

MENLO-ATHERTON CHRONICLE

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

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

Sonia Freedman
Celine Chien
Jolene Chu

@MACHRONICLE PROMOTION IN 2022-2023

With a new team led by editor-in-chief Sonia Freedman, our social media became more organized, efficient, and far-reaching this school year. The help of Celine Chien and Jolene Chu allowed us to post something nearly every day on both Instagram and Twitter. Our Nextdoor, YouTube, and Spotify accounts also flourished, with more multimedia reporting than ever before. Using these platforms, this year we promoted our magazine, Leadership program, sports teams, and much more. Most importantly, though, **we directed community members that found us through Instagram to our website for the full-length stories.**

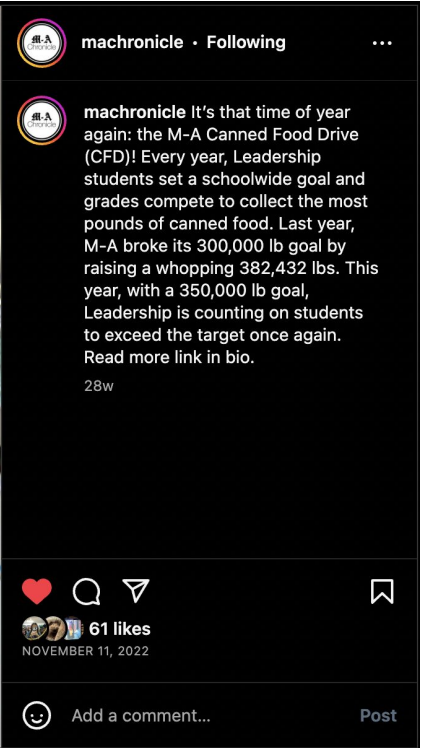
SCHOOL EVENTS:



Canned Food Drive Kicks off with High Hopes

link in bio

Ella Ahn



CANNED FOOD DRIVE KICKS OFF HIGH HOPES

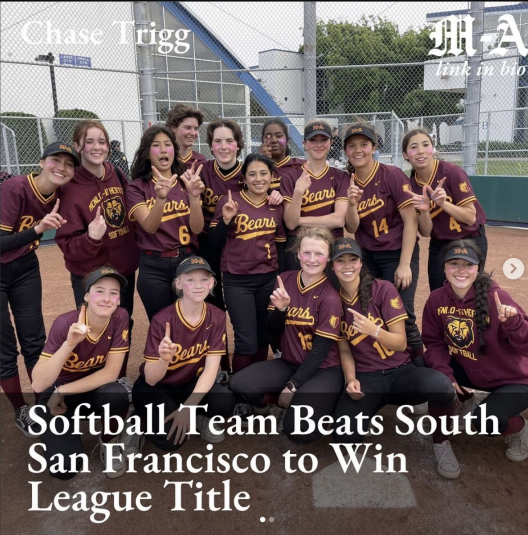
This is an example of a promotion of a school activity, our annual canned food drive, that **simultaneously directed readers to our [Linktree](#)** that includes every story we post.

FALL MARK



This is an example of a Reel that we did to promote the spring edition of our student-created magazine, The Mark. **This reel got 4,764 views, 161 likes, and reached 3,402 people, and generated buzz and conversation about the magazine!**

OUR MAGAZINE:



Chase Trigg

M-A
link in bio

machronicle · Following

machronicle On Friday afternoon the softball team beat the South San Francisco Warriors 13-5 to steal the PAL league title. Read more by clicking on the link in bio.
2w

igaga009 Yes!! You deserve this win! Great teamwork 🌟
1w Reply

195 likes
MAY 17

Add a comment... Post



Chase Trigg

M-A
link in bio

machronicle · Following

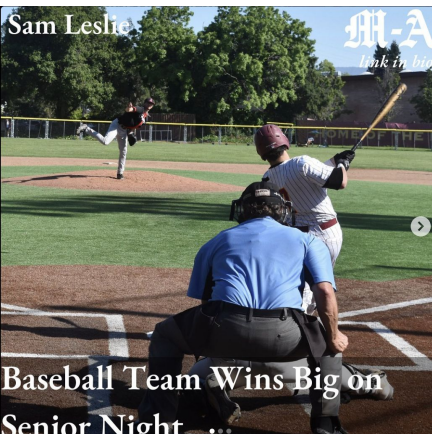
machronicle On Wednesday, the girls lacrosse team earned an easy 15-4 win against the Monte Vista Christian Mustangs in the first round of CCS playoffs. Click the link in our bio to read more about the game.
2w

102 likes
MAY 12

Add a comment... Post

SOFTBALL TEAM

LACROSSE TEAM



Sam Leslie

M-A
link in bio

machronicle

machronicle On Friday afternoon, the baseball team dominated the Aragon Dons and showed off their senior class to win their last home league game of the season. The Bears had just come off from clinching the Peninsula Bay League Championship – their first since 1964.
2w

Prior to the game, there was a ceremony with the seniors and their families, and all of the active seniors got an opportunity to play in the game. Link in bio for the full story!

john_diepenbrock Great pictures
2w Reply

Liked by dylanclanier and 104 others
MAY 15

Add a comment... Post

BASEBALL TEAM

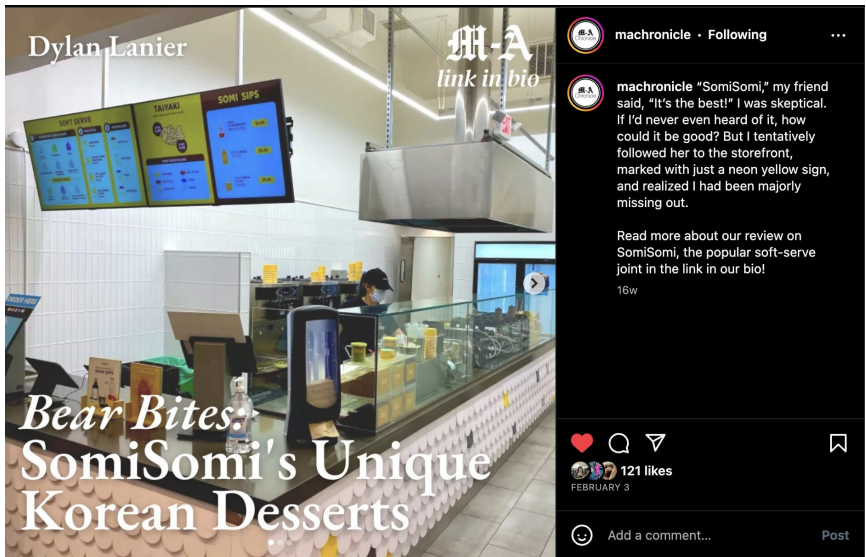
Our posts about wins from our M-A sports teams are especially adored by players, who can use our reporting when talking to recruitment coaches or promoting their team's tryouts. We strive to ensure that all teams are represented, especially the ones that might not typically get as much promotion.

OUR TEAMS:

LOCAL CUISINE:

Our “Bear Bites” posts include quotes from longer reviews on our website of local restaurants. If a viewer is interested, **they are directed to the Linktree to read more about the restaurant.**

BEAR BITES: SOMI SOMI REVIEW



The screenshot shows an Instagram post from the account 'machronicle'. The main image is a photo of the SomiSomi restaurant counter with menu boards. The post includes a bio link 'link in bio', a caption, and engagement metrics.

Dylan Lanier

M-A link in bio

machronicle · Following

machronicle "SomiSomi," my friend said, "It's the best!" I was skeptical. If I'd never even heard of it, how could it be good? But I tentatively followed her to the storefront, marked with just a neon yellow sign, and realized I had been majorly missing out.

Read more about our review on SomiSomi, the popular soft-serve joint in the link in our bio!


16w

Bear Bites: SomiSomi's Unique Korean Desserts

121 likes
FEBRUARY 3

Add a comment... Post

BEAR BITES: POKÉ BOWLS



The screenshot shows an Instagram post from the account 'machronicle'. The main image is a photo of the 'BASA SEAFOOD EXPRESS' storefront. The post includes a bio link 'link in bio', a caption, and engagement metrics.

Celine Chien and Eileen Liu

M-A link in bio

machronicle

machronicle Poké is a traditional Hawaiian dish meaning "to cut crosswise." The dish began with fishermen who seasoned bits of fish from their catch as a snack. Eventually, foreigners introduced new ingredients to the island and expanded poké's variety of flavors. Starting in the early 2010s, poké spread to North America with new Hawaiian immigrants.

With the abundance of poké shops in our area, we visited and rated four nearby spots based on taste, quality, price, and location. Read more about the review in the link in our bio!

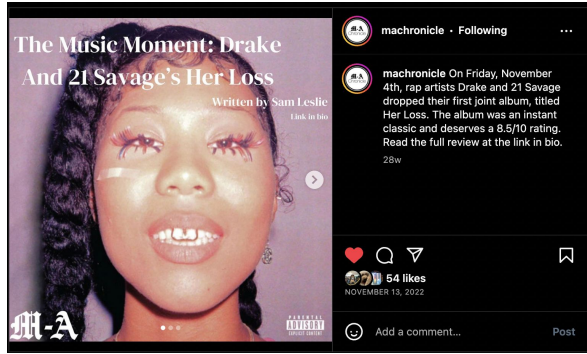
12w

Bear Bites Poké Bowl Perfection: Ranking the Top Spots in the Bay

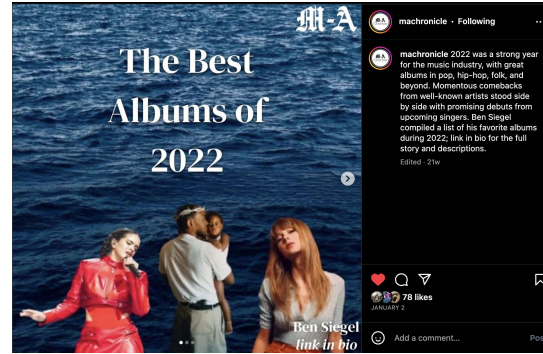
Liked by **claire.b.chang** and 67 others
MARCH 5

Add a comment... Post

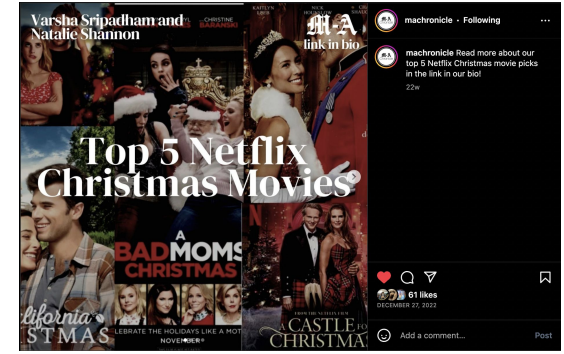
HER LOSS: ALBUM REVIEW



BEST ALBUMS OF 2022



TOP 5 NETFLIX CHRISTMAS MOVIES



These are examples of posts that advertise review stories, purposefully reaching a primarily teenage audience. While we strive for all of our stories to be interesting to all ages, we recognize that articles about pop culture may be more interesting to many high schoolers. Hence, these posts allowed us to promote our journalism program and website to a **more specific audience**.

POP CULTURE: