pit this past year, first as a musician for the theater programs production of Pippin.

"The combination of band, choir, orchestra, theatre and tech theatre students all working towards one common goal is such a cool thing to be a part of," Harrington said. "And the level of talent throughout the entire cast, crew and orchestra was incredible."

Harrington returned in the spring as the conductor for Cows: The Moosical, where he led rehearsals and composed all while balancing rigorous academic coursework.

"It was one of the most stressful and rewarding experiences of my four years here at McCallum," Harrington said. "Would I do it again? Definitely not. But was I glad I did it? Absolutely."

Harrington hopes to take his multifaceted musical skills with him





a) macjournalism

macjournalism Orchestra major Thea Krische plans to continue her music career next year by getting a degree in music education at the Jacob's School of Music at Indiana University.

...

"I didn't realize until recently that it was the right school for me," Krische said. "I didn't know a lot about Indiana University until I started seriously considering music, but they've got a really famous music school. It's the biggest one in the country."

Krische currently plays the violin, but next year she will be expanding her musical knowledge by studying orchestral music. She'll be learning the violin, viola, cello, double bass and how to conduct, as well as how to teach music.

"I started playing the violin in sixth grade," Krische said. "That's actually one of the reasons I want to go into music education; it just did so much for me."

There was a time when Krische was unsure if music was the path she wanted to travel.

"When I was in middle school, I really wanted to go into music," Krische said. "But then I went into a period of doubt. I knew it wouldn't make a lot. But uitimately I realized that it's what I really love doing, and that's more important than making a lot of money."

Krische is overjoyed for the experiences that await her.

"I'm looking forward to [my future opportunities] a lot," Krische

ew insights	Boost post
O A	
Liked by violetcrownphotoworks and 234 others	
Add a comment	

https://www.instagram.com/p/Cst6AzCAnXq/

https://www.instagram.com/p/CsqtYl rFav/



macjournalism HOME IS WHERE THE HEADLINE IS: Planning a life for oneself after high school can be an uncertain, treacherous ordeal, but for Charlie Partheymuller, every step along his journey appeared to be a piece fitting into the puzzle of his future, a full picture slowly emerging as time went by, beginning with the discovery of his passion for athletics as a toddler.

"Sports have been a big part of my life as I've been a part of [a] team since I was four years old playing either soccer, baseball, basketball, football or running track." Partheymuller said, "I've met so many great people and some of my best memories involve me playing, watching or now covering sports."

It was also around this time that Partheymuller fell in love with his now-committed college, the University of Texas, a school that even as he grew remained unequaled in his eyes.

"For like the first six years of my life or so, I thought UT Austin was the only college in the world," Partheymuller said. "Both my parents went there and I've loved the school since day one. I definitely considered schools outside of Texas but nothing compared to UT well enough."

Partheymuller plans to further his journalistic career at UT following his four-year-long tenure with Maclournalism, first as a freshman in photojournalism class before climbing the ladder in his subsequent underclassman years, before finally taking up the mantle as editor-in-chief of The Knight as well as a staff member of The Shield as a senior, specializing in sports writing and reporting.





macjournalism

macjournalism Senior Caytie Brown's grandmother first inspired her love for the sciences.

> "Science has always been something that has my heart," Brown said. "I want to go into oncology because it has affected my family."

> As a result, Brown will be pursuing a major in Biochemistry and Math with a minor in vocal performance at Southwestern University next year.

From the start, Brown understood that Southwestern offered the welcoming environment she wanted.

"I loved the campus but everyone was so friendly from the getgo," Brown said. "I had an interview with the admissions counselor who was so sweet and so excited about the possibility of me going to Southwestern."

Just like science, music has grown into a constant for Brown.

"Music has always been something I don't want to live without, especially as choir major at McCallum," Brown said.

For Brown, despite the opportunities ahead, memories made at McCallum over her past four years will not be forgotten.

"UIL this year was a really memorable moment. We lost our director weeks before the competition with no music ready," Brown said, "Somehow we pulled it together and gained four

View insights Boost post OOV Liked by violetcrownphotoworks and 334 others Add a comment.

https://www.instagram.com/p/CsoXOGurFLw/ https://www.instagram.com/p/Cs6ZSMQLh7w/

What our analytics tells us about social media promotion

According to our Google Analytics report for <u>macshieldonline.com</u>, there were a total of 73,260 sessions on our website during the 2022-2023 school year. Interestingly that's a 29 percent increase over the number of sessions a year ago (56,842) and 162 percent increase from three years ago (27,926).

Of those 73,260 sessions, 19,383 (26.46 percent) were generated by a social media referral. The corresponding percentage a year ago was only 22 percent. Facebook referrals were most common (9,092, 46.01%), followed by Instagram (8,105, 41.81%) and Instagram stories (1,334, 6.88%). The total percentage acquired through Instagram (48.69%) was significantly higher than a year ago (16.57%). The percentage acquired via Facebook fell from last year's 79.99%. The percentage acquired through Twitter this year (772, 3.98%) was about the same as last year (406, 3.25%).

The upshot: Our social media promotion of stories improved a little, and our Instagram promotion of stories improved a lot.

Google Analytics shows that social media promotion works. 29% of users last year came to our website through social media.

Drimany Dimensiony Casial Naturaly Landing Daga Other -

Secondary dimension 💌 Sort Type: Default 💌			Q advanced 🖽 🕒 王 원 🕾 🎹
Social Network	Users 🗸 🗸	Users	Contribution to total: Users
	14,734 % of Total: 28.63% (51,458)	14,734 % of Total: 28.63% (51,458)	
1. E Facebook	7,551	50.27%	
2. Instagram	5,918	39.40%	8%
3. Instagram Stories	1,199	7. <mark>98</mark> %	50.3%
4. <mark>=</mark> Twitter	282	1.88%	39.4%
5. LinkedIn	54	0.36%	
6. 🔳 reddit	9	0.06%	
7. Pinterest	8	0.05%	
8. Snapchat	1	0.01%	

Our social media generated 26% of our website sessions last year.

Secondary dimension 🔻 Sort Type: Default 👻			🔍 advanced 🖽 🕕 \Xi 🔁 🤹 🌆
ocial Network	Sessions 🗸 🗸	Sessions	Contribution to total: Sessions
	19,383 % of Total: 26.46% (73,260)	19,383 % of Total: 26.46% (73,260)	
1. EFacebook	9,092	46.91%	
2. 📕 Instagram	8,105	41.81%	8.9%
3. 📕 Instagram Stories	1,334	6.88%	48.9%
4. 📮 Twitter	772	3.98%	41.8%
5. 🔳 LinkedIn	59	0.3 <mark>0</mark> %	
6. EPinterest	11	0.06%	
7. 🧧 reddit	9	0.05%	
8. 🧧 Snapchat	1	0.01%	

What our analytics tells us about our Facebook promotion

According to Facebook insights, over the past the 90 days (March-June) the median reach for a Facebook post was 350 if it contained an image and 400 if it contained a link. The post with the greatest reach connected with 5,645 users. Our top post for the year (a gallery of 10 images) reached 8,060 unique accounts. The post was a varsity basketball game story brief chronicling our school's first victory over rival LBJ in 11 years.

This is our Facebook post with the greatest reach: 8,060

Macjournalism Published by Instagram 💁 December 7, 2022 - 🚱

Published by histogram Croecember 1, 2022

For the first time in 11 years, the McCallum boys basketball team beat the LBJ Jaguars.

"We knew it would be a really tough game." freshman Ethan Plummer said, "We saw this as a district championship game, so we knew we had to be really competitive and have energy from the start."

And that's exactly what the team did. The Knights led at halftime, 38-18. ... See more



Reach: 8,060 **Reactions: 184** Likes: 21 Shares: 29 Dec. 7, 2022

https://www.facebook.com/macjournalism/p osts/pfbidOeh7SF1SVp6MHHZRXR1jQEhRCfibFeqkKxbBfcDjbjM P7v1H9UbvTdPNnHsz6wrMHI

What our analytics tells us about our Twitter promotion

According to our Twitter analytics page, over the 2022-2023 school year, we had nine Tweets exceed 2,000 impressions, and 22 that exceeded 1,000. The widest reach we achieved was 5,532 impressions for a Feb. 27 Tweet that teased our web story about a state court ruling that required parental consent for teens to obtain birth control. The Tweet included the illustration that was the feature image on the post and a retweet informing readers that the story has earned Best of SNO honors on our host anthology website.

This is our Tweet with the most impressions: 5,532



Congrats to senior opinion section co-editor Amaya Collier for her @BestofSNO-winning news story, "Texas teens face barriers following court ruling requiring parental consent to obtain birth control." You can read the story on our website at this link: macshieldonline.com/50422/news-2/t...



Best of SNO @BestofSNO · Feb 27 Congratulations to @macstudentmedial "Texas teens face barriers following court ruling requiring parental consent to obtain birth control" has just been published on Best of SNO! bestofsno.com/?p=60780

10:11 PM · Feb 27, 2023 · 5,532 Views

III View Tweet analytics

2 Retweets 2 Likes

Impressions: 5,532 **Engagements: 30 Detail expands: 18 Profile visits: 3** Feb. 27, 2023

https://twitter.com/macstudentmedia/stat us/1630420391029030914

What our analytics tells us about social media promotion

According to Instagram insights, the single Instagram post with the highest reach over the last year reached 6,188 unique accounts.

The post was a reel that featured highlights from a girls basketball victory over its top district rival. The post reached more than 2,000 more accounts than our top post from a year ago. That post, which reached 4,180 unique Instagram accounts, was a sports reel that offered a recap of our season-opening football victory over our biggest rival.

In 2022-2023, we had 541 posts that reached more than 2,000 unique accounts and 1,114 that reached 1,500. Those numbers surpass the same stats from the previous years when we had 506 posts that reached more than 2,000 unique accounts, and 937 posts that reached at least 1,500 unique Instagram accounts.

What our analytics tells us about social media promotion

	2021-22	2022-23
Posts that reached more than 2,000 unique accounts	506	541
Posts that reached more than 1,500 unique accounts	937	1,114

This is our Insta post with greatest reach: 6,188 unique accounts



macjournalism Drake, 21 Savage • Circo Loco

macjournalism The @macknightsbball team staged a late rally to defeat rival LBJ 46-40 at home Tuesday night. With the victory the Knights swept the season series against the Jags and improved their district record to a perfect 10-0. Here is a montage of some of the key plays that propelled the Knights to the signature win.

Video by Lillian Gray.

#txhshoops #KnightTime #txhsbasketball #txhsbball @var_atx Edited · 19w

shila_grace_gill YESSS LILLIAN GETT ITTT 🕲 😂 🤩 19w 1 like Reply

Boost pos

...

0

D 🛛

Liked by mccallumwrestling and 387 others

Add a comment...

Reach: 6,188 Likes: 388 **Comments:** 6 Shares: 32 Jan. 20, 2023

<u>https://www.instagram.com/p/Cnpz- x</u> <u>A861/</u>

All three of our social media platforms gained followers.

	June 24, 2022	June 1, 2023	Net gain
Facebook page likes	1,008	1,178	+170
Twitter followers	685	750	+65
Instagram followers	5,001	5,736	+735