

McCallum Journalism Austin, Texas



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](https://www.macshieldonline.com)



A&E

A perfect day in Austin

Native Austinite seeks
to create ideal 'Bat City' day

by Chloe Lewcock

[MACSHIELDONLINE.COM](https://www.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](https://www.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

[MACSHIELDONLINE.COM](https://www.macshieldonline.com)



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

[MACSHIELDONLINE.COM](https://www.macshieldonline.com)



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

[@austincouncilpta](https://www.austincouncilpta.org)

[MACSHIELDONLINE.COM](https://www.macshieldonline.com)

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 (<https://www.instagram.com/macjournalism/>)

macjournalism ▾ ● ⊕ ☰



7,646 Posts 5,585 Followers 929 Following


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

Professional dashboard
15K accounts reached in the last 30 days.

Edit profile Contact

Opinion A&E Tuesday Top 10 Throwback Thursday

macjournalism ▾ ● ⊕ ☰



7,646 Posts 5,585 Followers 929 Following


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

Professional dashboard
15K accounts reached in the last 30 days.

Edit profile Contact

News Sports Podcasts People

macjournalism ▾ ● ⊕ ☰



7,646 Posts 5,585 Followers 929 Following

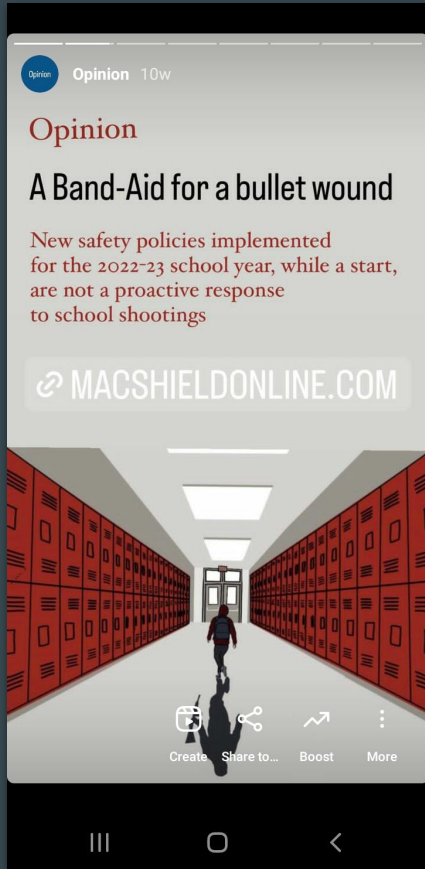
McCallum Journalism
Digital creator
Official Instagram account of the Shield and the Knight. Tag your posts with #dayinthelifeatmac for a chance to be featured online... more
give.livingtree.com/c/i--macj--mccallum-journalis...
5600 Sunshine Drive, Austin, Texas 78756

Professional dashboard
15K accounts reached in the last 30 days.

Edit profile Contact

El Escudo LivingTree Movie Mayhem PINK WEEK 2...

On our profile page, we archive Insta stories teasing our web content by section.



1) OPINION STORY TEASE

See our archive of opinion section story promotions here:

<https://www.instagram.com/stories/highlights/17867283566750613/>

See our editorial, "A Band-Aid for a bullet wound," here:

<https://macshieldonline.com/48316/opinion/a-band-aid-for-a-bullet-wound/>



2) A&E STORY TEASE

See our archive of A&E section story promotions here:

<https://www.instagram.com/stories/highlights/17952803414306812/>

See our feature story, “Sweet treats that hit the spot,” here:

<https://macshieldonline.com/49251/entertainment/sweet-treats-that-hit-the-spot/>



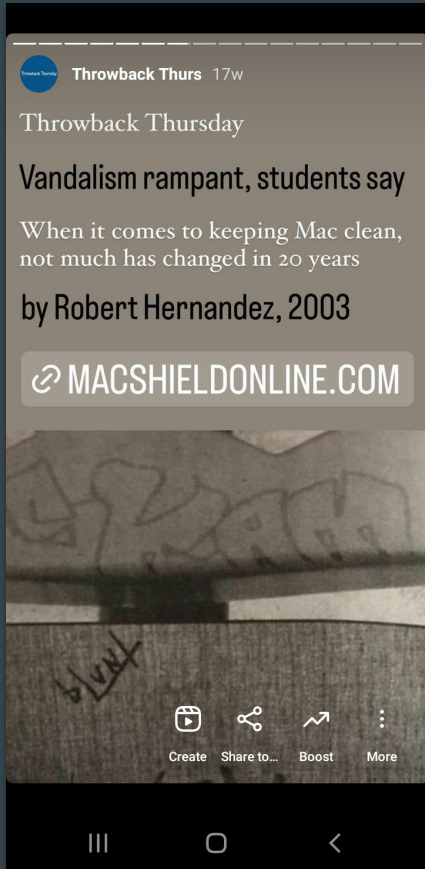
3) PHOTO ESSAY TEASE

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-brings-mix-of-young-veteran-teachers/>



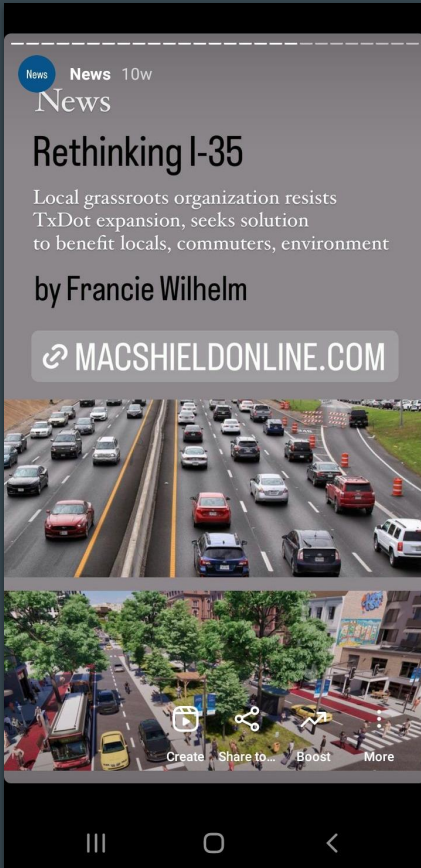
4) THROWBACK THURSDAY TEASE

See our archive of Throwback Thursday promotions here:

<https://www.instagram.com/stories/highlights/17941832591473842/>

See our 2003 Throwback Thursday story, “Vandalism rampant, students say,” here:

<https://macshieldonline.com/47101/news-2/throwback-thursday-vandalism-rampant-students-say/>



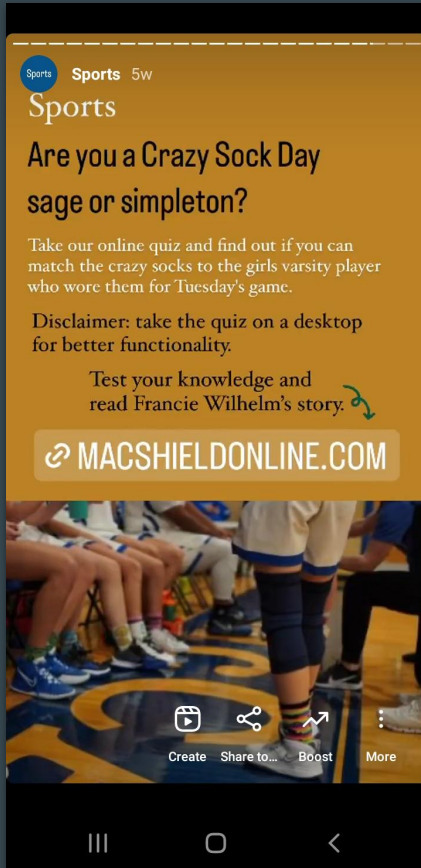
5) NEWS STORY TEASE

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/>



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:

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



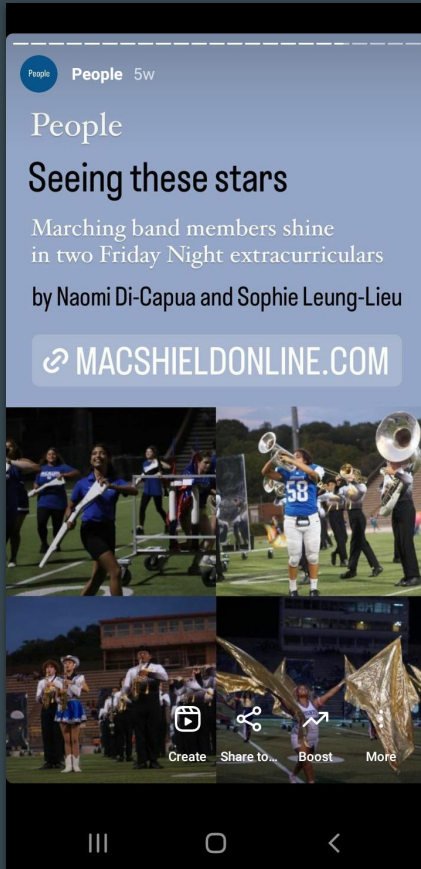
7) PODCAST TEASE

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:

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



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/>



9) EL ESCUDO STORY TEASE

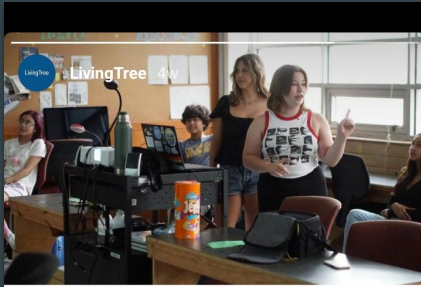
El Escudo (The Shield in Spanish) is our recurring series of Spanish-language articles. We post them in Spanish (and in English) and categorize them as El Escudo articles and by the traditional section in which they belong.

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!



 [GIVE.LIVINGTREE.COM](https://www.give.livingtree.com)



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:

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

Reach: 1,006

Story interactions: 14

Link clicks: 47

Total number of views: 103

April 3, 2023



MOST EFFECTIVE OPINION STORY TEASE

STORY LINK:

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

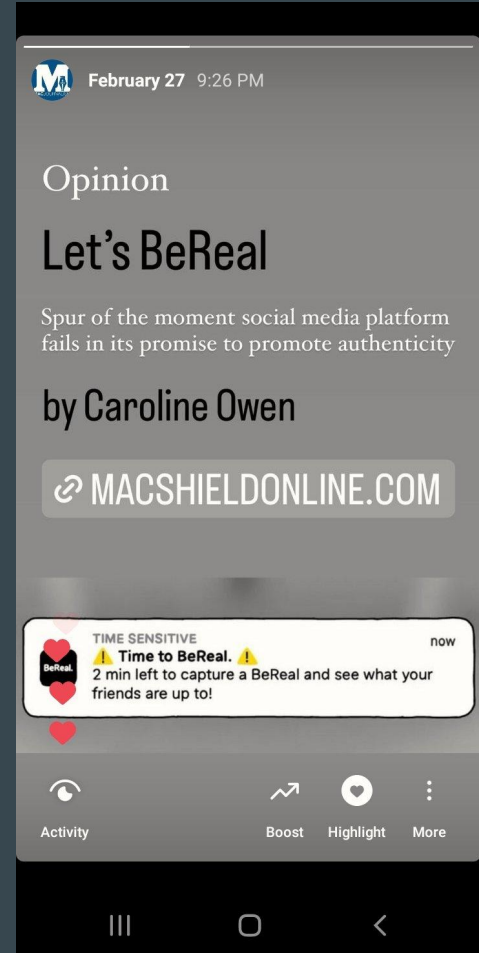
Reach: 987

Story interactions: 0

Link clicks: 60

Total number of views: 112

Feb. 27, 2023



EXAMPLE OF EFFECTIVE PHOTO STORY TEASE

STORY LINK:

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

Reach: 1,173

Story interactions: 1

Link clicks: 118

Total number of views: 270

April 26, 2023



EXAMPLE OF EFFECTIVE PEOPLE STORY TEASE

STORY LINK:

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

Reach: 1,294

Story interactions: 3

Link clicks: 103

Total number of views: 541

June 1, 2023



EXAMPLE OF EFFECTIVE NEWS STORY TEASE

STORY LINK:

<https://macshieldonline.com/51739/news-2/student-injured-in-hit-and-run-family-seeks-answers/>

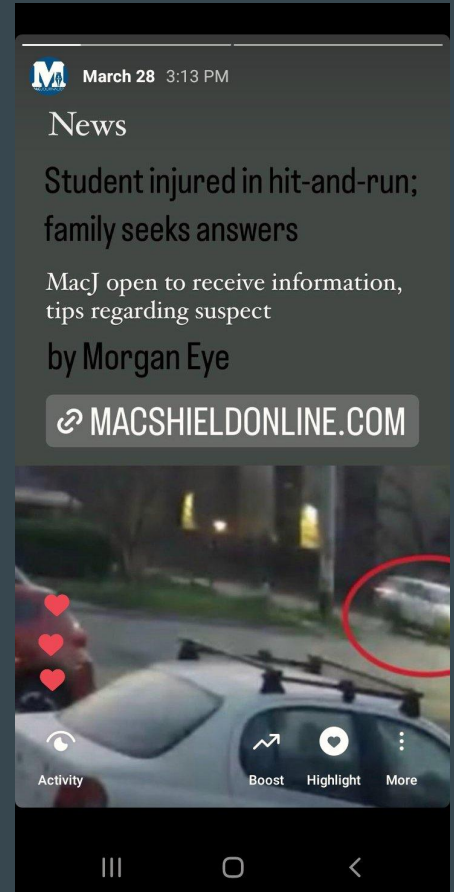
Reach: 1,180

Story interactions: 18

Link clicks: 210

Total number of views: 383

March 28, 2023



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.

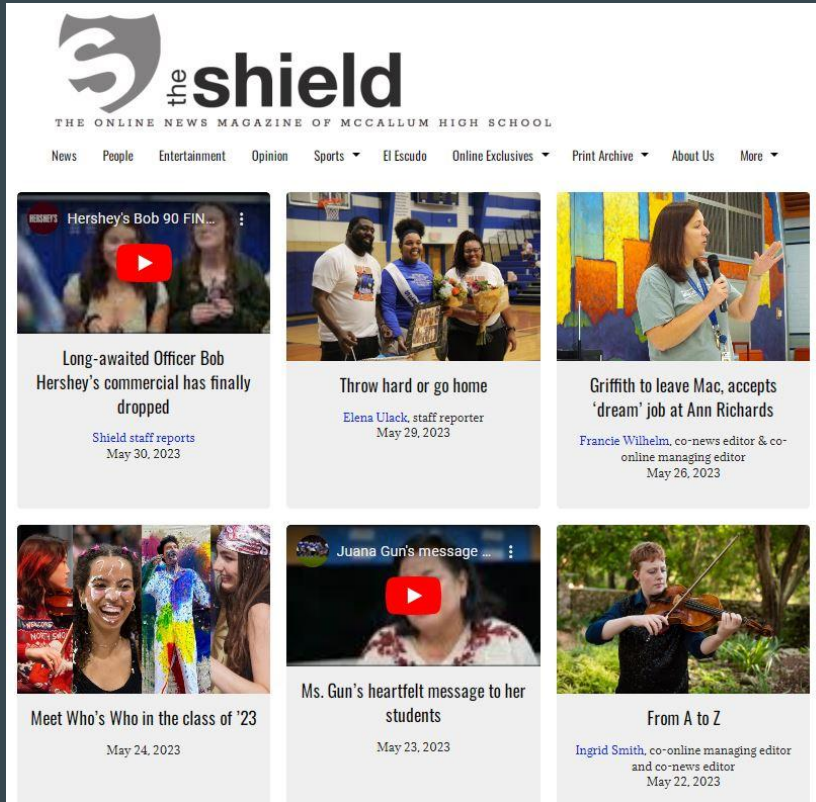
Why our old way was not good.

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.

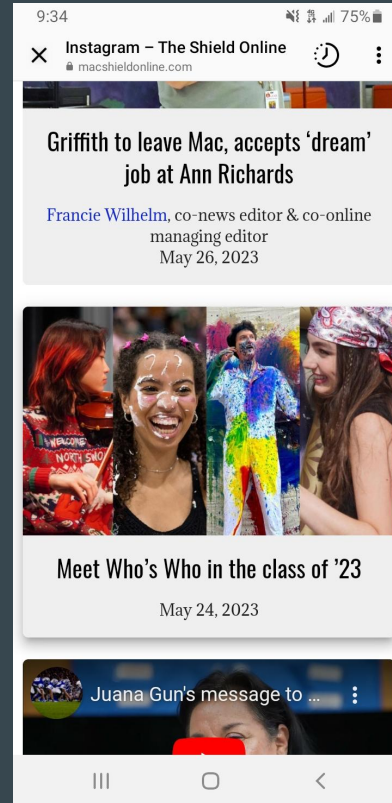
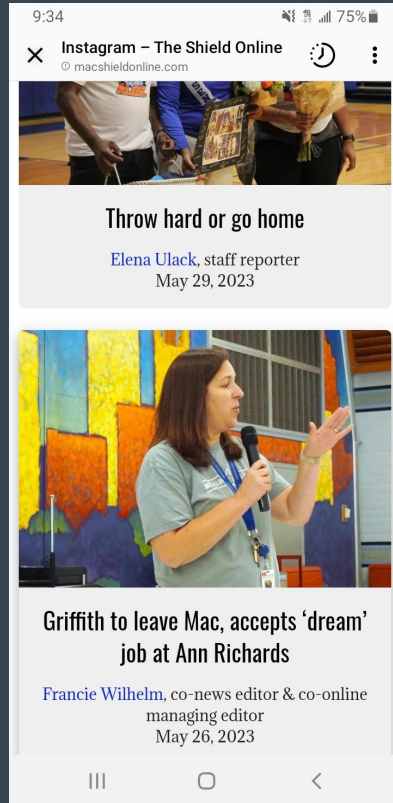
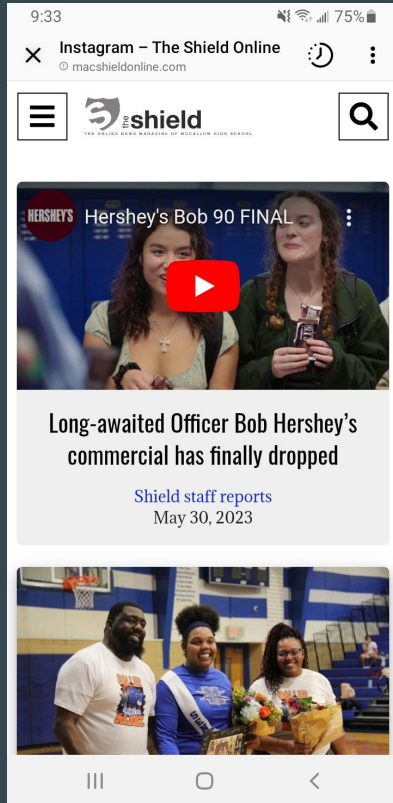
Here's what the it looks like on the website on a computer.



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/>


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



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.

Gross Total Fund ↗

\$10,069.41

Average Donation ↻

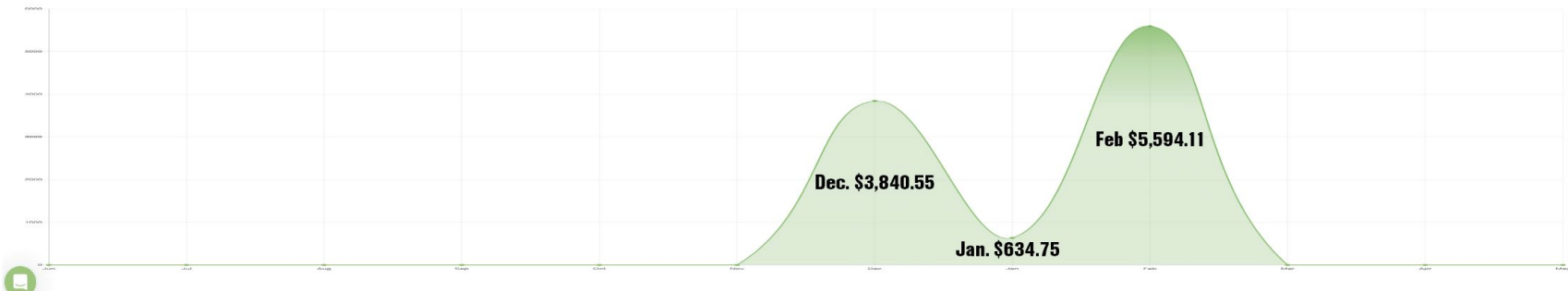
\$92.38

Total Donors ↕

104

Your School Year at a Glance 2022-2023

Present School Year ▼



(click graph to visit fundraiser website)

I ❤️ MacJ Social Insights

Overview & Individual Post Activity

Campaign Totals



2,514



12



77



17

Interactions ⓘ

1,270

Actions taken from this campaign

Profile Visits 1,005

External link taps 245

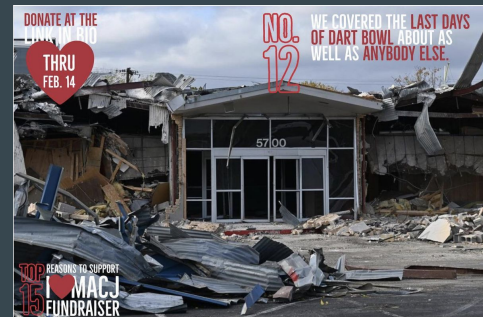
Discovery ⓘ

28,893

Accounts reached

Impressions 21,387

Static Social Posts - (click image to view post)



Post Insights	
239	3
5	1
Interactions	
109	
Actions taken from this post	
Profile Visits	84
External link taps	22
Business Address Taps	3
Discovery	
2,831	
Accounts reached	
8% weren't following macjournalism	
Impressions	3,446
From Home	2,833
From Profile	572
From Explore	1
From Other	40
Follows	0

Post Insights	
116	0
3	3
Interactions	
114	
Actions taken from this post	
Profile Visits	103
External link taps	10
Business Address Taps	1
Discovery	
1,818	
Accounts reached	
8% weren't following macjournalism	
Impressions	2,272
From Home	1,697
From Profile	534
From Location	1
From Other	40
Follows	0

Post Insights	
246	2
12	2
Interactions	
120	
Actions taken from this post	
Profile Visits	91
External link taps	27
Business Address Taps	2
Discovery	
2,207	
Accounts reached	
5% weren't following macjournalism	
Impressions	2,670
From Home	2,322
From Profile	309
From Explore	2
From Other	37
Follows	0

Post Insights	
229	1
3	2
Interactions	
126	
Actions taken from this post	
Profile Visits	92
External link taps	33
Business Address Taps	1
Discovery	
2,976	
Accounts reached	
3% weren't following macjournalism	
Impressions	3,535
From Home	3,259
From Profile	239
From Explore	3
From Other	33
Follows	0

Static Social Posts - (click image to view post)



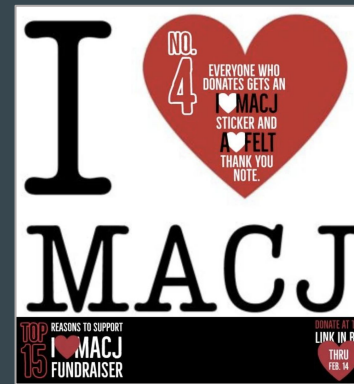
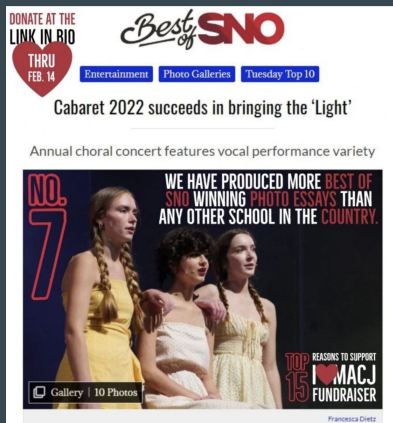
Post Insights	
149	2
1	2
Interactions	
62	
Actions taken from this post	
Profile Visits	38
External link taps	19
Business Address Taps	5
Discovery	
2,360	
Accounts reached	
6% weren't following macjournalism	
Impressions	3,004
From Home	2,486
From Profile	496
From Explore	1
From Other	21
Follows	0

Post Insights	
155	0
1	1
Interactions	
51	
Actions taken from this post	
Profile Visits	37
External link taps	14
Discovery	
2,063	
Accounts reached	
5% weren't following macjournalism	
Impressions	2,545
From Home	2,155
From Profile	361
From Explore	1
From Other	28
Follows	0

Post Insights	
80	0
1	1
Interactions	
43	
Actions taken from this post	
Profile Visits	28
External link taps	15
Discovery	
1,560	
Accounts reached	
6% weren't following macjournalism	
Impressions	2,001
From Home	1,647
From Profile	332
From Other	22
Follows	0

Post Insights	
193	1
4	0
Interactions	
114	
Actions taken from this post	
Profile Visits	101
External link taps	13
Discovery	
2,689	
Accounts reached	
5% weren't following macjournalism	
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)



Post Insights	
137	0
9	0
Interactions 42 Actions taken from this post	
Profile Visits	33
External link taps	9
Discovery 1,707 Accounts reached 5% weren't following macjournalism	
Impressions	2,099
From Home	1,788
From Profile	274
From Explore	4
From Other	32
Follows	0

Post Insights	
151	0
1	1
Interactions 82 Actions taken from this post	
Profile Visits	60
External link taps	21
Business Address Taps	1
Discovery 1,862 Accounts reached 5% weren't following macjournalism	
Impressions	2,261
From Home	1,980
From Profile	259
From Explore	4
From Other	18
Follows	0

Post Insights	
138	0
4	0
Interactions 66 Actions taken from this post	
Profile Visits	54
External link taps	10
Business Address Taps	2
Discovery 1,446 Accounts reached 7% weren't following macjournalism	
Impressions	2,104
From Home	1,747
From Profile	308
From Explore	1
From Other	48
Follows	1

Post Insights	
75	0
3	0
Interactions 64 Actions taken from this post	
Profile Visits	53
External link taps	11
Discovery 1,266 Accounts reached 7% weren't following macjournalism	
Impressions	1,596
From Home	1,272
From Profile	295
From Explore	2
From Other	27
Follows	0

Static Social Posts - (click image to view post)



Post Insights	
97	0
3	1
Interactions 44	
Actions taken from this post	
Profile Visits	36
External link taps	7
Business Address Taps	1
Discovery 1,370	
Accounts reached	
9% weren't following macjournalism	
Impressions	1,713
From Home	1,300
From Profile	384
From Explore	1
From Other	28
Follows	0

Post Insights	
206	0
18	0
Interactions 130	
Actions taken from this post	
Profile Visits	109
External link taps	18
Business Address Taps	3
Discovery 1,977	
Accounts reached	
7% weren't following macjournalism	
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 53	
Actions taken from this post	
Profile Visits	37
External link taps	15
Business Address Taps	1
Discovery 1,543	
Accounts reached	
7% weren't following macjournalism	
Impressions	1,882
From Home	1,540
From Profile	297
From Explore	6
From Other	39
Follows	0

Post Insights	
167	2
1	2
Interactions 50	
Actions taken from this post	
Profile Visits	49
External link taps	1
Discovery 1,998	
Accounts reached	
6% weren't following macjournalism	
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.



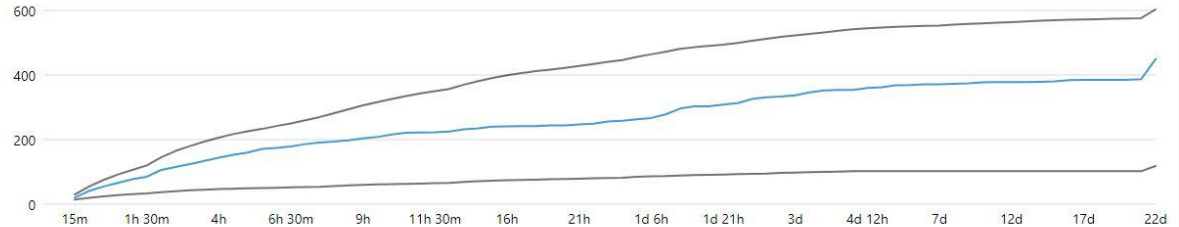
How is my post performing?

Facebook post reach ⓘ

449

Typical

Typically 235-531



What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Link clicks ⓘ

12

Typical

Typically 5-26

Facebook post comments ⓘ

1

Typical

Typically 0-1

Facebook post shares ⓘ

2

Higher than typical

Typically 0-1

Facebook post reactions ⓘ

6

Typical

Typically 5-26

<https://www.facebook.com/macjournalism/posts/pfbid0Yhc72b9qRBxHnt5vAzyQe8BPmYAdDfWabNvdLbtRoPPZgnUFi3TyYN63TWtus1HMI>

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

MacJournalism
February 1 · 🌐

We have 14 days left in our I ❤️ MACJ fundraiser. We would like to thank all of the generous donors who have contributed to our fundraiser thus far.

We are still short of our goal and could really use funds right now, so if you have not already donated, please consider joining our patrons today by making a donation at the link in our bio because you never know: that camera repair you fund with your donation just might fix the camera that takes the shot that captures the performance of a lifetime. Photo of Leading Player (senior Lauren-Ryan-Holt) from last week's final dress rehearsal of Pippin by Gergő Major.

Please support our efforts to cover the people, events and stories that matter most to you by donating at the link below through Feb. 14.

And if you have any money left over buy a ticket to see a second-week performance of Pippin Friday through Sunday night.

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

See insights and ads Boost post

👍❤️ 5 5 shares

👍 Like 💬 Comment ➦ Share

How is my post performing?

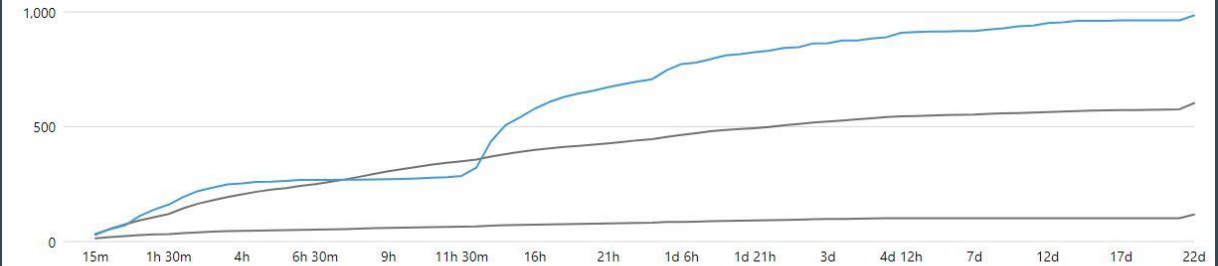
Facebook post reach 🌐

985

Higher than typical

Typically 235-531

MOST SUCCESSFUL FACEBOOK POST AND PERFORMANCE ANALYTICS



What's affecting my post reach? 🌐

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Link clicks 🌐

15

Typical

Typically 5-26

Facebook post comments 🌐

3

Higher than typical

Typically 0-1

Facebook post shares 🌐

5

Higher than typical

Typically 0-1

Facebook post reactions 🌐

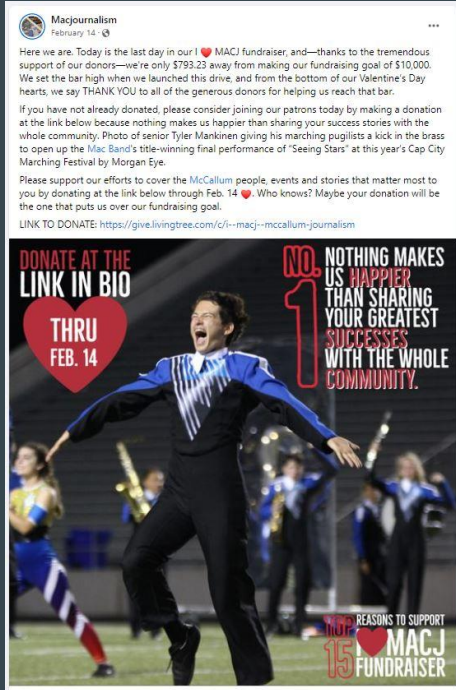
27

Higher than typical

Typically 5-26

<https://www.facebook.com/macjournalism/posts/pfbid02P8viJ1xLoJfuvXoMFAGHKPEDxdcQeUtZtLJbWAdsYHdjZSV6v62dPiwxYKorsxznI>

Aggregate numbers for I ♥ MacJ Facebook campaign



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



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

 **MAC Journalism** @macstudentmedia · Feb 2

TOP 15 REASONS TO SUPPORT THE I ❤️ MACJ fundraiser. No. 13: We are the No. 1 social scholastic journalism reporting social media account in the nation for four of the last five years. Photo of social media managing editors Naomi Di-Capua and Morgan Eye. give.livingtree.com/c/i--macj--mcc...



McCallum HS and 2 others


  1  4  253 

SAMPLE PROMO TWEET AND PERFORMANCE ANALYTICS

Impressions	246
Total engagements	20
Detail expands	10
Likes	4
Link clicks	4
Retweets	1
Media engagements	1

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

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

 **MAC Journalism** @macstudentmedia · Feb 8


TOP 15 REASONS TO SUPPORT THE I ❤️ MACJ fundraiser. No. 7: Because we have produced more @BestofSNO winning photo essays than any school in the country. Photo of chamber choir seniors Cate Thomason, Georgiana Murray and Stella Pitts by Francesca Dietz. give.livingtree.com/c/i--macj--mcc...

DONATE AT THE LINK IN BIO
THRU FEB. 14

Entertainment Photo Galleries Tuesday Top 10

Cabaret 2022 succeeds in bringing the 'Light'

Annual choral concert features vocal performance variety



Francesca Dietz

McCallum HS and 2 others

1 3 845

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



	TOTALS
LINK CLICKS	17
ENGAGEMENTS	130
DETAIL EXPANDS	65
LIKES	22
IMPRESSIONS	3,045



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 [Jostens](#), our yearbook company, and [David Doerr](#), 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.

Student Press Freedom Week Social Insights

Overview & Individual Post Activity

Campaign Totals (Static Posts)



1,439



13



52



13

Interactions ⓘ

281

Actions taken from this campaign

Profile Visits

281

Discovery ⓘ

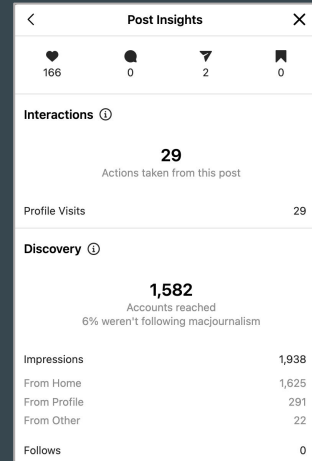
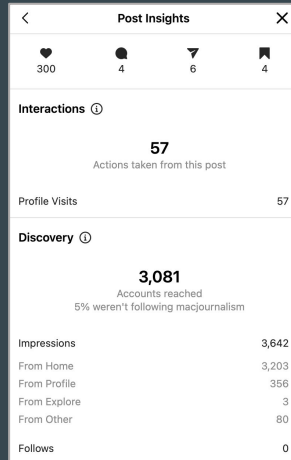
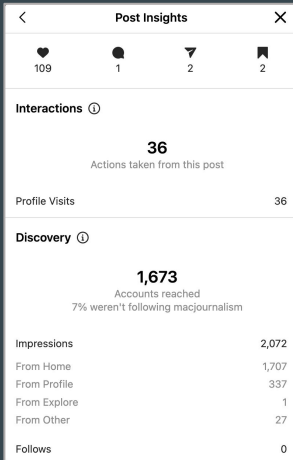
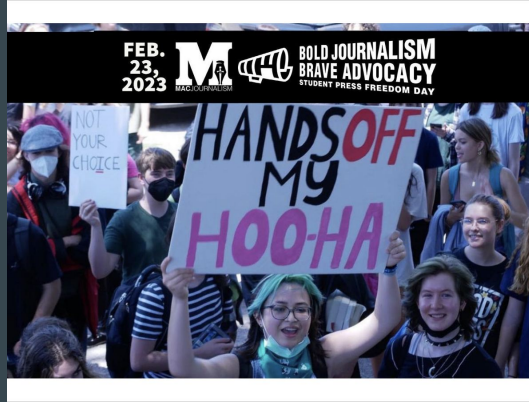
13,004

Accounts reached

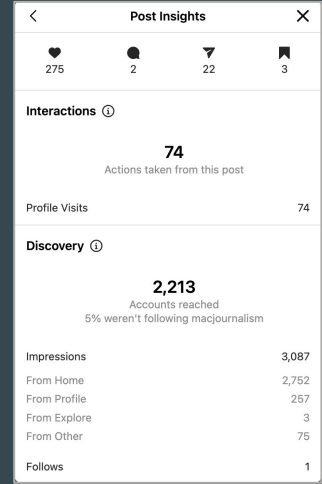
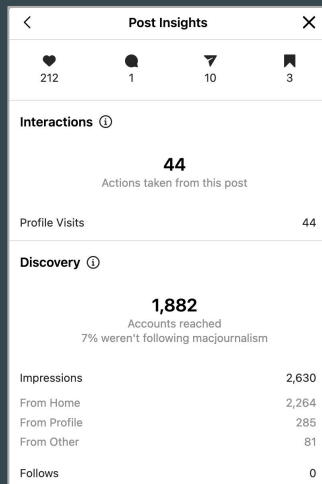
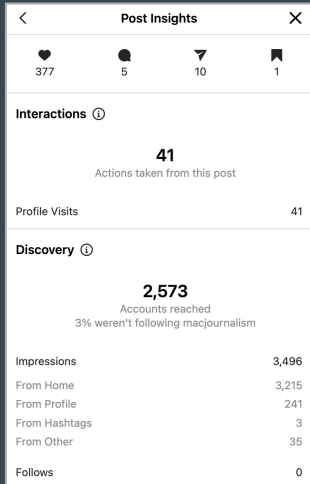
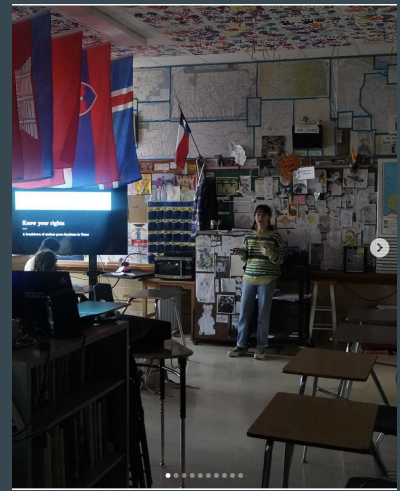
Impressions

16,865

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



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



Campaign Totals (Reels)

33,451 1,428 16 24 8

Reel insights

Instagram ⓘ

24,874

Accounts reached

22,526
Followers



2,348
Non-followers

Reels (click image to view post)

10:11

Reel insights

Junior Alice Scott explains the details of the Tin...

macjournalism · Original audio
February 23 · Duration 0:50

3045 173 1 2 2

Reel insights

Instagram ⓘ

2,427
Accounts reached

2293 Followers 134 Non-followers

10:12

Reel insights

Junior Naomi Di-Capua explains the importance...

macjournalism · Original audio
February 23 · Duration 0:14

5513 254 6 6 1

Reel insights

Instagram ⓘ

4,655
Accounts reached

2542 Followers 2,113 Non-followers

Reels (click image to view post)

10:12

Reel insights

Junior Alice Scott explains the implications of t...
macjournalism - Original audio
February 23 - Duration 0:36

2336 90 1 0 1

Reel insights

Instagram ⓘ

1,777
Accounts reached

1698 Followers • 79 Non-followers

10:13

Reel insights

Junior Lanie Sepehri explains the effects of prio...
macjournalism - Original audio
February 23 - Duration 0:09

2602 106 1 6 0

Reel insights

Instagram ⓘ

2,017
Accounts reached

1835 Followers • 182 Non-followers

10:13

Reel insights

Junior Naomi Di-Capua explains self-censorshi...
macjournalism - Original audio
February 23 - Duration 0:20

2180 87 0 2 0

Reel insights

Instagram ⓘ

1,595
Accounts reached

1509 Followers • 86 Non-followers

10:13

Reel insights

Juniors Naomi Di-Capua and Lanie Sepehri expl...
macjournalism - Original audio
February 23 - Duration 0:32

1851 70 0 1 0

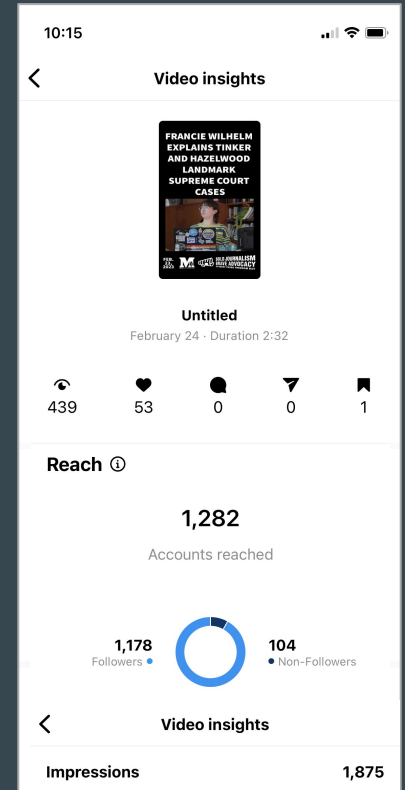
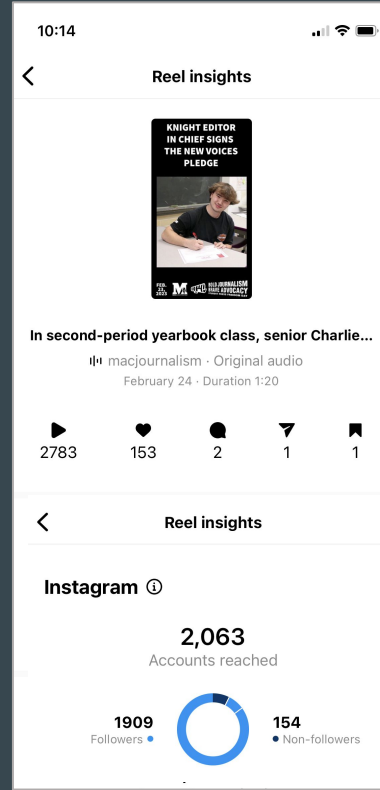
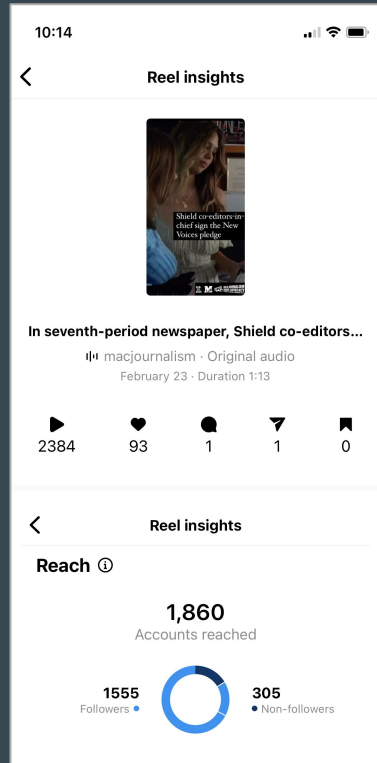
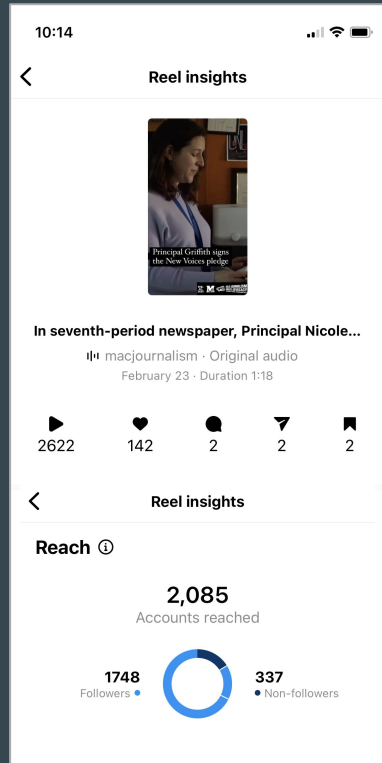
Reel insights

Instagram ⓘ

1,388
Accounts reached

1275 Followers • 113 Non-followers

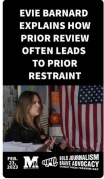
Reels (click image to view post)



Reels (click image to view post)

10:15

Reel insights



EVIE BARNARD EXPLAINS HOW PRIOR REVIEW OFTEN LEADS TO PRIOR RESTRAINT

Shield co-editor in chief Evie Barnard explains t...

macjournalism · Original audio
February 24 · Duration 1:28

2257 63 1 2 0

Reel insights

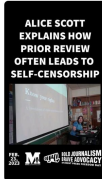
Instagram ⓘ

1,595
Accounts reached

1488 Followers • 107 Non-followers

10:15

Reel insights



ALICE SCOTT EXPLAINS HOW PRIOR REVIEW OFTEN LEADS TO SELF-CENSORSHIP

Speaking to Mr. Winter's second-period photoj...

macjournalism · Original audio
February 24 · Duration 0:48

1832 49 0 0 0

Reel insights

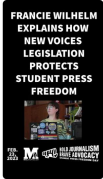
Instagram ⓘ

1,305
Accounts reached

1200 Followers • 105 Non-followers

10:16

Reel insights



FRANCIE WILHELM EXPLAINS HOW NEW VOICES LEGISLATION PROTECTS STUDENT PRESS FREEDOM

During her #ScholasticPressFreedom presentat...

macjournalism · Original audio
February 24 · Duration 1:30

1877 48 0 1 0

Reel insights

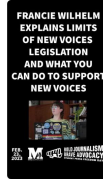
Instagram ⓘ

1,378
Accounts reached

1176 Followers • 202 Non-followers

10:16

Reel insights



FRANCIE WILHELM EXPLAINS LIMITS OF NEW VOICES LEGISLATION AND WHAT YOU CAN DO TO SUPPORT NEW VOICES

During her #ScholasticPressFreedom presentat...

macjournalism · Original audio
February 24 · Duration 1:12

1730 47 1 0 0

Reel insights

Instagram ⓘ

1,247
Accounts reached

1120 Followers • 127 Non-followers

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

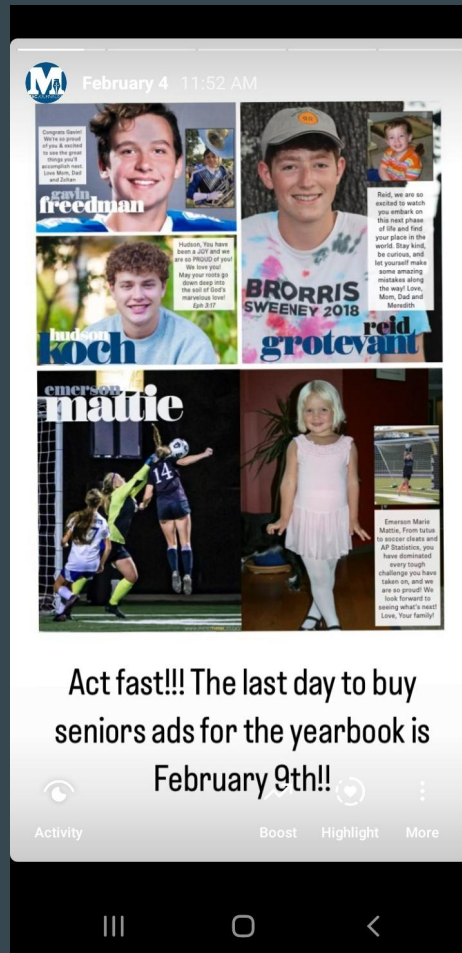
To promote yearbook sales
and to communicate deadlines

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



To promote yearbook senior ad sales

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



To communicate info about yearbook photo days

January 17 4:21 PM

JAN. 18 FIRST PERIOD
CLUB PHOTOS

BUY YOUR 2023 YEARBOOK! BIT.LY/MACYEARBOOK

- 9 A.M. - 9:15 A.M. **AV CLUB**
- 9:15 A.M. - 9:30 A.M. **MCC & RPG CLUB**
- 9:30 A.M. - 9:45 A.M. **ARCHERY TEAM**
- 9:45 A.M. - 10 A.M. **SWIM TEAM**
- 10 A.M. - 10:15 A.M. **SHIELD STAFF**
- 10:15 A.M. - 10:30 A.M. **MTN BIKE CLUB**
- 10:30 A.M. - 10:45 A.M. **TEA CLUB**

IN CAFETERIA

Activity Boost Highlight More

January 17 4:23 PM

JAN. 18 SECOND PERIOD
CLUB PHOTOS

BUY YOUR 2023 YEARBOOK! BIT.LY/MACYEARBOOK

- 10:45 A.M. - 11 A.M. **NAHS**
- 11 A.M. - 11:15 A.M. **STUCO**
- 11:15 A.M. - 11:30 A.M. **YEARBOOK**
- 11:30 A.M. - 11:45 A.M. **MAC YOUTH DANCE CO.**
- 11:45 A.M. - NOON **WRESTLING**
- NOON - 12:15 P.M. **BANNED BOOK CLUB**
- 12:15 P.M. - 12:30 P.M. **NHS**
- STUDENTS OF COLOR CLUB**

IN CAFETERIA

Activity Boost Highlight More

January 17 4:24 PM

JAN. 18 THIRD PERIOD
CLUB PHOTOS

BUY YOUR 2023 YEARBOOK! BIT.LY/MACYEARBOOK

- 1:30 P.M. - 1:45 P.M. **WRITING CENTER**
- 1:45 P.M. - 2 P.M. **MEDICAL SCIENCE CLUB**
- 2 P.M. - 2:15 P.M. **ANGLING CLUB**
- 2:15 P.M. - 2:30 P.M. **KEY CLUB**
- 2:30 P.M. - 2:45 P.M. **HISTORY CENTER**
- 2:45 P.M. - 3 P.M. **FEATHERED FRIENDS**
- DEBATE CLUB**
- PHILOSOPHY CLUB**
- FEMINISM CLUB**

IN CAFETERIA

Activity Boost Highlight More

January 17 4:26 PM

JAN. 18 FOURTH PERIOD
CLUB PHOTOS

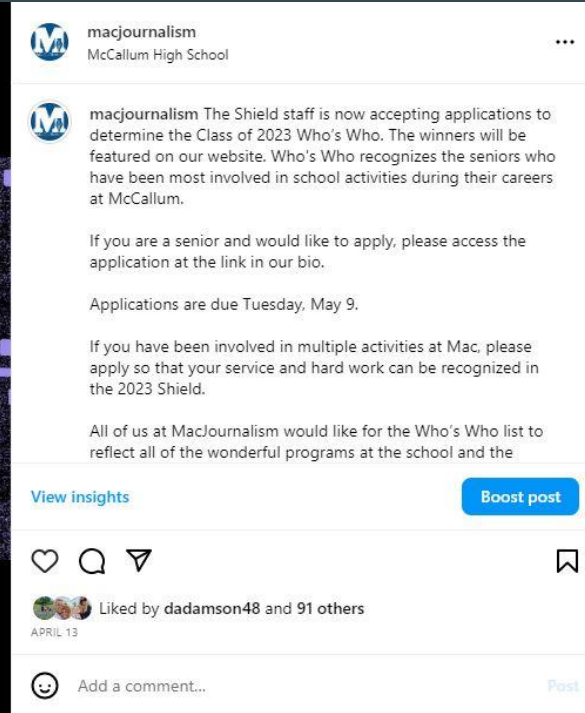
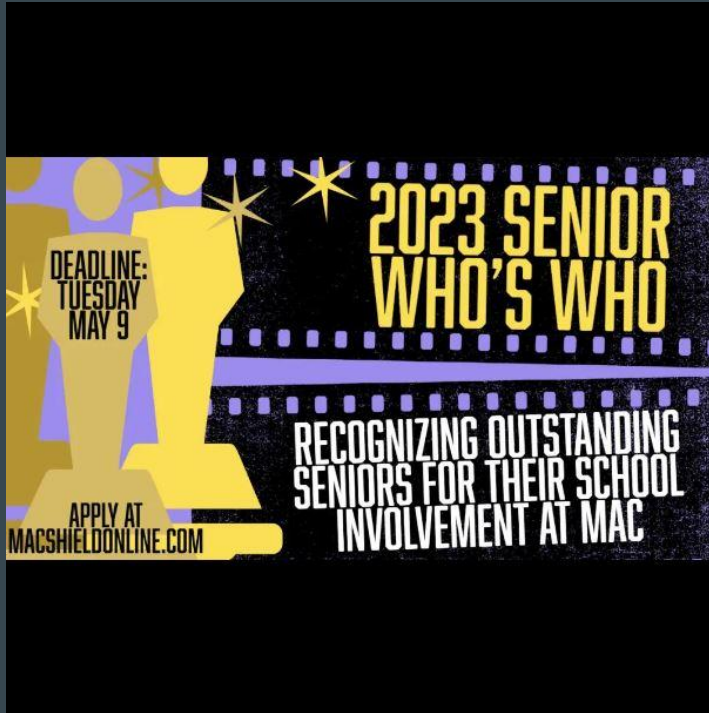
BUY YOUR 2023 YEARBOOK! BIT.LY/MACYEARBOOK

- 3 P.M. - 3:15 P.M. **AQUATIC SCIENCE CLUB**
- 3:15 P.M. - 3:30 P.M. **COLORGUARD**
- 3:30 P.M. - 3:45 P.M. **TENNIS TEAM**
- 3:45 P.M. - 4 P.M. **H.E.L.P. ENVIRONMENTAL KNIGHTS**
- 4 P.M. - 4:15 P.M. **SCIENCE NHS**
- 4:15 P.M. - 4:30 P.M. **THESPIANS**
- 4:30 P.M. - 4:45 P.M. **ROBOTICS TEAM**

IN CAFETERIA

Activity Boost Highlight More

To encourage participation in annual publication traditions



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

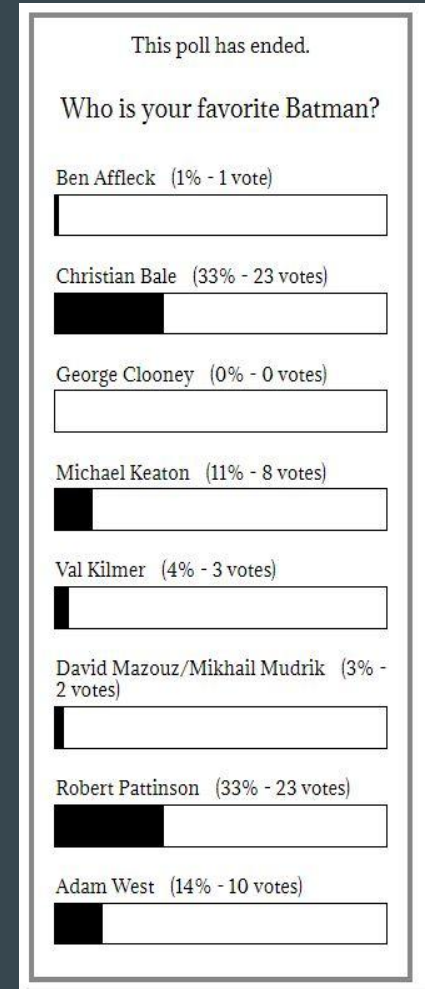
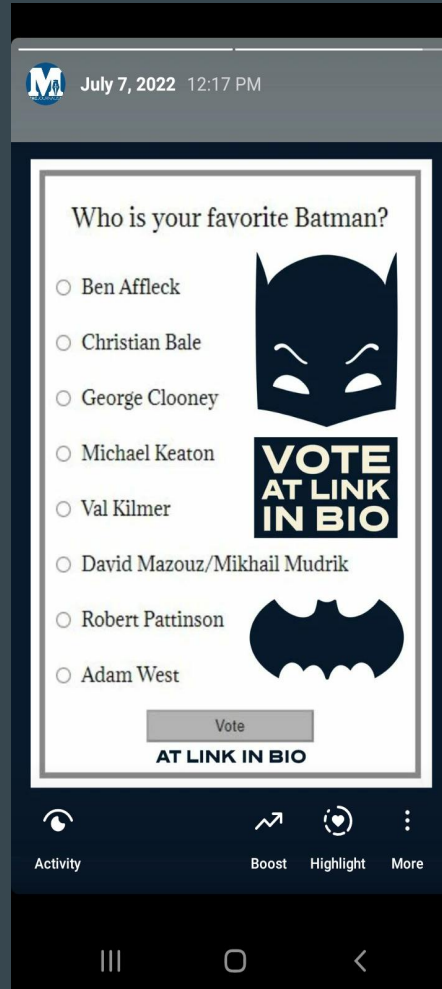
Reach: 883

Story interactions: 1

Profile visits: 34

Link clicks: 20

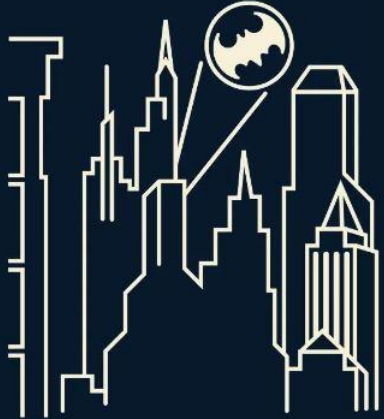
April 18, 2023



To encourage participation in website surveys

(The) Batman finally gets his dark victory

WHO'S YOUR BATMAN?



Who is your favorite Batman?

- Ben Affleck
- Christian Bale
- George Clooney
- Michael Keaton
- Val Kilmer
- David Mazouz/Mikhail Mudrik
- Robert Pattinson
- Adam West

Vote

VOTE AT **LINK** IN BIO

macjournalism Gotham City

macjournalism FROM THE DARK KNIGHT TO GORR THE GOD BUTCHER: You may have heard that the latest installment in the Marvel Cinematic Universe, "Thor: Love and Thunder" opens tomorrow in theaters nationwide (you can see it today in Austin and elsewhere). In the movie, Christian Bale becomes the second actor to star as a Marvel supervillain after playing DC's signature hero, The Batman on the big screen (10 extra credit points if you know the other one).

Bale appears on the big screen as Gorr the God Butcher opposing a trio of Asgardian heroes played by Chris Hemsworth, Natalie Portman and Tessa Thompson. Several early reviews have identified Bale's performance as a main reason to see the film and even hinted that his villainous turn might merit Oscar consideration.

Given Bale's turn to the Marvel side and also to the evil side, and

View insights Boost post

Liked by camillavandegrift and 94 others

JULY 7, 2022

Add a comment... Post

This poll has ended.

Who is your favorite Batman?

Ben Affleck (1% - 1 vote)

Christian Bale (33% - 23 votes)

George Clooney (0% - 0 votes)

Michael Keaton (11% - 8 votes)

Val Kilmer (4% - 3 votes)

David Mazouz/Mikhail Mudrik (3% - 2 votes)

Robert Pattinson (33% - 23 votes)

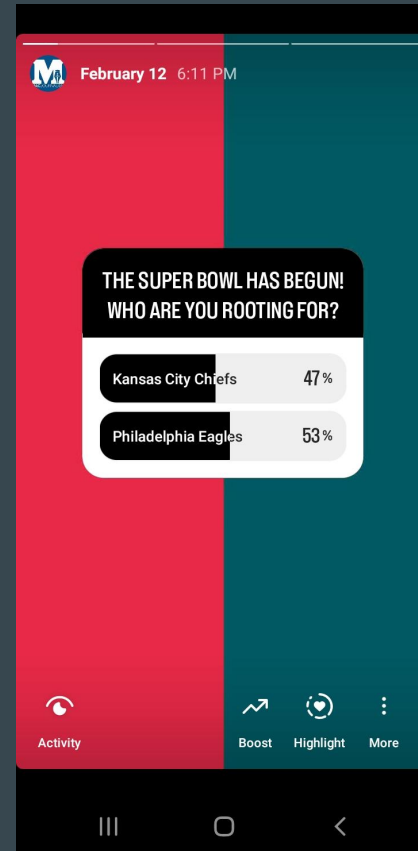
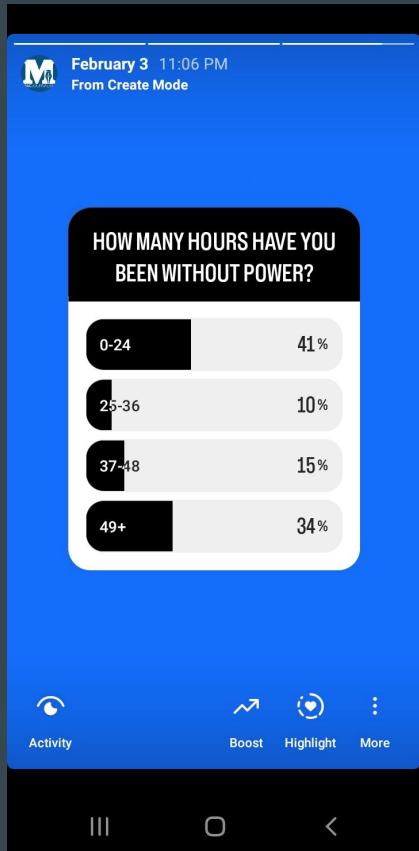
Adam West (14% - 10 votes)

Reach: 1,818
Link clicks: 18

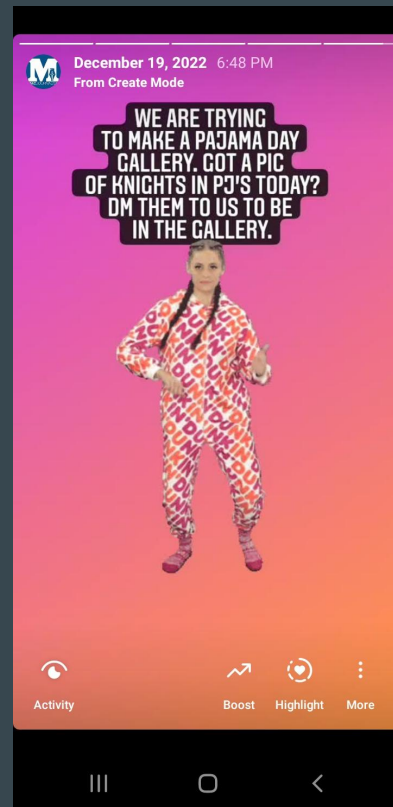
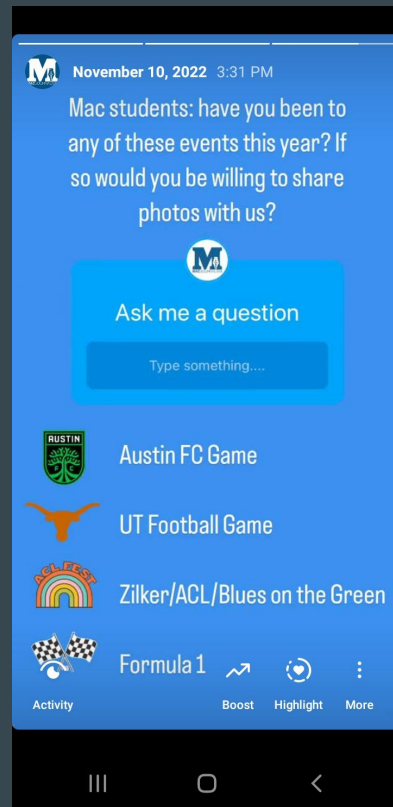
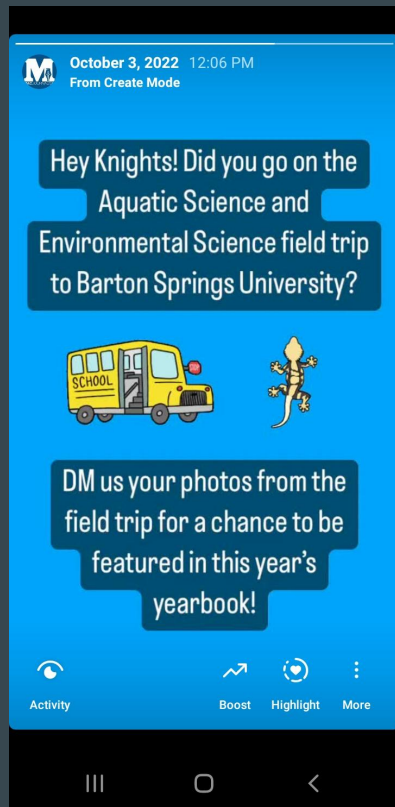
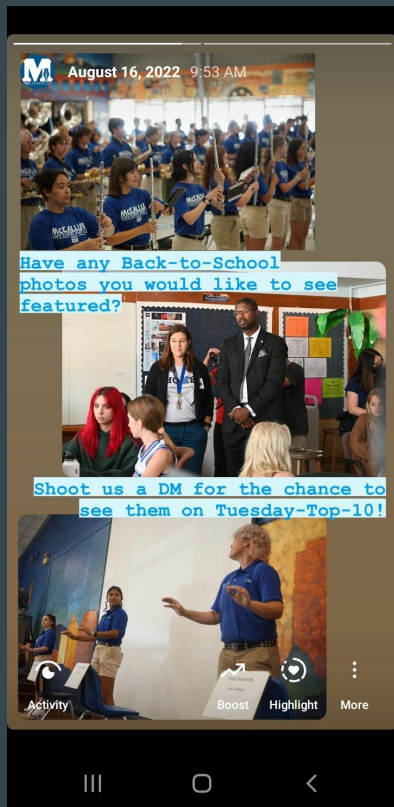
Shares: 1
Profile visits: 31

Comments: 5
July 7, 2022

To encourage participation in surveys on our Instagram account.

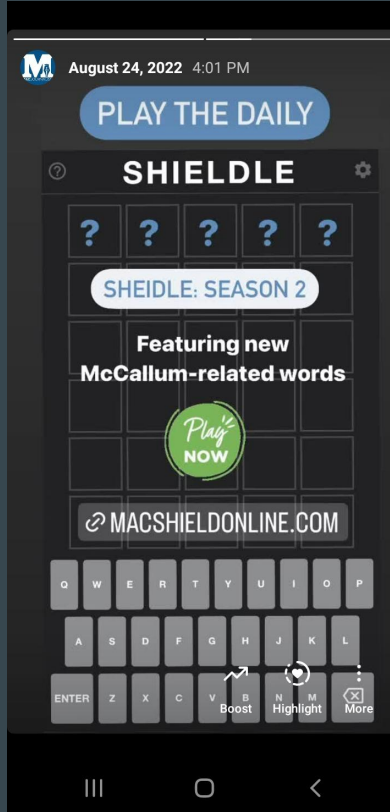
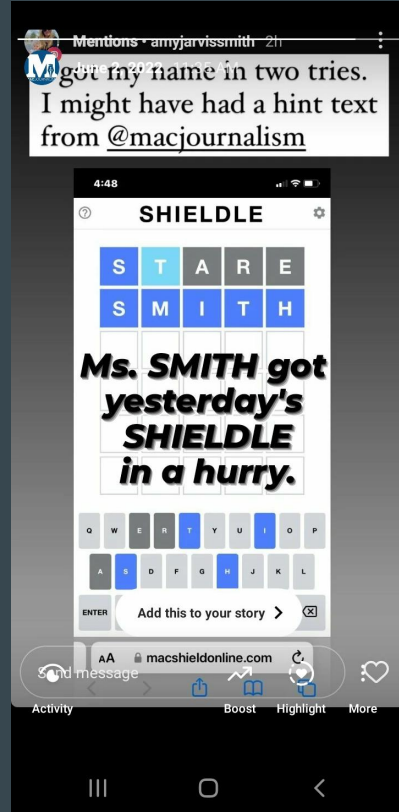


Both staffs used stories to encourage students to submit pics.



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

To provide useful information to students



<https://www.instagram.com/p/CsZxTOxrBk/>



<https://www.instagram.com/p/CrLbT1urChi/>



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

To provide useful information to students



AUGUST SCHEDULE

McCALLUM VARSITY VOLLEYBALL

	HOME	AWAY
AUG. 6 9 a.m.-noon Scrimmages at Bastrop	AUG. 8 2 p.m. at Killeen Shoemaker	AUG. 9 2 p.m. Belton
AUG. 11-13 TBA Jason Landers Tournament	AUG. 16 6:30 p.m. Akins	
AUG. 18-20 TBA Plugerville Tournament	AUG. 23 7:30 p.m. St. Andrew's	
AUG. 26-27 TBA Hill County Invitational at Kerrville Tivy	AUG. 30 6:30 p.m. Northeast DISTRICT OPENER	



macjournalism

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. Photo by Francie Wilhelm.

Edited · 43w

View insights

Boost post

Like Comment Share

Liked by mccallumvball and 191 others

AUGUST 5, 2022

Add a comment...

Reach: 1,943

Likes: 192

Saves: 3

Shares: 4

Aug. 5, 2022

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

To provide useful information to students



2022 McCALLUM VARSITY FOOTBALL

MACJOURNALISM

BASTROP (SCRIMMAGE)
7 p.m. Thursday Aug. 18 HOUSE PARK

ANDERSON (AWAY)
7:30 p.m. Thursday Aug. 25 HOUSE PARK

LEHMAN (AWAY)
7:30 p.m. Friday Sept. 2 SHELTON STADIUM

PFLUGERVILLE CONNALLY (HOME)
7:30 p.m. Thursday Sept. 8 NELSON FIELD

CROCKETT* (HOME)
7:30 p.m. Thursday Sept. 15 HOUSE PARK

LBJ* (AWAY)
7:30 p.m. Friday Sept. 30 NELSON FIELD

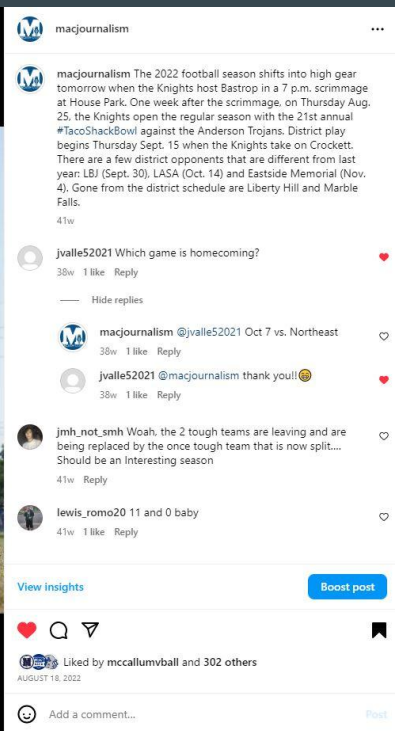
NORTHEAST* (HOME)
7:30 p.m. Friday Oct. 7 HOUSE PARK

LASA* (HOME)
8 p.m. Friday Oct. 14 NELSON FIELD

NAVARRO* (AWAY)
7:30 p.m. Friday Oct. 21 NELSON FIELD

TRAVIS* (HOME)
7:30 p.m. Thursday Oct. 27 HOUSE PARK

EASTSIDE MEMORIAL* (AWAY)
7:30 p.m. Friday Nov. 4 NELSON FIELD
*DISTRICT GAMES



macjournalism

macjournalism 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 Falls.

jvalle52021 Which game is homecoming?
38w 1 like Reply

Hide replies

macjournalism @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
41w Reply

lewis_romo20 11 and 0 baby
41w 1 like Reply

View insights Boost post

Liked by mcallumbball and 302 others
AUGUST 18, 2022

Add a comment...

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

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

To provide useful information to students

DATE	TIME	OPPONENT	TYPE
SEPT. 2	7:30 p.m.	LBJ	AWAY
SEPT. 6	7:30 p.m.	Navarro	HOME
SEPT. 9	7:30 p.m.	LASA	HOME
SEPT. 13	7:30 p.m.	Eastside	HOME
SEPT. 16	7:30 p.m.	Travis	HOME
SEPT. 20	7:30 p.m.	Crockett	AWAY
SEPT. 23	7:30 p.m.	Ann Richards	AWAY
SEPT. 27	6:30 p.m.	Anderson	AWAY
SEPT. 27	7:30 p.m.	Student Night	AWAY
SEPT. 30	7:30 p.m.	Northeast	AWAY

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 Boost post

Liked by mccallumvball and 118 others

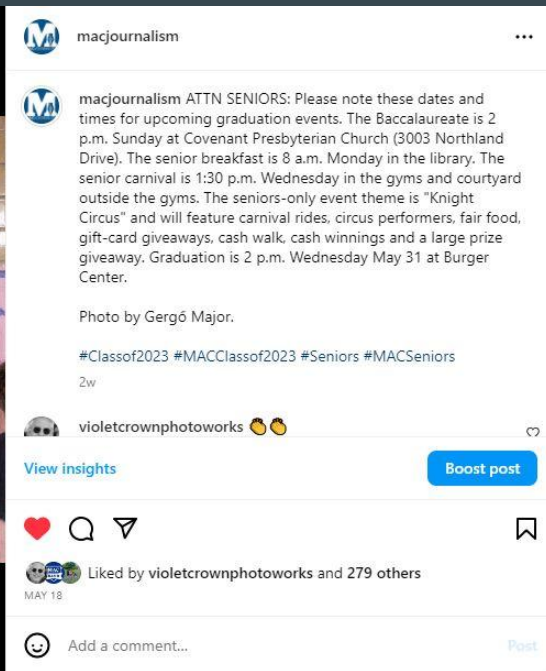
SEPTEMBER 1, 2022

Add a comment... Post

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

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

To provide useful information to students





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."


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](#) [Boost post](#)

 Liked by [violetcrownphotoworks](#) and 429 others

MARCH 8

 Add a comment... [Post](#)

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 QUINCEAÑERA 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 quinceañera. 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.

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 have to be ready for their traditional procession, and then the...

[View insights](#) [Boost post](#)

🤍 🗨️ 📌

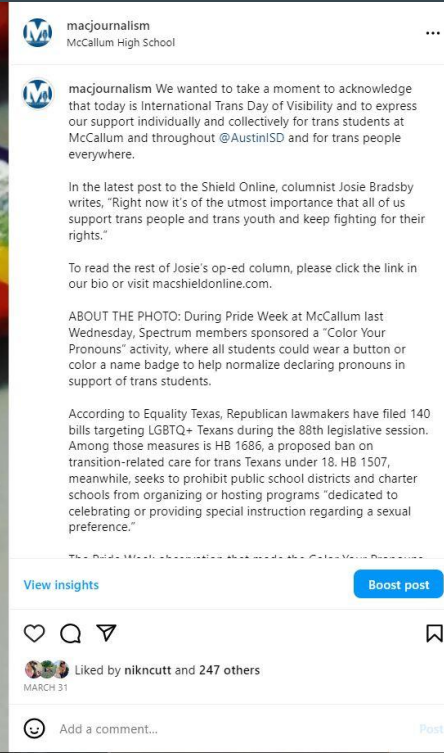
👤 Liked by mcallumgirlsoccer and 706 others

APRIL 12

😊 Add a comment... [Post](#)

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

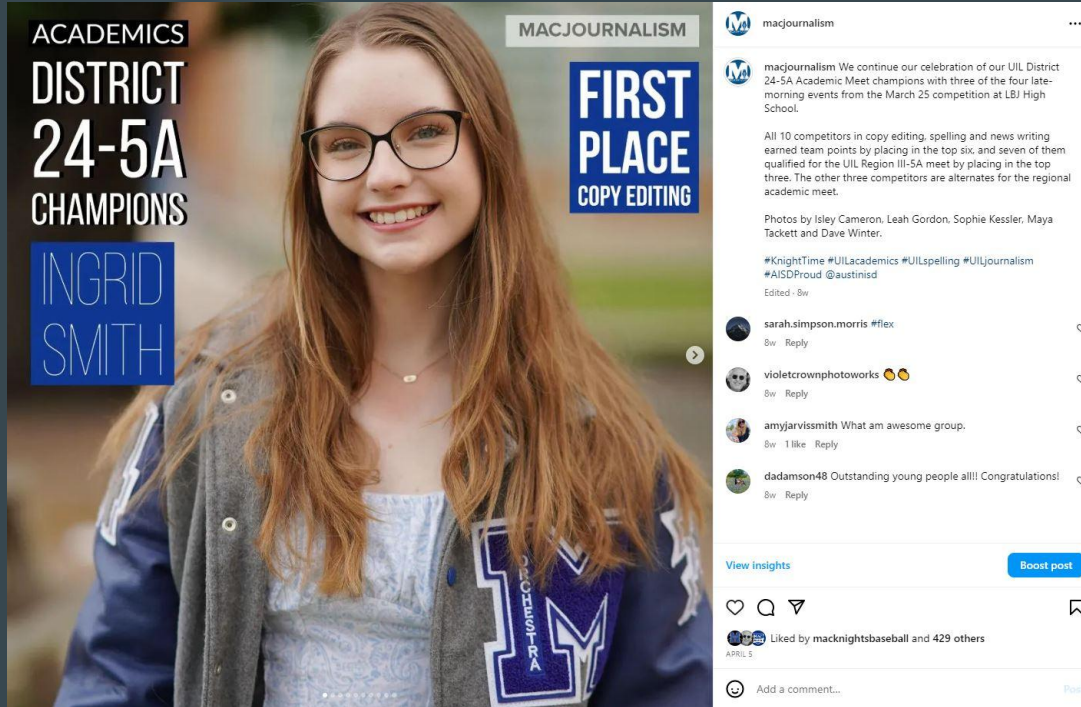
To promote diversity, inclusion and equity on the campus



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

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

To let people know when we earn recognition



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.



macjournalism
Marriott St. Louis Grand Hotel

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.

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.

MacJ 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. MacJ 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 MacJ has taken home first in the nation in this category.

Class of 2022 graduate Lucy Marco, who was co-editor in chief of machieldonline.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](#) [Boost post](#)

❤️ 💬 🗑️

Liked by bluebrigadeboosters and 336 others
NOVEMBER 13, 2022

😊 Add a comment... [Post](#)

Reach: 2,319

Likes: 337

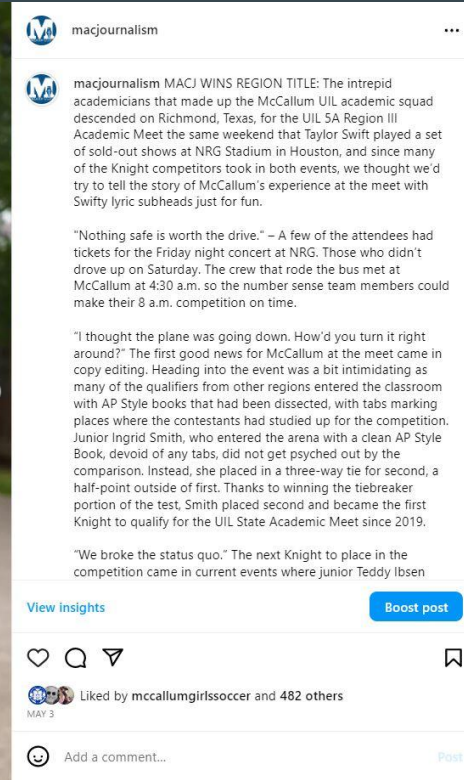
Comments: 7

Shares: 5

Nov. 13, 2022

<https://www.instagram.com/p/Ck517bIL8VH/>

To share individual and staff accomplishments.



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

<https://www.instagram.com/p/CrxMYmdg58I/>

To build good will by providing useful info.

M August 22, 2022 11:03 PM



VOTE MCCALLUM
IN THE ANNUAL
TACO SHACK SPIRIT CONTEST

[KXAN.COM](https://www.kxan.com) TACO SHACK KICKOFF 🍌🕒

WINNER ANNOUNCED
THE MORNING OF
TACO SHACK!

0 0 : 0 0 : 0 0
hours minutes seconds



Activity Boost Highlight More

M October 26, 2022 1:14 AM



Trunk or Treat

5:30 - 7:30 PM
Saturday October 29th
McCallum Band Parking Lot

Activities:

- Pumpkin decorating
- Face paint
- Photo booth

If you're in a club or you would like to individually submit a car, talk to Coach B in Room 110!

Activity Boost Highlight More

M October 4, 2022 5:13 AM

Tuesday is Jersey Day.



JERSEY DAY HOCHO WEEK 2022
Next Up: Soccer Meet/988 Dad Day (Wednesday)

@macjournalism

#MACHOCO2022

Activity Boost Highlight More

M May 10 12:20 AM

VISUAL ARTS
SENIOR SHOWCASE



HELP US CELEBRATE OUR SENIOR VISUAL ARTS MAJORS!

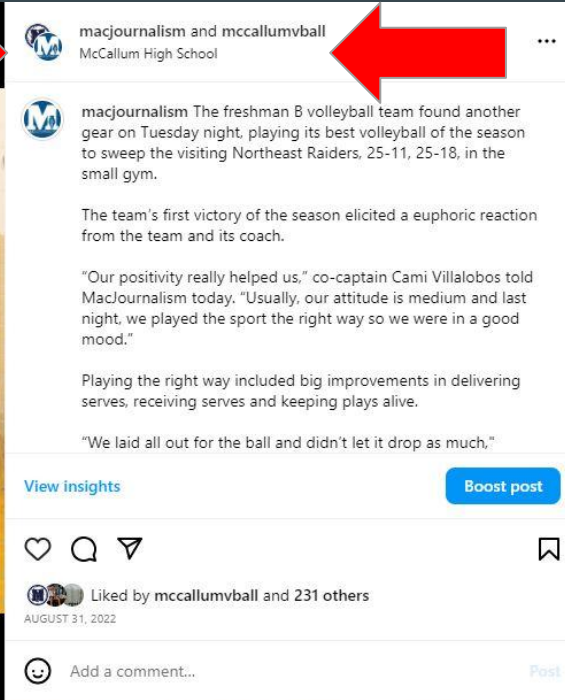
OPEN TO EVERYONE
NO ENTRY FEE REQUIRED

MAY 15-19
MAC GALLERY

BROUGHT TO YOU BY THE
MAC ART DEPARTMENT

Activity Boost Highlight More

To build good will by collaborating on posts with niche audiences



Reach: 1,977

Likes: 232

Comments: 2

Shares: 24

Aug. 31, 2022

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

To build good will by collaborating on posts with niche audiences



Reach: 2,768

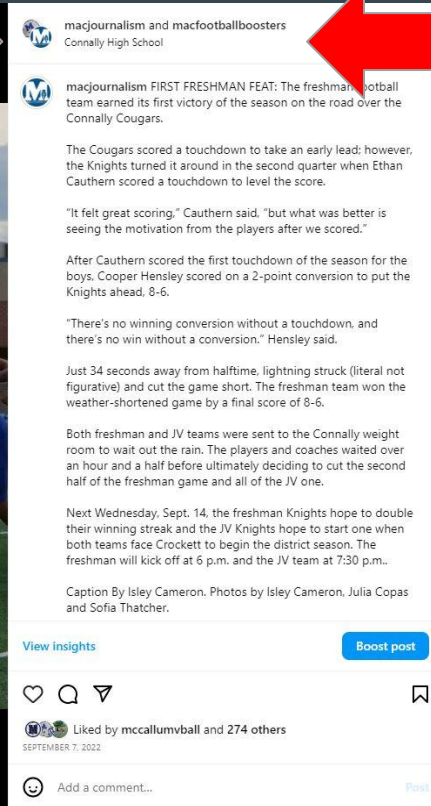
Likes: 495

Comments: 4

Shares: 50

April 28, 2023

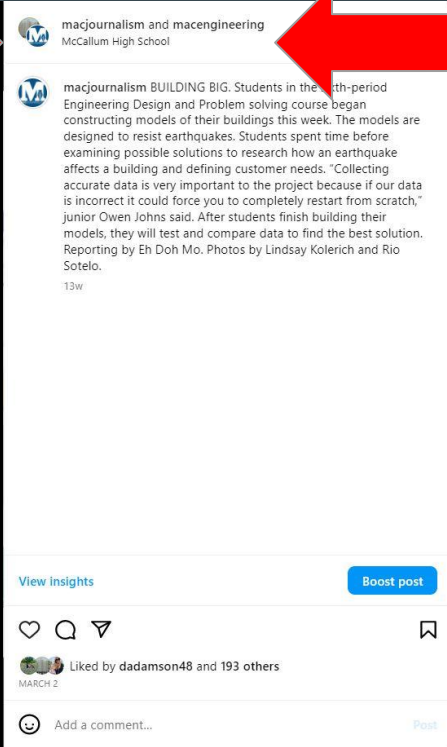
To build good will by collaborating on posts with niche audiences



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

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

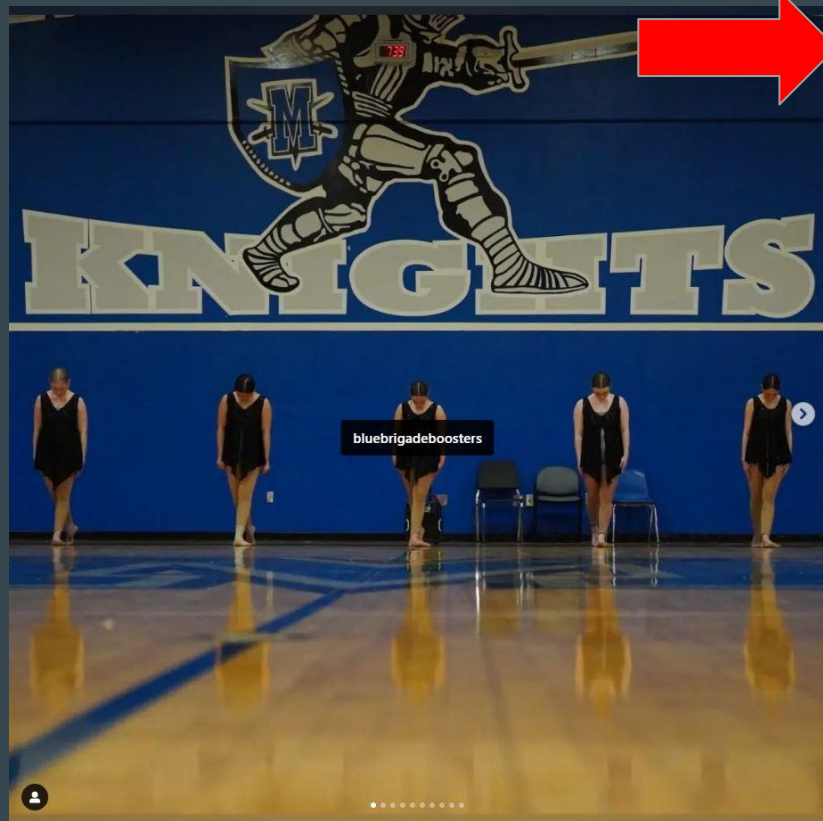
To build good will by collaborating on posts with niche audiences



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

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

To build good will by collaborating on posts with niche audiences



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

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

amyjarvismith The pictures are all so good. So much talent!

View insights Boost post

Liked by macbandboosters and 363 others

FEBRUARY 11

Add a comment...

Reach: 2,285

Likes: 364

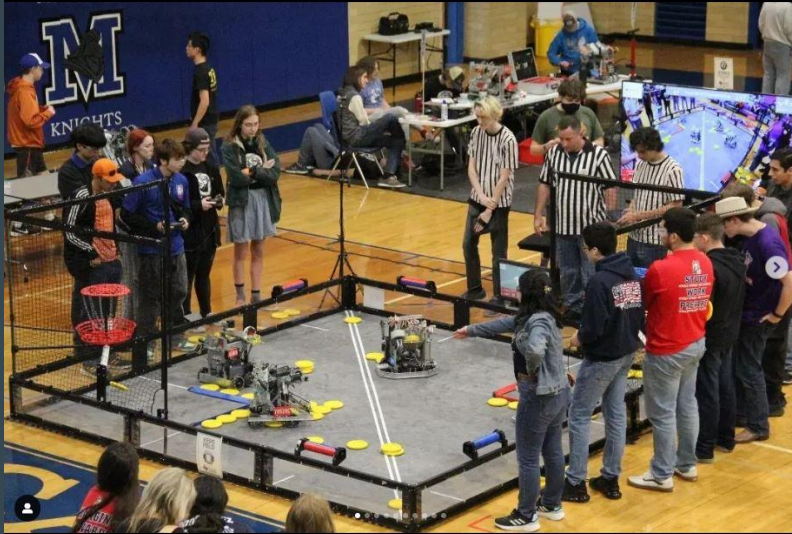
Comments: 2

Shares: 10

Feb. 11, 2023

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

To build good will by collaborating on posts with niche audiences



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

macjournalism and mccallumrobotics
McCallum High School

macjournalism WORLDS PARTY: Two of the McCallum 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.

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

10w

playerpusheen THE REAL ZANE WIGGINS!!!!

10w Reply

View insights Boost post

♥️ 💬 🚩

Liked by violetcrownphotoworks and 237 others

MARCH 20

😊 Add a comment... Post

Reach: 1,933

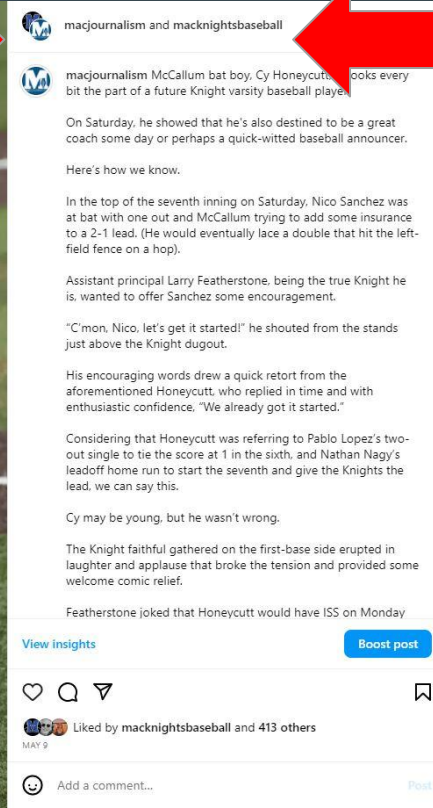
Likes: 238

Saves: 4

Shares: 8

March 20,
2023

To build good will by collaborating on posts with niche audiences



Reach: 2,504

Likes: 414

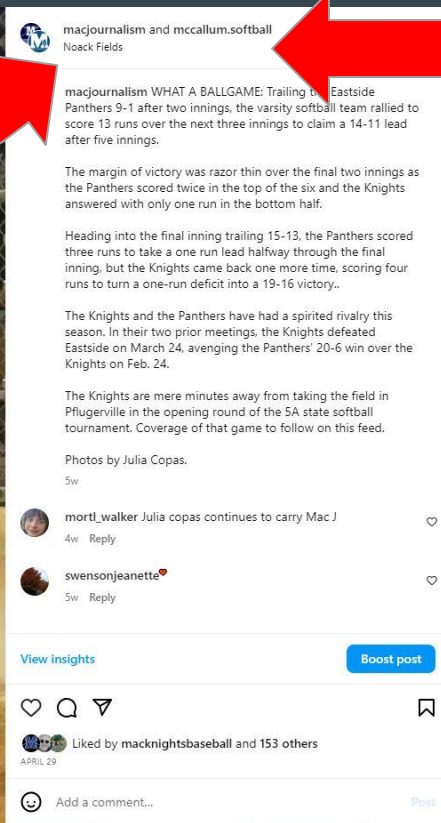
Comments: 8

Shares: 17

May 9, 2023

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

To build good will by collaborating on posts with niche audiences



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

<https://www.instagram.com/p/CroKd2grlKH/>

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 @AustinSD 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

♥️ 💬 📌

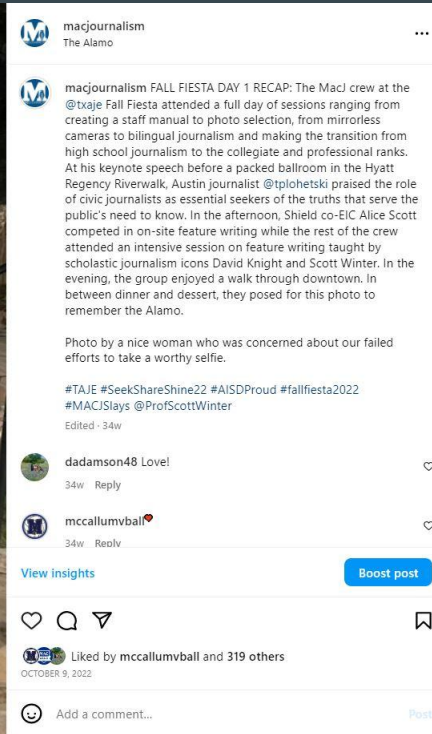
Liked by dadamson48 and 171 others

MARCH 24

😊 Add a comment... Post

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

To show the program off, recruit staffers





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

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

To show the program off, recruit staffers



 majournalism
McCallum High School





 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](#)

 Liked by [mccallumvball](#) and 594 others

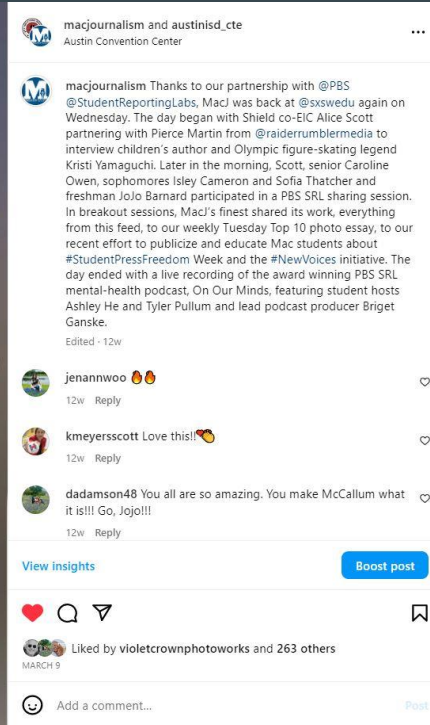
OCTOBER 13, 2022

 Add a comment... [Post](#)

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

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

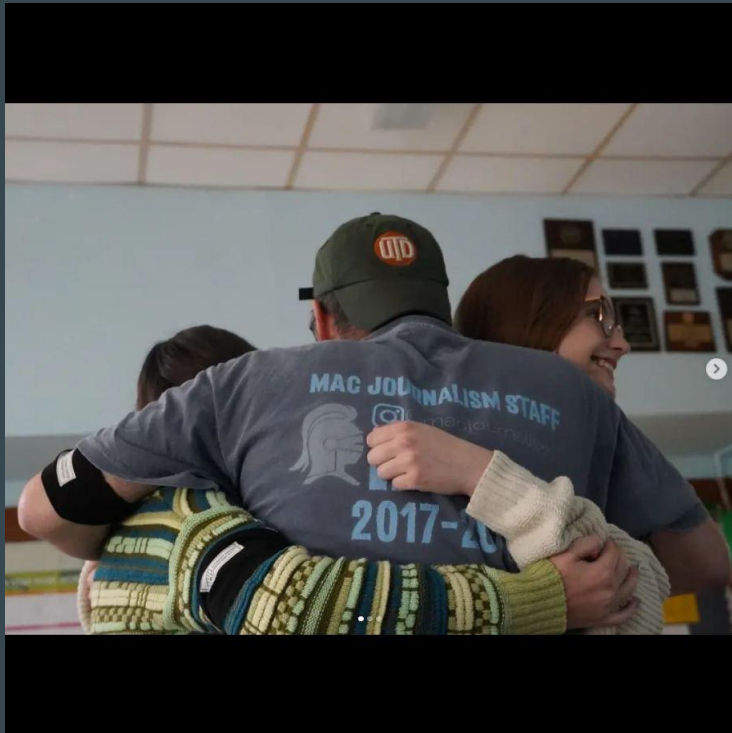
To show the program off, recruit staffers





Reach: 2,096
Likes: 264
Comments: 5
Shares: 12
March 9, 2023

<https://www.instagram.com/p/CpirMJcgSZ/>

To show the program off, recruit staffers



 macjournalism
McCallum High School

 macjournalism Wearing black armbands to signify their participation in #StudentPressFreedom Week, Shield online co-managing 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](#)

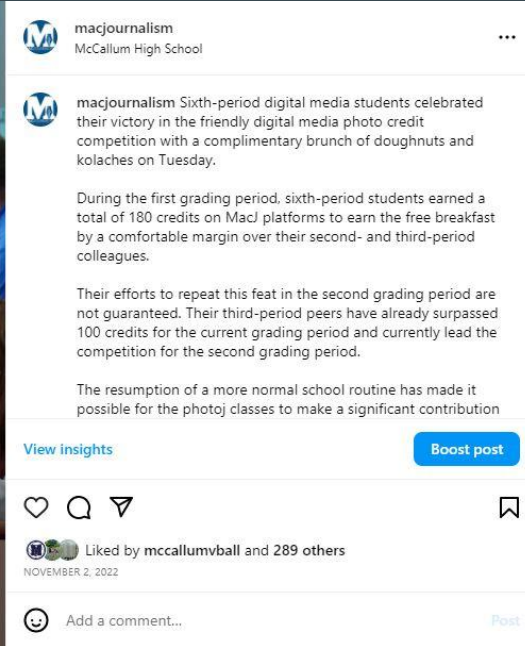
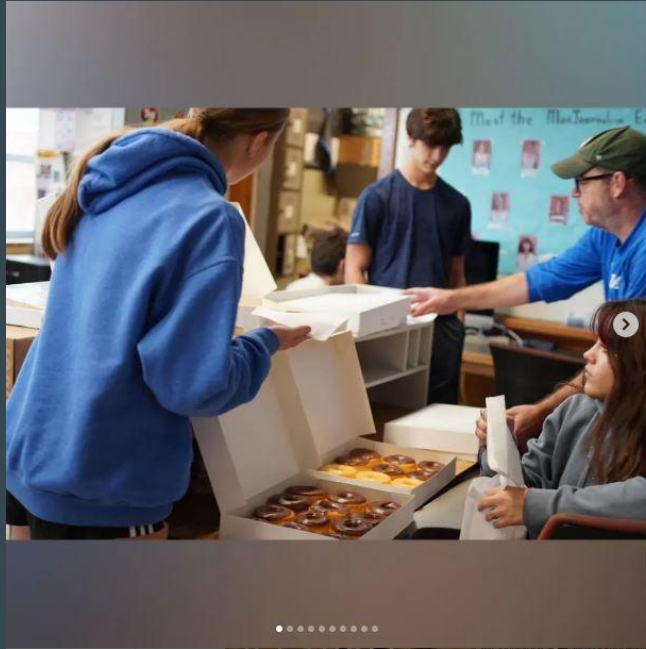
 Liked by mccallumball and 162 others
FEBRUARY 25

 Add a comment... [Post](#)

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

<https://www.instagram.com/p/CpGm07PLESb/>

To promote the photojournalism class



PEOPLE GALLERY

Reach: 2,246

Likes: 290

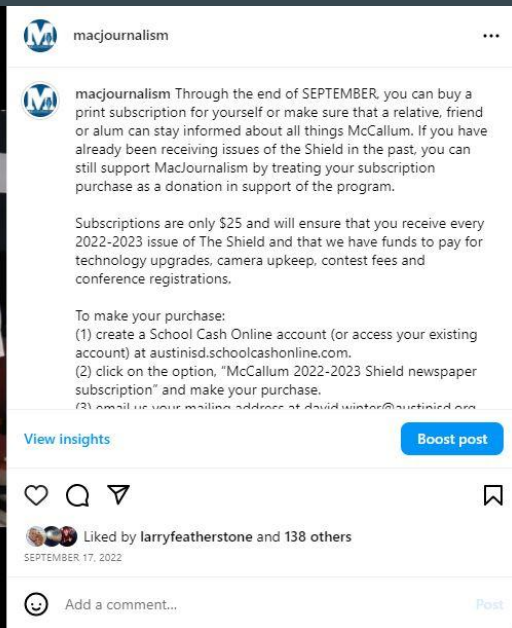
Comments: 7

Shares: 18

Nov. 2, 2022

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

To promote our annual newspaper subscription drive



PROMO POST

Reach: 1,923

Likes: 139

Saves: 2

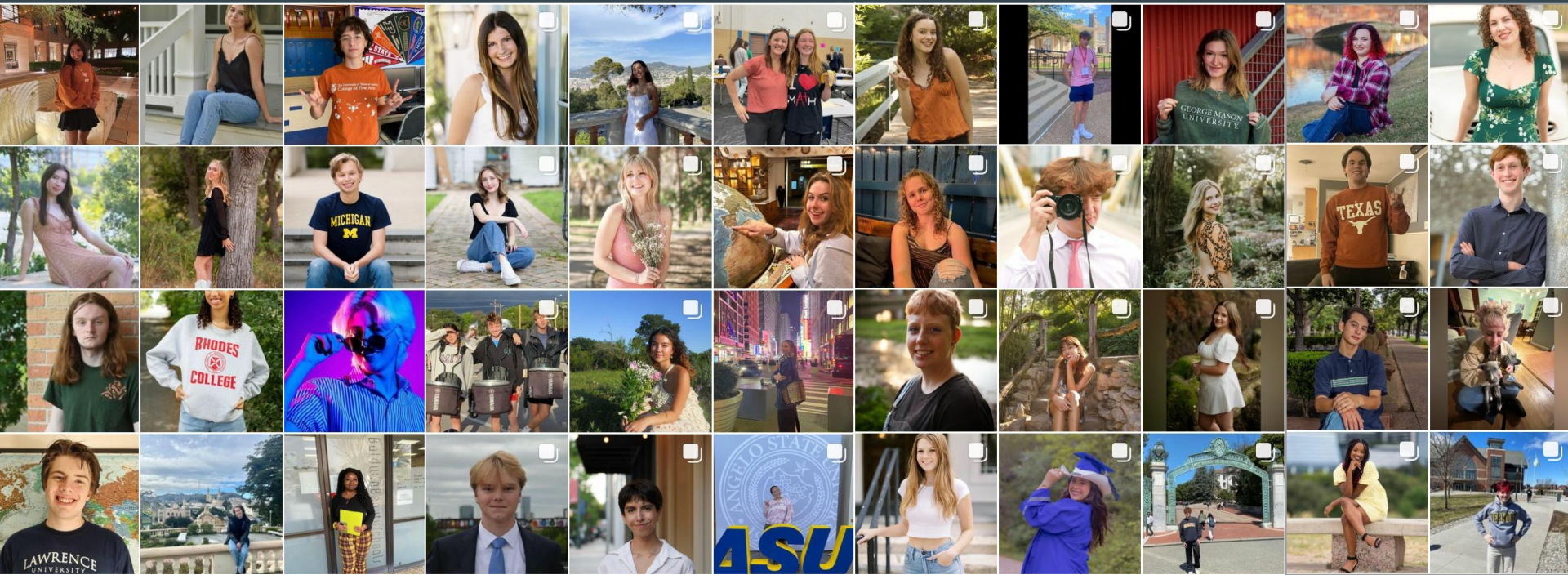
Shares: 3

Sept. 17, 2022

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

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 [#MACseniorwall23](#).

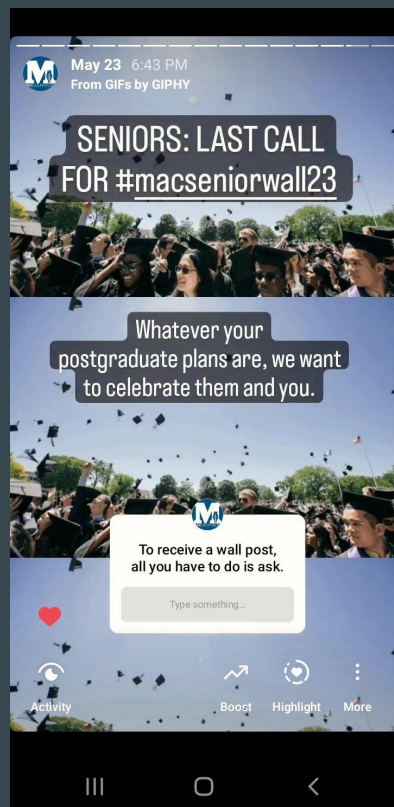
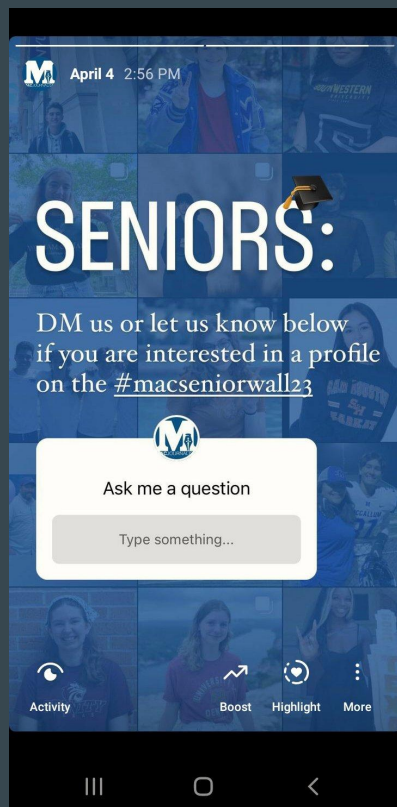
Though we were in person, we still built a [#MACseniorwall23](https://www.instagram.com/explore/tags/macseniorwall23/)



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

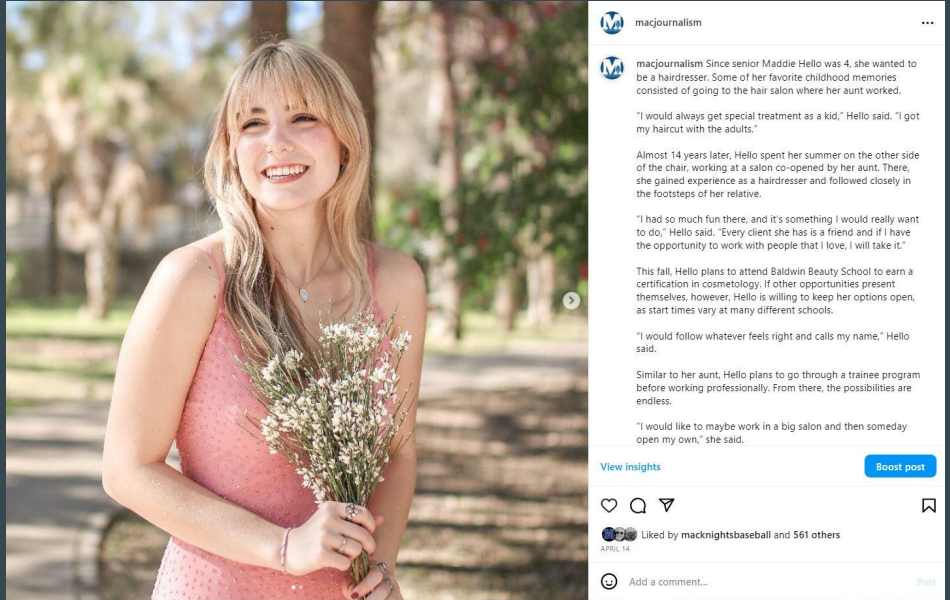
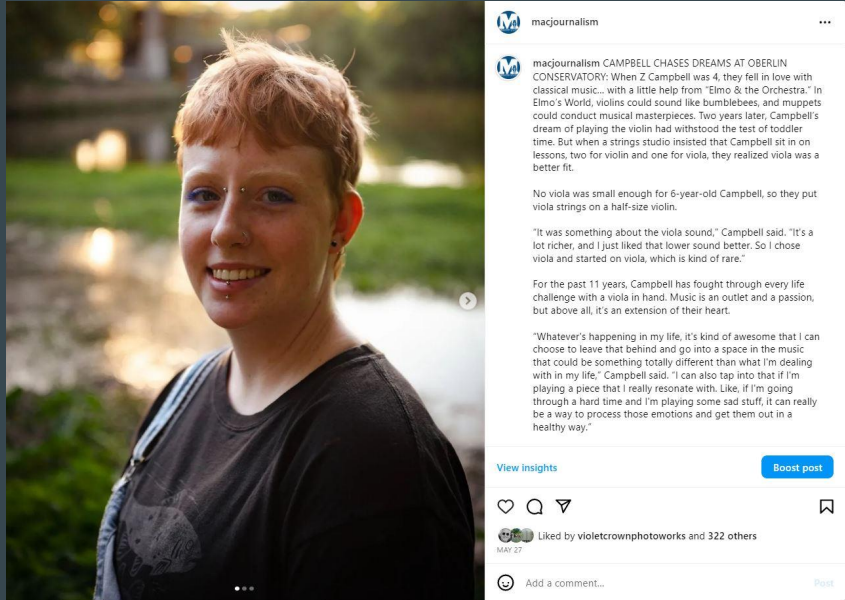
Though we were in person, we still built a [#MACseniorwall23](#)

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



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

Though we were in person, we still built a [#MACseniorwall23](https://www.instagram.com/p/CsvGbDBgssx/)



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

<https://www.instagram.com/p/CrByxmLvwY/>

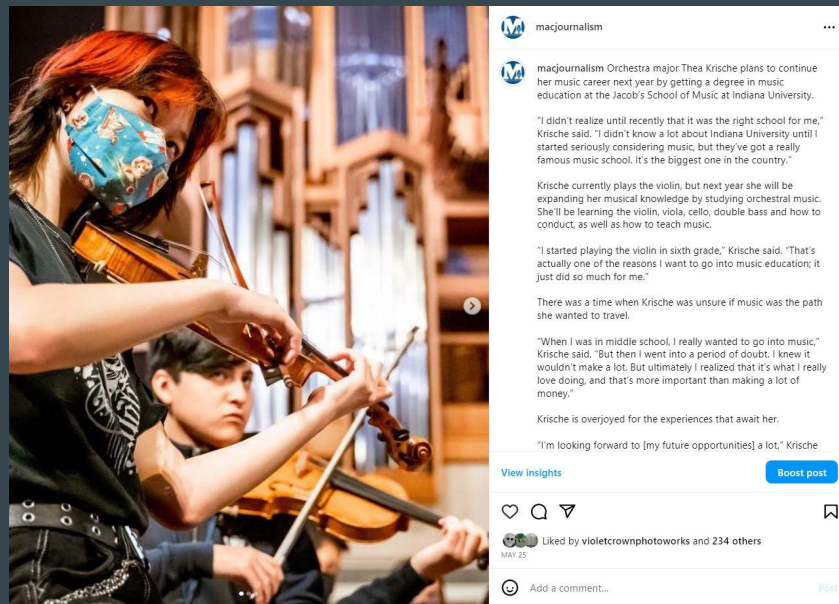
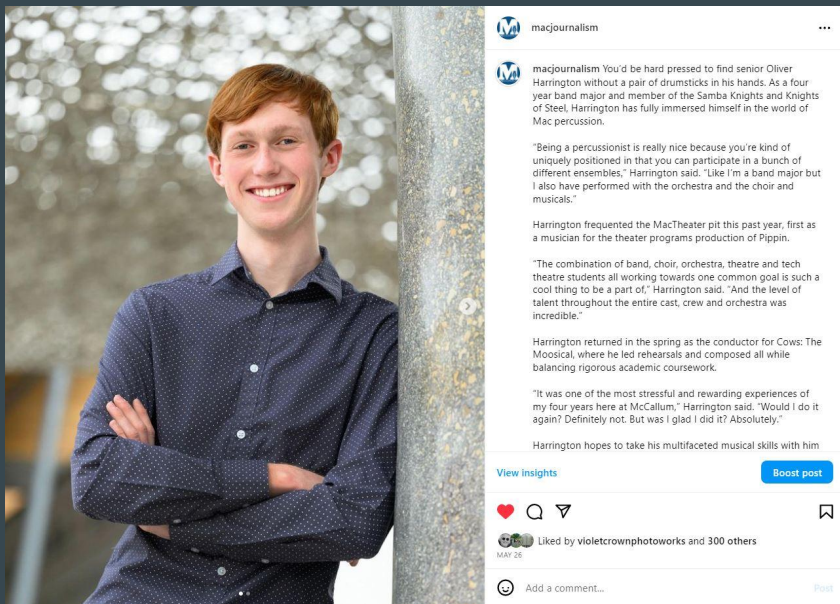
Though we were in person, we still built a [#MACseniorwall23](https://www.instagram.com/p/CsH7ortLQYQ/)



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

<https://www.instagram.com/p/CrJDEFLLO5F/>

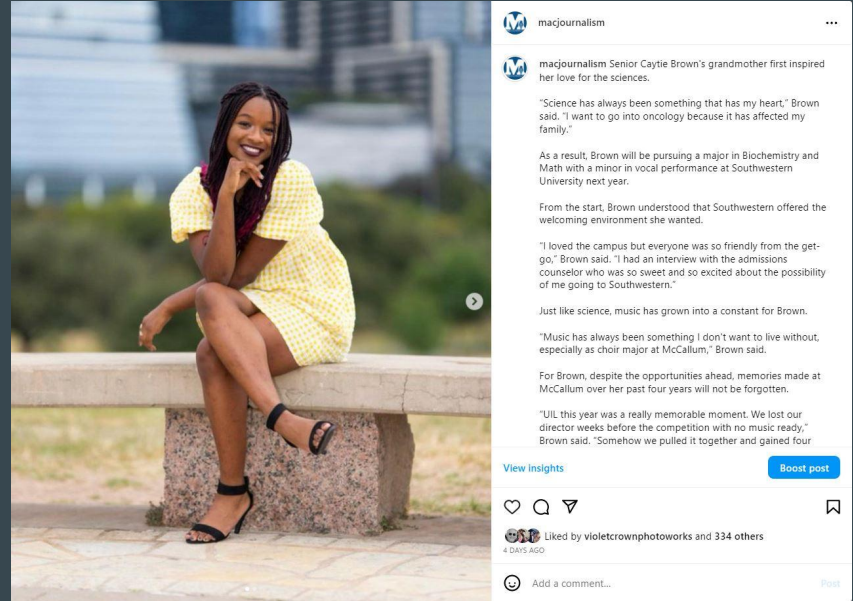
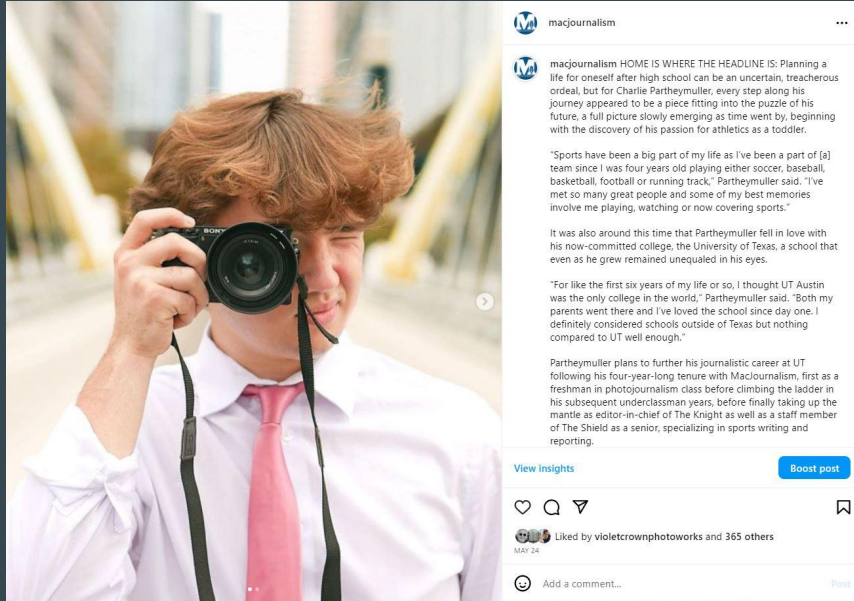
Though we were in person, we still built a [#MACseniorwall23](https://www.instagram.com/p/Cst6AzCAnXq/)



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

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

Though we were in person, we still built a [#MACseniorwall23](https://www.instagram.com/p/CsoXOGurFLw/)



<https://www.instagram.com/p/CsoXOGurFLw/>

<https://www.instagram.com/p/Cs6ZSMLh7w/>

What our analytics tells us about social media promotion

According to our Google Analytics report for macshieldonline.com, 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).

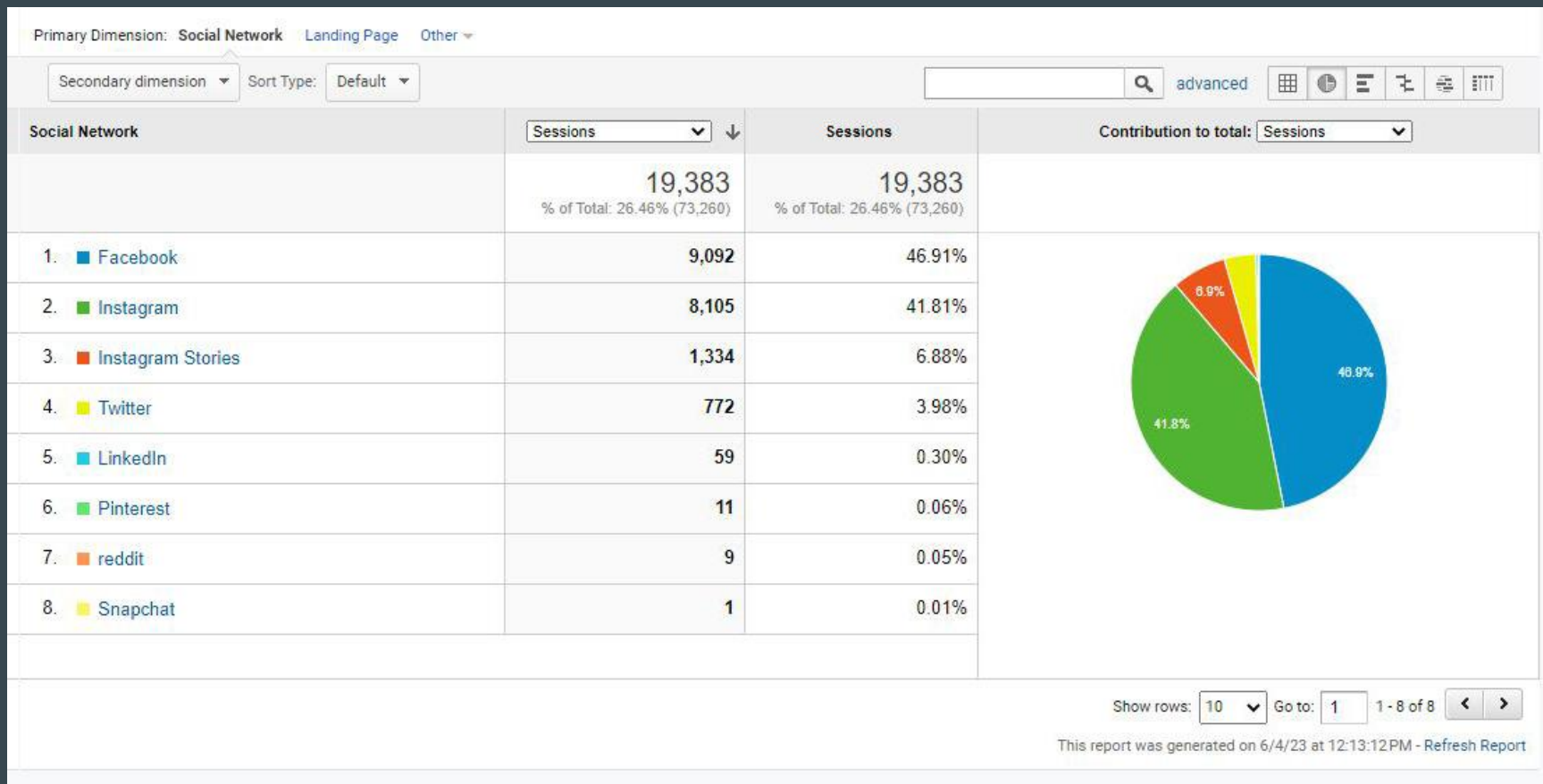
Of those 73,260 sessions, 19,383 (26.46 percent) were generated by a social media referral. The corresponding percentage a year ago was only 22 percent. Facebook referrals were most common (9,092, 46.01%), followed by Instagram (8,105, 41.81%) and Instagram stories (1,334, 6.88%). The total percentage 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.



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



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

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

21
29 shares

Like Comment Share

Write a comment...

Reach: 8,060

Reactions: 184

Likes: 21

Shares: 29

Dec. 7, 2022

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



Impressions: 5,532

Engagements: 30

Detail expands: 18

Profile visits: 3

Feb. 27, 2023

<https://twitter.com/macstudentmedia/status/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 post

  Liked by mccallumwrestling and 387 others

JANUARY 20

 Add a comment...  Post

Reach: 6,188

Likes: 388

Comments: 6

Shares: 32

Jan. 20, 2023

<https://www.instagram.com/p/Cnpz-xA861/>

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