



RCRockMedia

Best Use of Social Media: Social Media Promotion

Facebook: @rcrockmedia

Instagram: @rcrockmedia

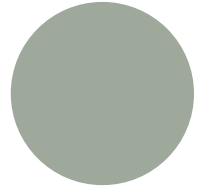
Twitter: @RCRockMedia

Our Story



During the 2022-2023 school year, the Rock Media publication was completely digital. With this, we had to make ways to have more traffic on our website, as well as more followers on our social media platforms. We made it a priority to have more social media posts, and expanded to more platforms, like Facebook. We also worked to have more multimedia aspects, rather than just traditional stories. We made more photo essays, infographics, and videos.

Click on the links next to screenshots to see the original posts. These are just highlights of our social media platforms, so to see more find us *@rcrockmedia* on Instagram, *@rcrockmedia* on Facebook, and *@RCRockMedia* on Twitter.



Instagram Posts

@rcrockmedia

Posts made to promote print issues, online articles, yearbook sales, and more. Click on the links to visit the post!



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Rock Canyon HS



Liked by harp_482 and 57 others

rcrockmedia The Rock Online is now on the Student New Source app, available on IOS and Android. While stories are available by online link through different social media apps and on the website, Student News Source sends notifications of every new story publication as it happens live. After downloading the free app, subscribe to The Rock to be actively notified. "Our app is a relatively new feature, but one I'd definitely recommend," Editor-in-Chief Claire Bauer '24 said. "It sends a notification when something gets posted on our website, so you won't have to rely on announcements on Instagram and Twitter to see when we publish something new. The app has all the same features as our website, and you can even follow specific staff members. It'll also get breaking news to you faster."

Graphic by: A. Rea
Reporting by: A. Rea

#rockcanyonhighschool #rcrockmedia
#rockmediaonline #therock #dcsd
#studentnewssource #sno #app #notification
#notifications #website #studentjournalism
#newsstories #newsstory #uptodate #updated
#connected #breakingnews #subscribe #subscription
#freeapp #story #stories #studentstories #news

March 26

Stay Up To Date!



Download the app!

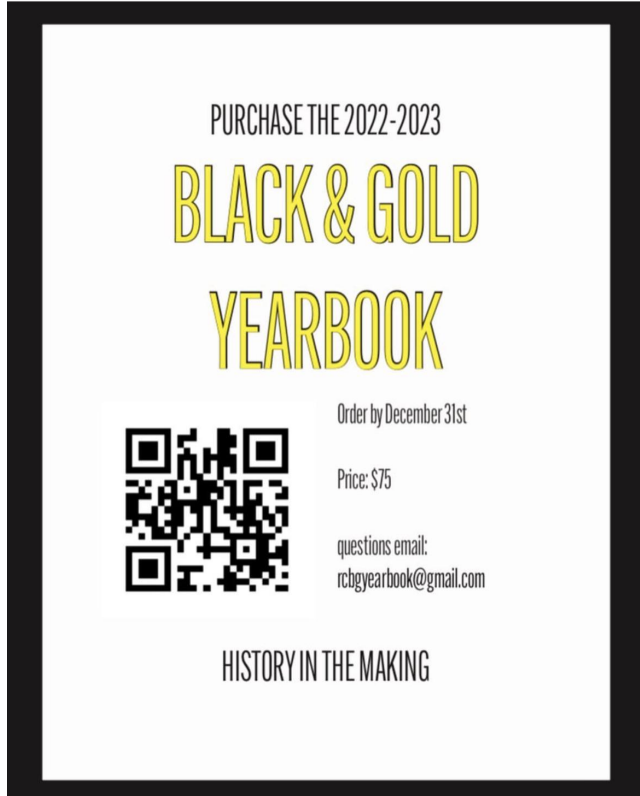


Available on IOS and Android

<https://www.instagram.com/p/CmXaHUZOHz4/?igshid=MmJiY2I4NDBkZg==>



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Rock Canyon HS



Liked by sarah__violet_ and 93 others

rcrockmedia ALERT: the 2022-2023 Black & Gold Yearbook is available for purchase for \$75. It must be ordered on MySchoolBucks or from the QR code above by Dec. 31. Email questions to rcbgyearbook@gmail.com. "Make sure you order a yearbook because, as we live through the 20th anniversary of our school, it'll definitely be worth it to remember. Who knows, you might even be in it," Black & Gold Yearbook Editor-in-Chief Ali Gustafson '24 said.

Graphic by: S. Callahan

Reporting by: C. Bauer, G. Uhrain

[#rockcanyonhighschool](#) [#rcrockmedia](#)
[#rockmediaonline](#) [#therock](#) [#dcsd](#) [#douglascounty](#)
[#rcbgyearbook](#) [#yearbook](#) [#ybk](#) [#purchase](#) [#buy](#)
[#remember](#) [#worthit](#) [#memories](#) [#mems](#) [#photos](#)
[#2023ybk](#) [#20thanniversary](#) [#anniversary](#) [#20thyear](#)

<https://www.instagram.com/p/CjtJUriuLFn/?igshid=MmJiY2I4NDBkZg==>



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Reminder

TODAY IS THE LAST DAY TO TURN IN
SENIOR ACTIVITIES SHEETS!



Liked by **linusdeneault** and **109 others**

rcrockmedia SENIORS: Today is the last day to turn in green sheets to room 4113. By filling out the form, seniors will have their involvement throughout their high school careers listed in their section of the yearbook. "If seniors don't turn them in, they won't have their activities in the yearbook. We want to highlight all of their accomplishments," Black and Gold Yearbook Editor-in-Chief Raegan Synk '23 said. If you haven't filled one out yet, they will be available in room 4113 through Access or provided by Seminar teachers.

Graphic by: A. Rea

Reporting by: A. Rea

#rockcanyon #rockcanyonhighschool #rcrockmedia
#therockonline #therock #dcsd #yearbook
#blackandgold #activities #club #sports
#accomplishments #reminder #senior #greensheet
#clubs #highschoolactivities #form #clubs

October 14, 2022

<https://www.instagram.com/p/ClCgLowupb9/?igshid=MmJiY2I4NDBkZg==>

ATTENTION SENIORS!

Nov. 29 & Dec. 1

last days to get your senior picture in the yearbook! if you have not yet taken a picture with Keepsake or Monty Nuss, **you need to come to room 4113 between 12:30 and 2:30 pm.** if you do not get your picture taken by one of these photographers, your photo will not be in the yearbook in the senior portrait section. we will not accept any photos from any other photographers.

12:30-2:30PM in Room 4113



Liked by [linusdeneault](#) and **62 others**

[rcrockmedia](#) The last day senior pictures for the yearbook can be taken are Nov. 29 and Dec. 1. Students who have not yet taken a picture with Keepsake or Monty Nuss will be expected to have photos taken in room 4113 between 12:30 p.m. and 2:30 p.m. If seniors do not get their photo taken, they will not be in the senior portrait section of the yearbook. "We won't accept photos from any other photographers, so if you dont have a proper photo submitted, you won't be in the yearbook," Editor-in-Chief Raegan Synk '23 said.

Photo by: R. Synk

Reporting by: C. Bauer

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View 1 comment

November 16, 2022

<https://www.instagram.com/p/CIHfhumuU9f/?igshid=MmJiY2I4NDBkZg==>

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IMPORTANT ANNOUNCEMENT

Last chance for Senior Ads. Make sure to email your submissions to www.TheYearbookCompany.com by December 1.

Go to Rock Canyon's website, then click on "seniors" and the link to the yearbook. You will see a link for Class of 2023 Recognition Ads for the template and other information. Email rcbgyearbook@gmail.com with any questions.



Liked by [linusdeneault](#) and 58 others

rcrockmedia Senior ads for the yearbook are due Dec. 1. They must be submitted to www.TheYearBookCompany.com for the ad to make it into the 2022-2023 Black & Gold Yearbook. Students can email rcbgyearbook@gmail.com, or go to room 4113, with questions. "Yearbooks document your last memories of high school, and since I feel like senior year is also the most memorable, you'll want to look back on it," Black & Gold Yearbook Editor-in-Chief Aahana Nandy '23 said.

Graphic by: E. Swanson, E. Brooks, D. Curran
Reporting by: C. Bauer, E. Swanson, E. Brooks
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[#therockonline](#) [#therock](#) [#dcsd](#) [#yearbook](#) [#rcbg](#)
[#blackandgold](#) [#seniors](#) [#seniorads](#)
[#theyearbookcompany](#)

November 18, 2022



Instagram Stories

END YOUR YEAR WITH
PHOTO RECAPS OF
SENIOR HANDPRINTS,
THE ASSEMBLY, AND
MORE:



[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

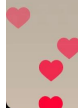


read now

EYES ON THE PIES

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)

[@RCHS_INTERACT_](https://www.instagram.com/rchs_interact/) partners
with [@FREETHEGIRLSBRAS](https://www.instagram.com/freethegirlsbras/) to
promote awareness of sex
trafficking through
speakers, donations,
bracelets—and pies.



**Missing the '22-23
football season ?
Check out a recap of
the season right
here!**

[ROCKMEDIAONLINE.ORG](https://rockmediaonline.org)



February 16 11:47 AM



Congrats to Grace
Uhrain's Unified
basketball video being
named to

Best of **SNO!!**

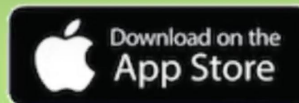
**“We Are Just Like You:”
Unified Basketball Takes
on Counselors in Annual
Game**



ROCKMEDIAONLINE.ORG



March 26 10:10 PM



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Stay Up To Date!



Download the app!

Available on iOS and Android

rrockmedia The Rock Online is now on the Student New Source app, available on iOS and Android. While stories...



Twitter



the Rock @RCRockMedia · 5/4/23

Feeling the end of the year? So are teachers!
Read more here:



The End of the Year: What's it Like for Teachers?
rockmediaonline.org

2 2 419



the Rock @RCRockMedia · 3d

Hey, Class of 2024! Looking to start your college applications over the summer? Read tips, tricks and more information here:



Ambitious Application Tips
rockmediaonline.org

1 3 459



the Rock @RCRockMedia · 4/30/23

Did you know the Rock takes submissions from the community? Read our newest Lit Mag submission here:



Experiencing Orchestra: By Kasey Tan
rockmediaonline.org

93



the Rock @RCRockMedia · 4/26/23

Weeks after the Denver East shooting, check out what our SROs do for us HERE:



School Resource Officers and their Impact on Public Schools
rockmediaonline.org

You Retweeted



Best of SNO @BestofSNO · 5/1/23

Congratulations to @RCRockMedia! "24 Years Later: The Lasting Impacts of a Tragedy" has just been published on Best of SNO!



24 Years Later: The Lasting Impacts of a Tragedy
bestofsno.com

3 6 1,291



the Rock @RCRockMedia · 1h

Breaking the Stigma: Jag Opinions on This Year's Mental Health Awareness Month



Breaking the Stigma: Jag Opinions on This Year's Men...
rockmediaonline.org

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the Rock @RCRockMedia · 3d

STRETCHING AND STRESSING: Find out about the efforts, commitments, and balance needed to manage sports with school, featuring @canyonXCTF @RockCanyonVB @RCHS_GSoccer @RockCanyonAD and more!



Stretching and Stressing
rockmediaonline.org

1 5 509