

# NSPA Social Media Promotion

**ODYSSEY Media Group**  
**Clarke Central High School**

**Compiled by**  
**Wyatt Meyer**

**Click on the embeds  
to see the posts on  
the ODYSSEY  
Instagram**

# Self Promotion

# Summer Workshop

In one of the ODYSSEY's first posts of the year, a promotional post for the program's summer workshop was published to encourage students to join.

## Analytics

Impressions: **3037**      Comments: **3**  
Reach: **1823**      Shares: **13**  
Likes: **182**      Saves: **1**



# NSPA Recap

After members of the ODYSSEY editorial board made the trip to St. Louis for NSPA's fall conference, this video was made to highlight the trip and show students what being in the ODYSSEY means.

## Analytics

**Views: 2555**

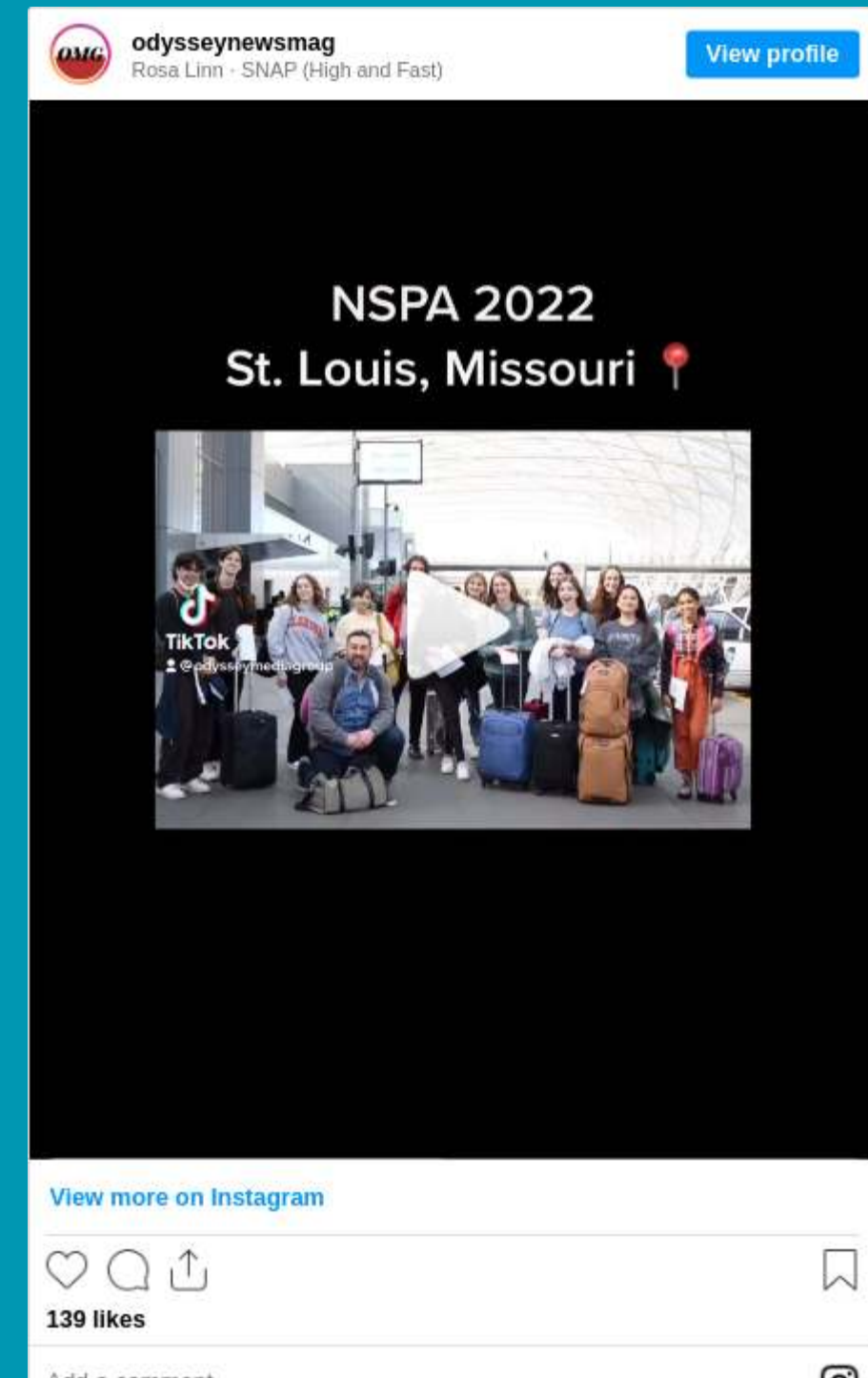
**Reach: 1782**

**Likes: 139**

**Comments: 1**

**Shares: 14**

**Saves: 7**

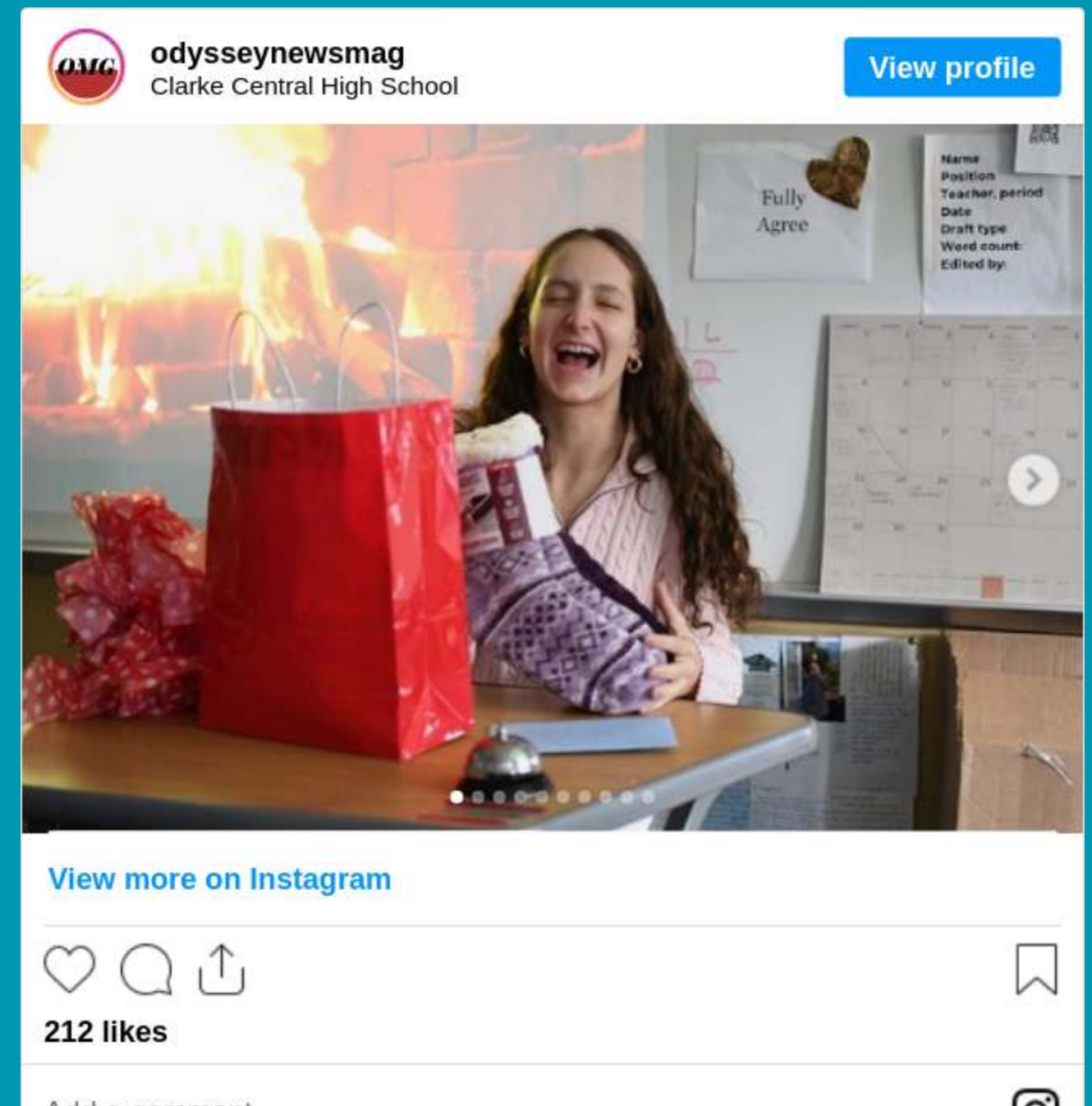


# Secret Holiday Gift Giver

In another self promotional post, the ODYSSEY published a gallery from the annual Secret Holiday Gift Giver to show students the fun side of the program.

## Analytics

**Impressions: 2020**    **Comments: 3**  
**Reach: 1440**        **Shares: 12**  
**Likes: 212**            **Saves: 7**



# SIPA Awards Promotion

In another self promotional post, the ODYSSEY celebrated achievements earned at SIPA with this post recognizing those honored.

## Analytics

Impressions: 1568

Reach: 1114

Likes: 138

Comments: 3

Shares: 11

Saves: 5



# OMG's 20th Anniversary

The ODYSSEY celebrated 20 years of existence with a banquet held in downtown Athens, while a gallery and subsequent post were published to spotlight the event.

## Analytics

**Impressions: 1987**

**Reach: 1468**

**Likes: 210**

**Comments: 2**

**Shares: 22**

**Saves: 6**





# ODYSSEY Application

We published an advertisement for the ODYSSEY to try and increase our staff numbers for the coming year, complete with a QR code that linked to the application.

## Analytics

Impressions: 1957

Reach: 1410

Likes: 245

Comments: 1

Shares: 24

Saves: 5



# 3rd Magazine Promo

We promoted the distribution of our third magazine of the year with this short reel explaining the stories in the book and what readers can expect.

## Analytics

Impressions: **2581**

Reach: **1516**

Likes: **162**

Comments: **4**

Shares: **41**

Saves: **7**



# Senior Sendoff

Senior staffers of the ODYSSEY wrote senior blogs on the ODYSSEY website, so we used photos from the annual ODYSSEY banquet to draw readers to those blogs.

## Analytics

Impressions: **1957**

Reach: **1410**

Likes: **245**

Comments: **1**

Shares: **24**

Saves: **5**



# Story Promotion

# Gallery: First Day Back

On the first day of school, the ODYSSEY photographers went around our school to capture students adjusting to a school environment after a summer break.

## Analytics

Impressions: **2991**

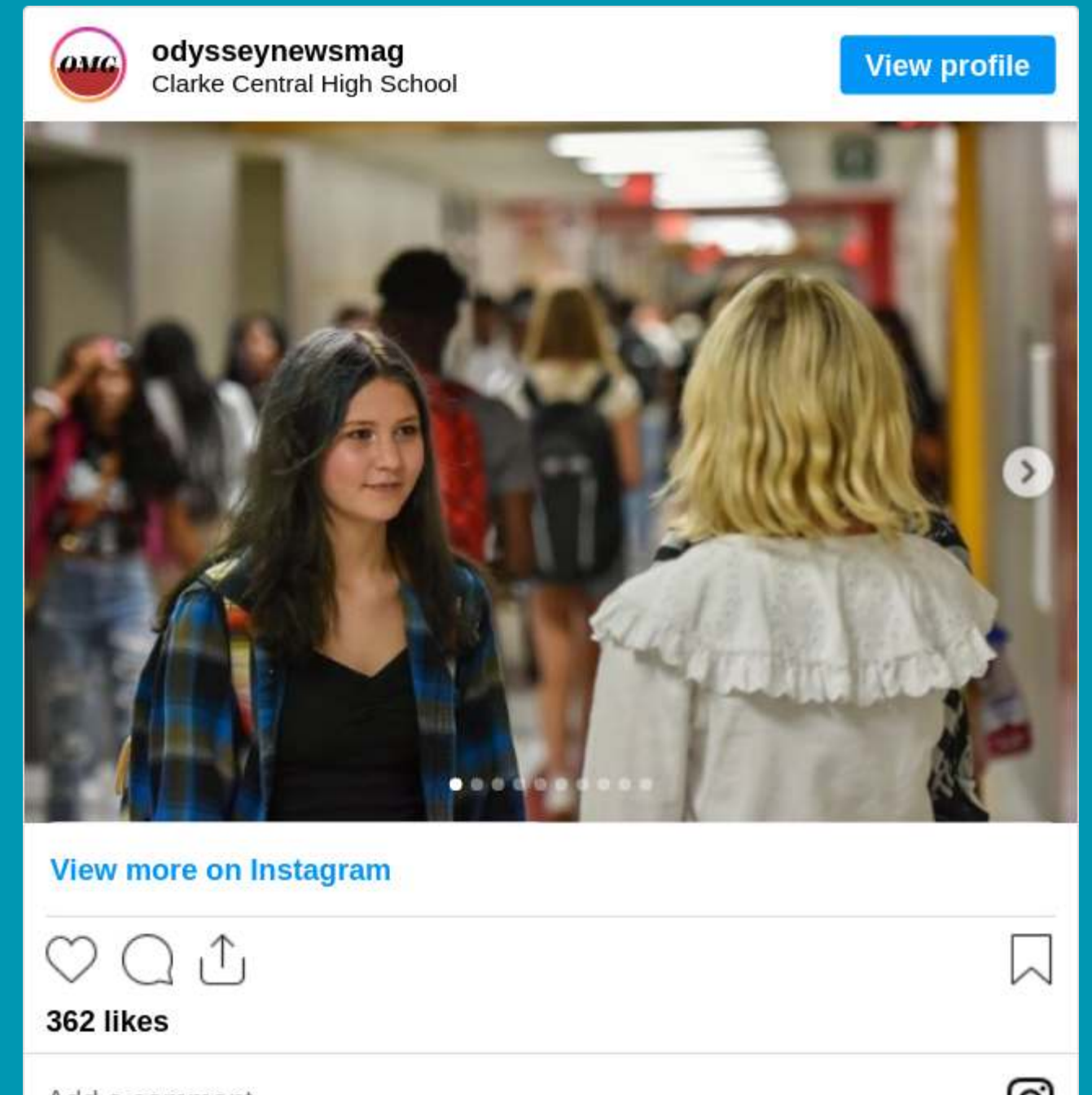
Comments: **0**

Reach: **2063**

Shares: **159**

Likes: **362**

Saves: **13**

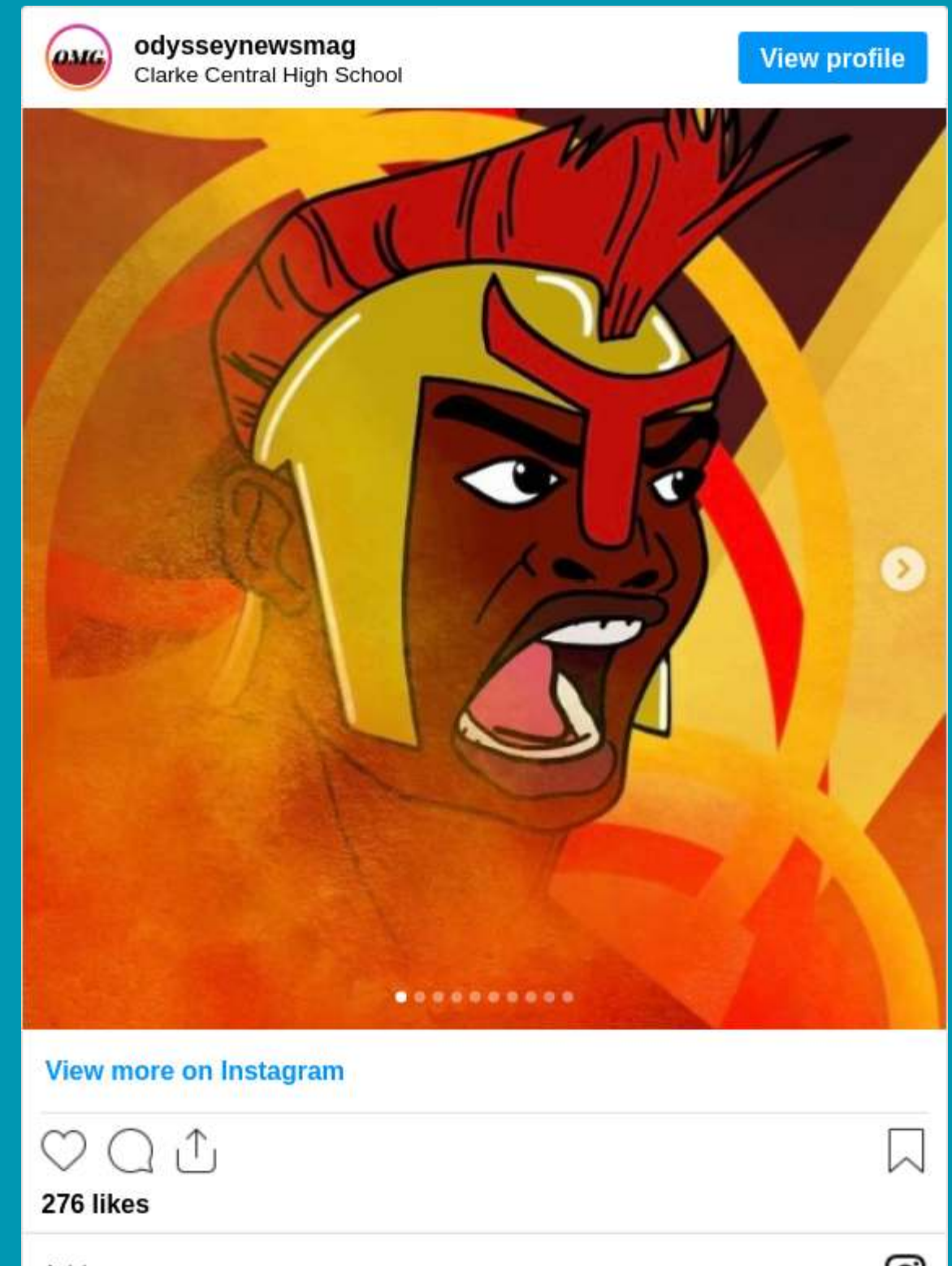


# Cedar, Central Square Up

The ODYSSEY published the annual Cedar/Central football game package, which was promoted on social media with this graphic illustration

## Analytics

Impressions: **2744**      Comments: **4**  
Reach: **1885**      Shares: **64**  
Likes: **276**      Saves: **8**

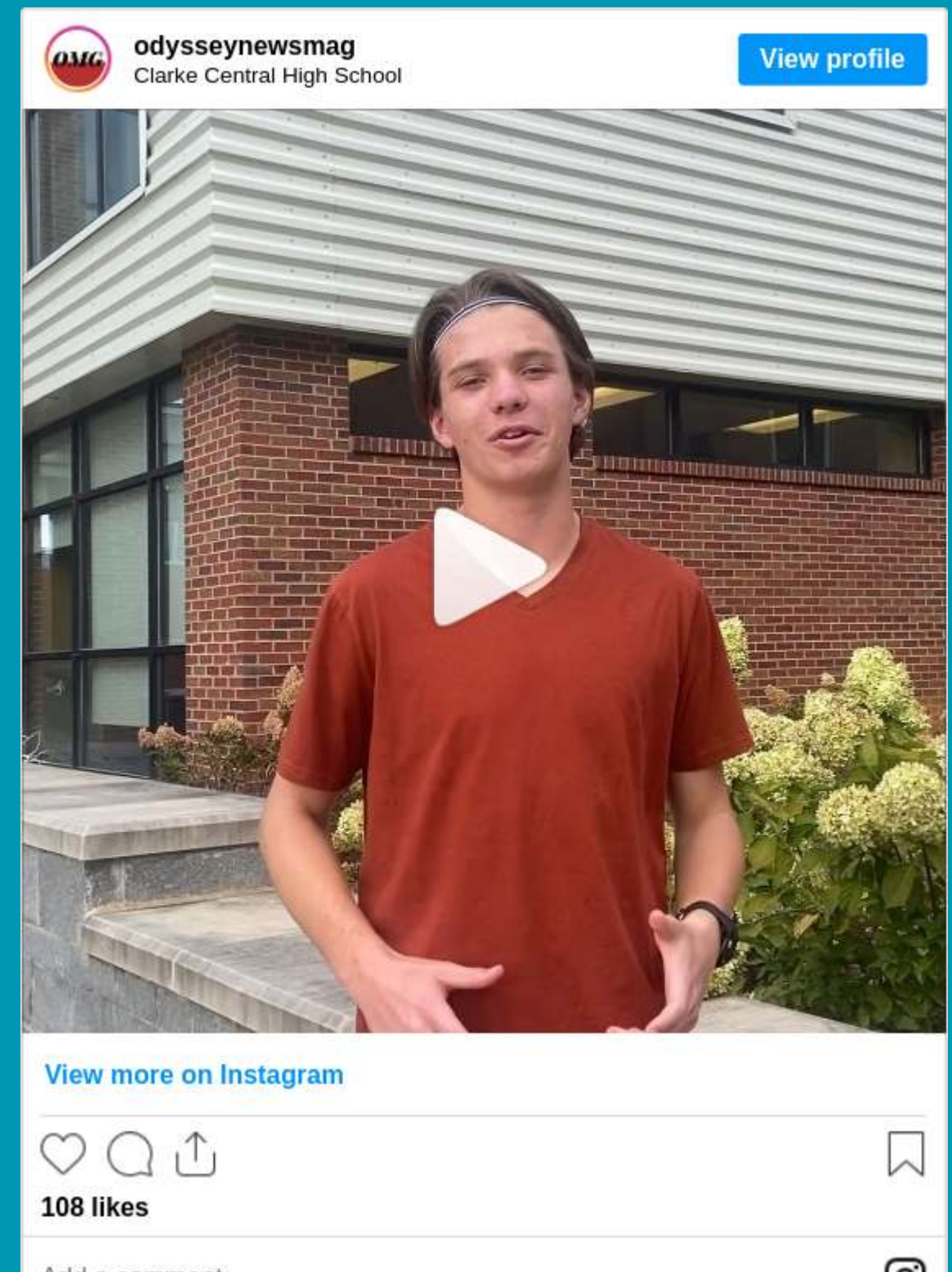


# Promo: Dirty Dancing

When there's not a natural visual element to promote a story, the ODYSSEY publishes a video of the author explaining their story, such as this one for a social commentary on dirty dancing.

## Analytics

Impressions: <b>2067</b>	Comments: <b>1</b>
Reach: <b>1307</b>	Shares: <b>37</b>
Likes: <b>108</b>	Saves: <b>3</b>

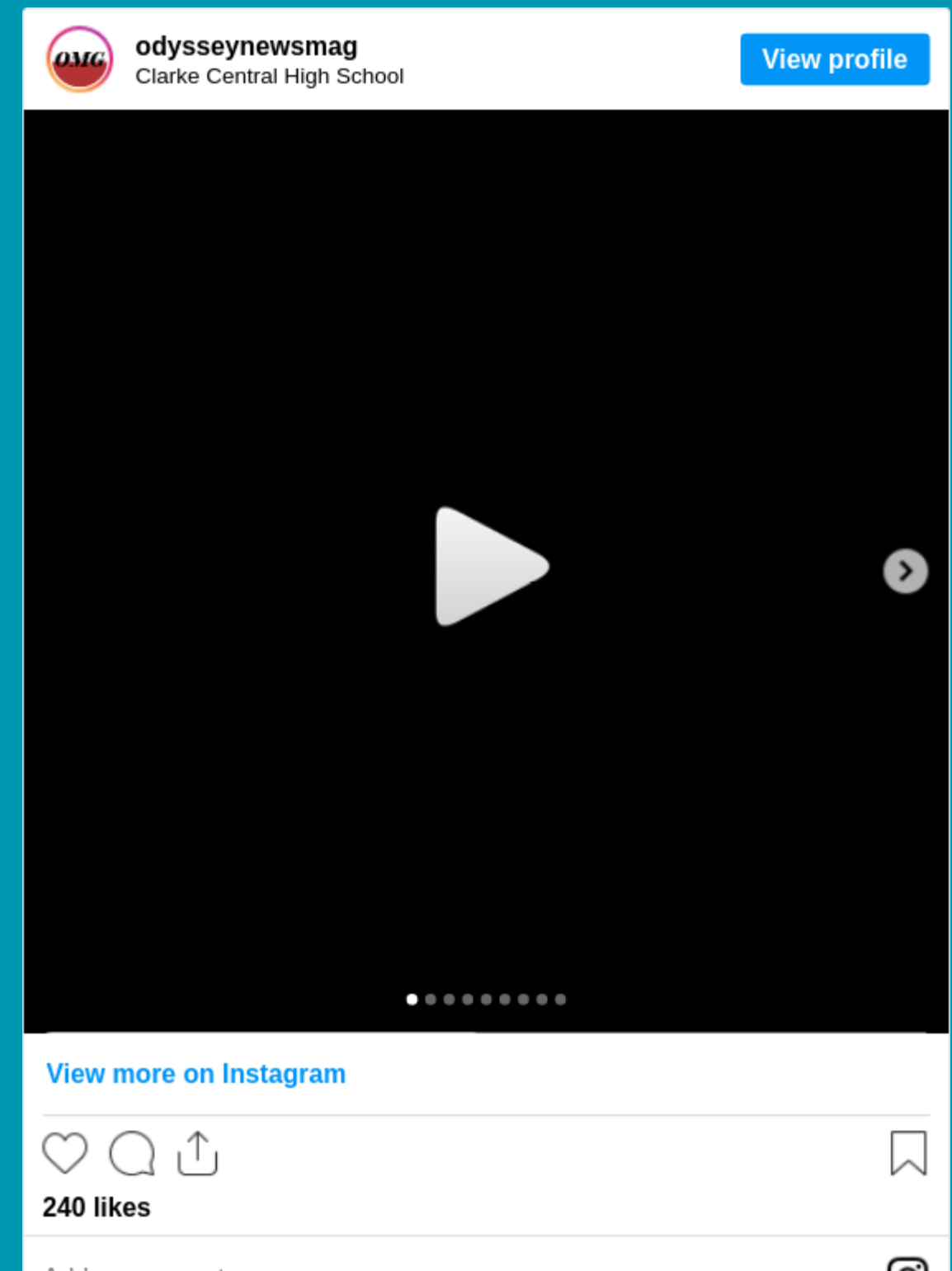


# Promo: Homecoming

Popular CCHS senior McKenna Ezekiel recorded a promo for an ODYSSEY staffer's story about the CCHS Homecoming Court.

## Analytics

Impressions: 2204    Comments: 3  
Reach: 1410    Shares: 29  
Likes: 240    Saves: 7





# Teacher's Troubles

For columns or other stories with illustrated visuals, the ODYSSEY publishes the illustrations, such as this one for a satire about teacher's working conditions.

## Analytics

Impressions: **1207**

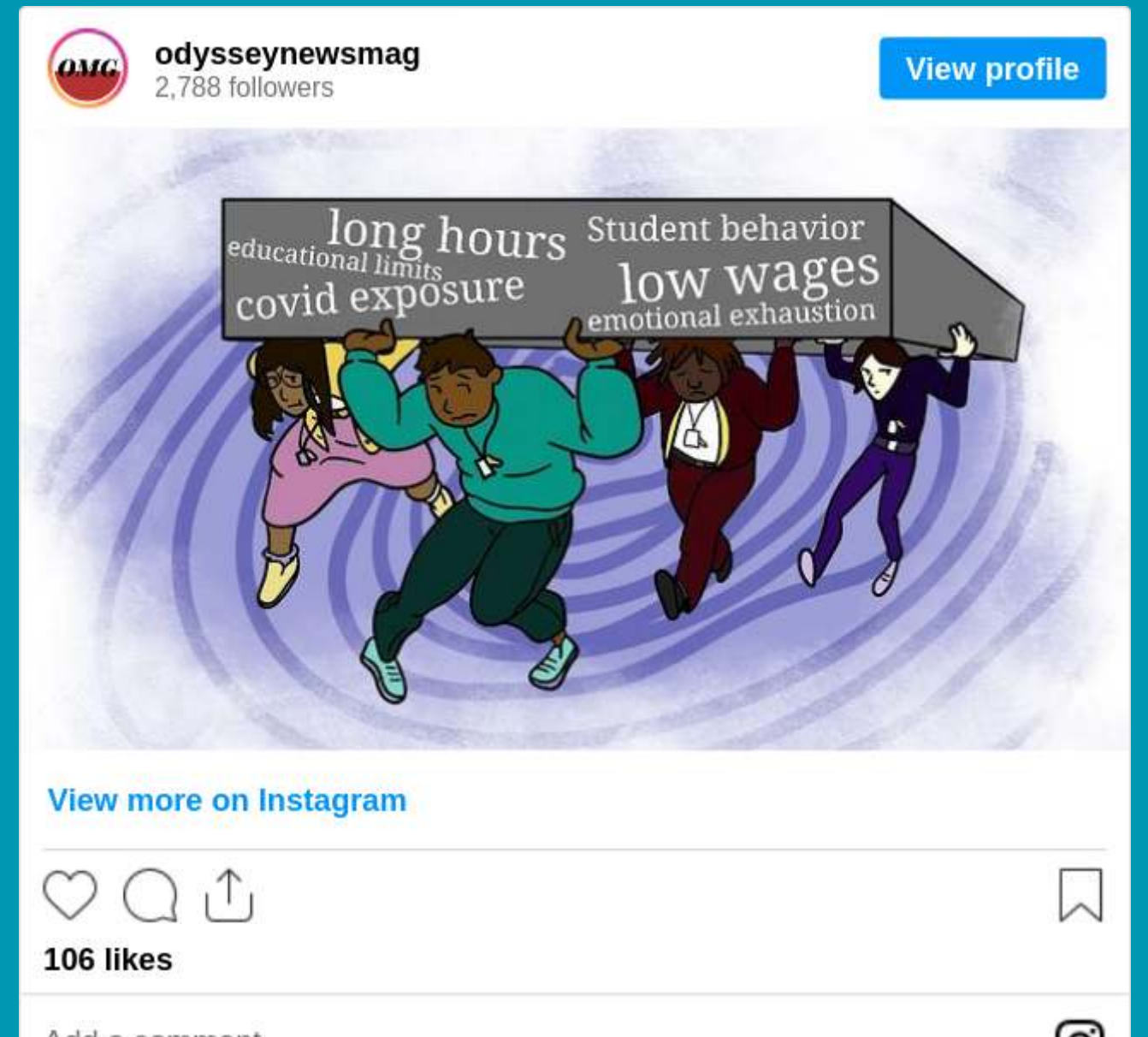
Reach: **990**

Likes: **107**

Comments: **1**

Shares: **4**

Saves: **5**



# Teaser: Perno's Coaching Spotlight

After publishing a coaching spotlight on CCHS head varsity football coach David Perno, a teaser for the video was published to promote it.

## Analytics

**Views: 1995**

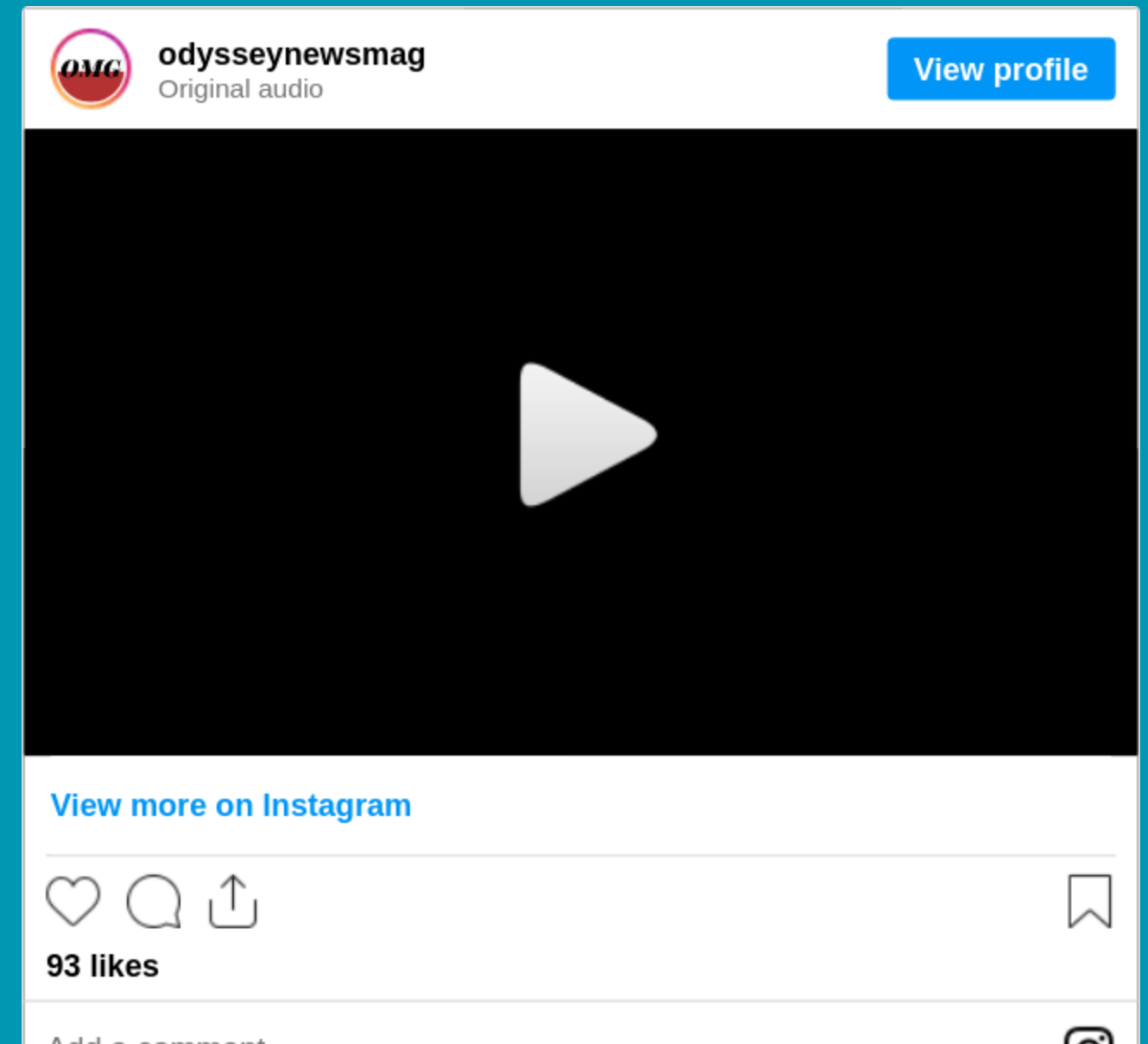
**Reach: 1472**

**Likes: 93**

**Comments: 2**

**Shares: 9**

**Saves: 7**



# Fall Media Day

To mark the first ever ODYSSEY Media Day, photos from the day were published to promote the Fall Sports Halftime Report published on the ODYSSEY website.

## Analytics

**Impressions: 3040**      **Comments: 6**  
**Reach: 2077**            **Shares: 97**  
**Likes: 324**                **Saves: 8**



# Drama Kings and Queens

The ODYSSEY previewed the CCHS drama program's upcoming performance of "Our Place" with a story and accompanying social media post.

## Analytics

Impressions: 1715

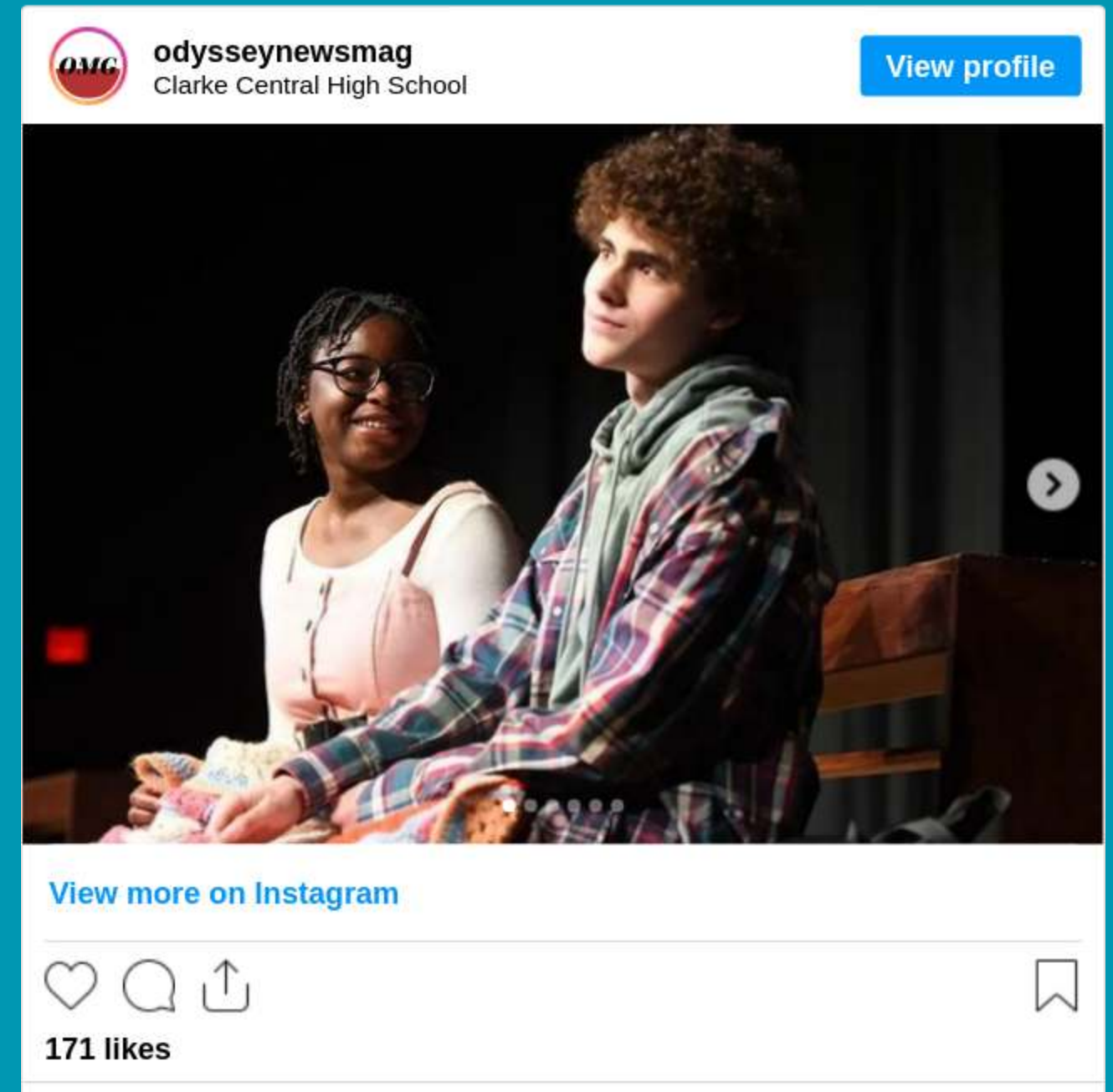
Reach: 1155

Likes: 171

Comments: 0

Shares: 38

Saves: 4

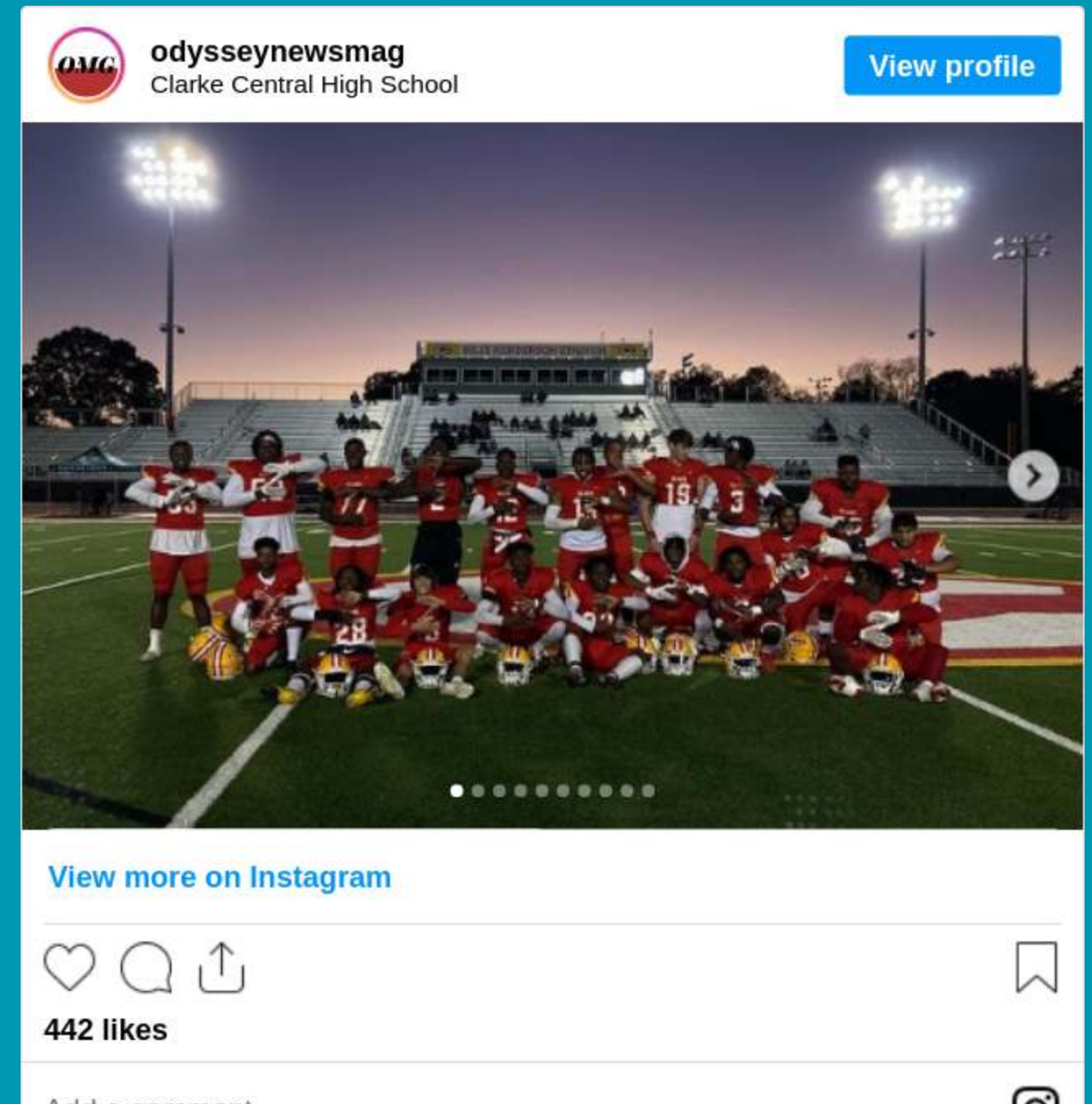


# Football Senior Night

In the ODYSSEY's second most shared post of the year, a post for football senior night promoted a game coverage and gallery on the ODYSSEY website.

## Analytics

Impressions: 3724	Comments: 3
Reach: 2531	Shares: 214
Likes: 442	Saves: 19



# Gallery: Trunk or Treat

The ODYSSEY covered Trunk or Treat, the annual daylight trick or treating routine held in the CCHS bus loop, with a photo gallery and social media carousel.

## Analytics

Impressions: 2348	Comments: 2
Reach: 1673	Shares: 45
Likes: 333	Saves: 12



# Election Day

The ODYSSEY spotlighted election day with this graphic made to bring awareness to the CCHS community of the upcoming election.

## Analytics

**Views: 2143**

**Reach: 1462**

**Likes: 97**

**Comments: 1**

**Shares: 26**

**Saves: 3**



# Predictions: UGA vs. TCU

In anticipation of the upcoming national championship game featuring the Georgia Bulldogs, game predictions were published online as well as on social media.

## Analytics

**Impressions: 1532**

**Reach: 1133**

**Likes: 113**

**Comments: 0**

**Shares: 1**

**Saves: 4**



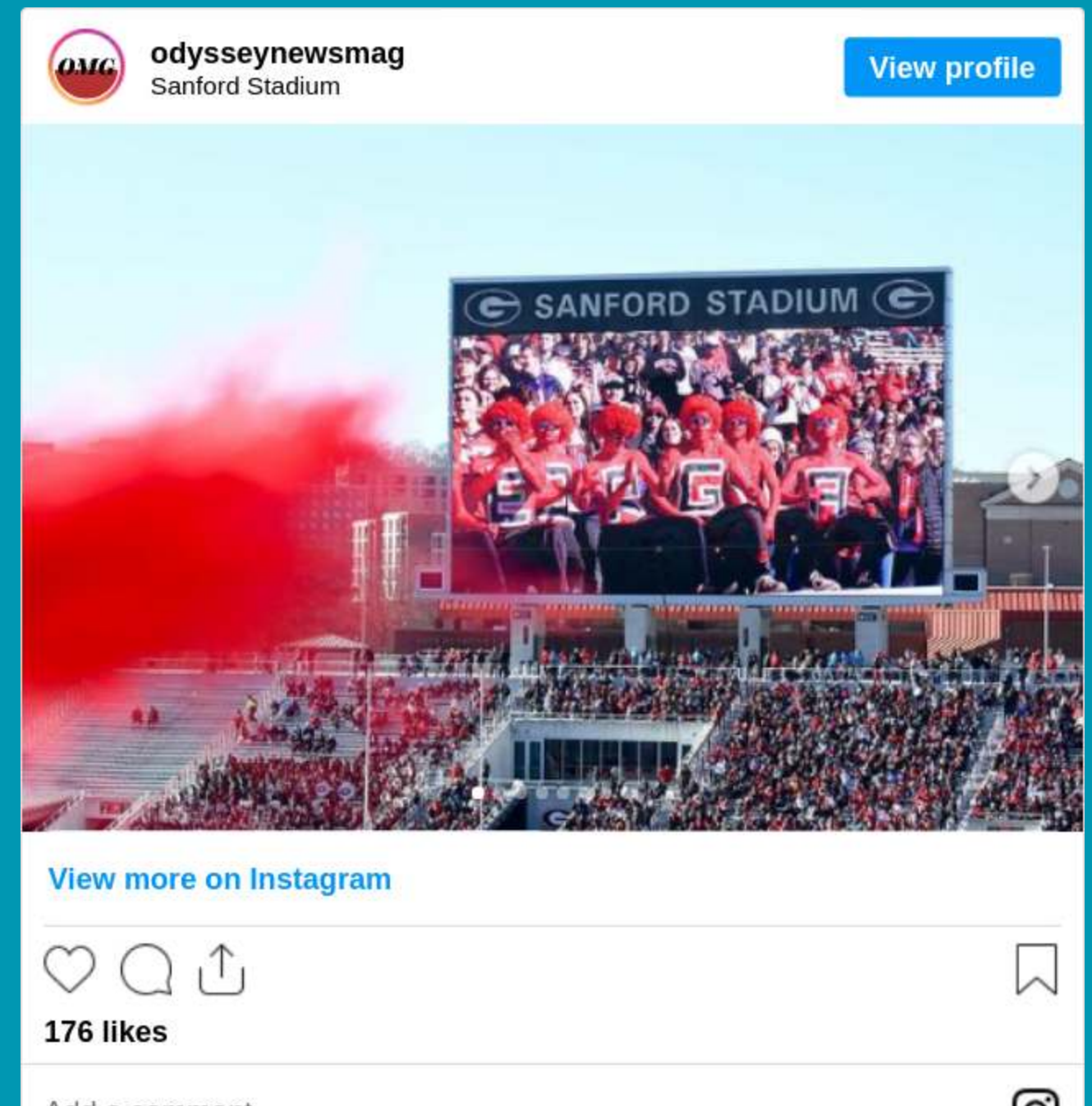


# Double Dawg Championship

**ODYSSEY** staffers attended the National Football Championship Parade, publishing a gallery and event coverage along with posts highlighting them.

## Analytics

**Impressions: 2459**      **Comments: 1**  
**Reach: 1959**            **Shares: 8**  
**Likes: 176**                **Saves: 4**

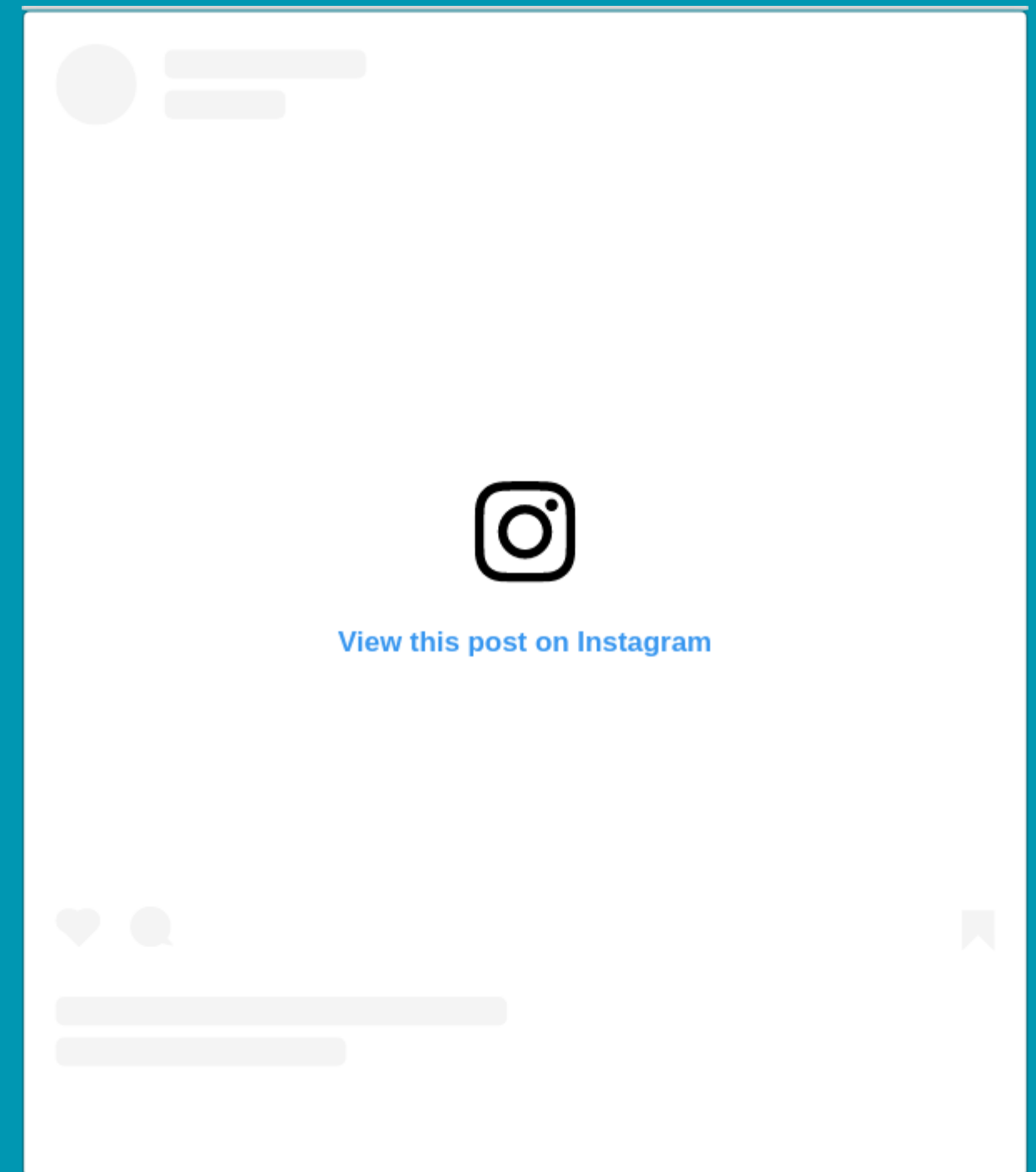


# Gallery: Classic City Champs

In terms of social media, the most covered event of the year was the Classic City Championship for basketball, with this post promoting the gallery for the game.

## Analytics

<b>Impressions: 2853</b>	<b>Comments: 0</b>
<b>Reach: 1943</b>	<b>Shares: 77</b>
<b>Likes: 304</b>	<b>Saves: 14</b>

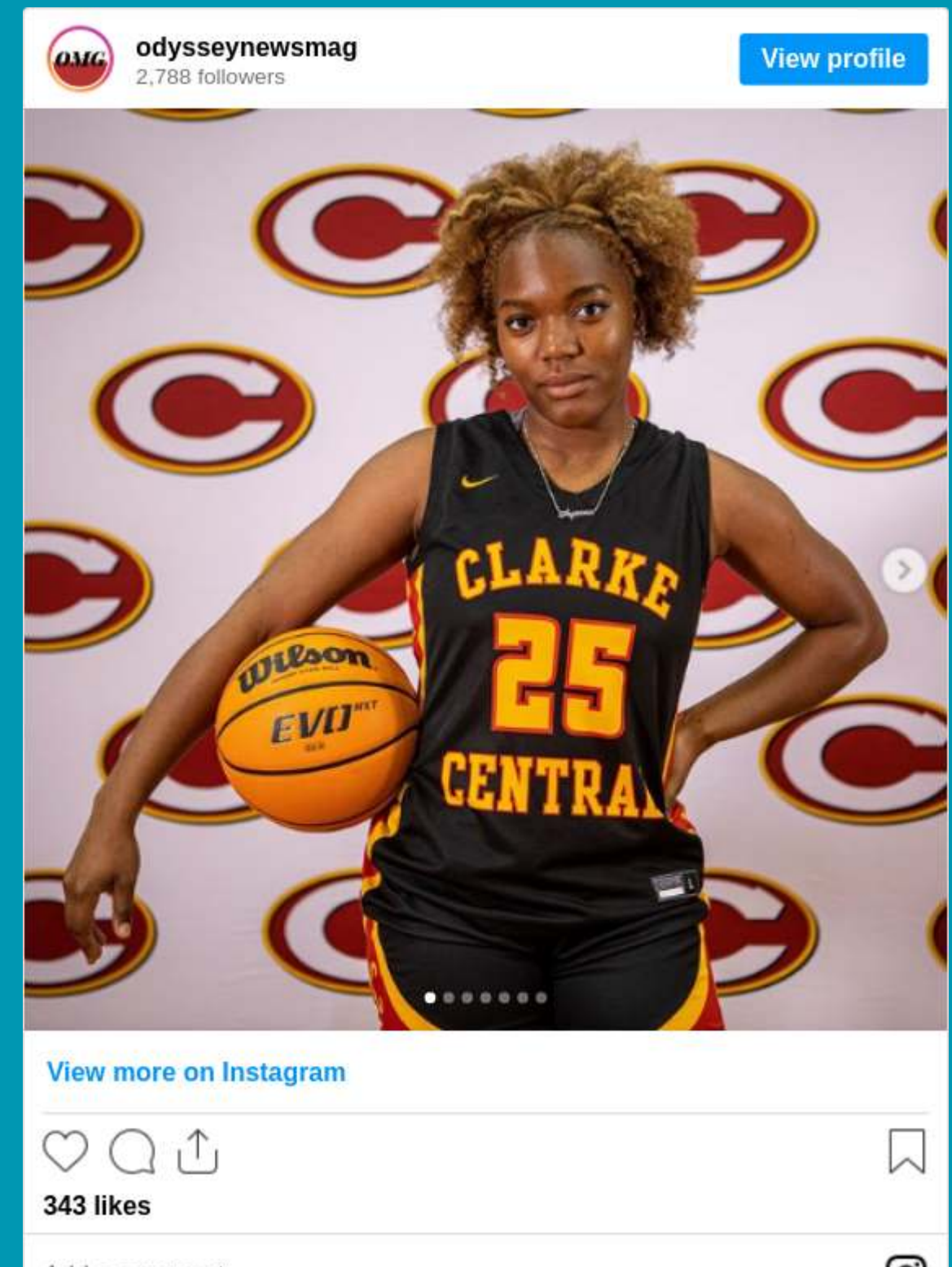


# Package: Basketball Senior Night

The ODYSSEY's second package of the year was for basketball senior night, with this post spotlighting a 300-word story in the package on girls varsity basketball player Ayanna Lonon.

## Analytics

Impressions: 2570	Comments: 11
Reach: 1852	Shares: 36
Likes: 343	Saves: 8



# STAR Students and Teachers

**CCHS senior Carolina Turner and CCHS teacher Drew Wheeler were nominated for Student Teacher Achievement Recognition, with this post promoting the ODYSSEY's story on their achievement.**

## Analytics

**Impressions: 1799**

**Reach: 1243**

**Likes: 143**

**Comments: 1**

**Shares: 4**

**Saves: 2**



# Now is the Time, Again

The ODYSSEY covered Athens's hip-hop artists collaborative album about the societal issues facing the country with a story and accompanying post.

## Analytics

Impressions: 1955

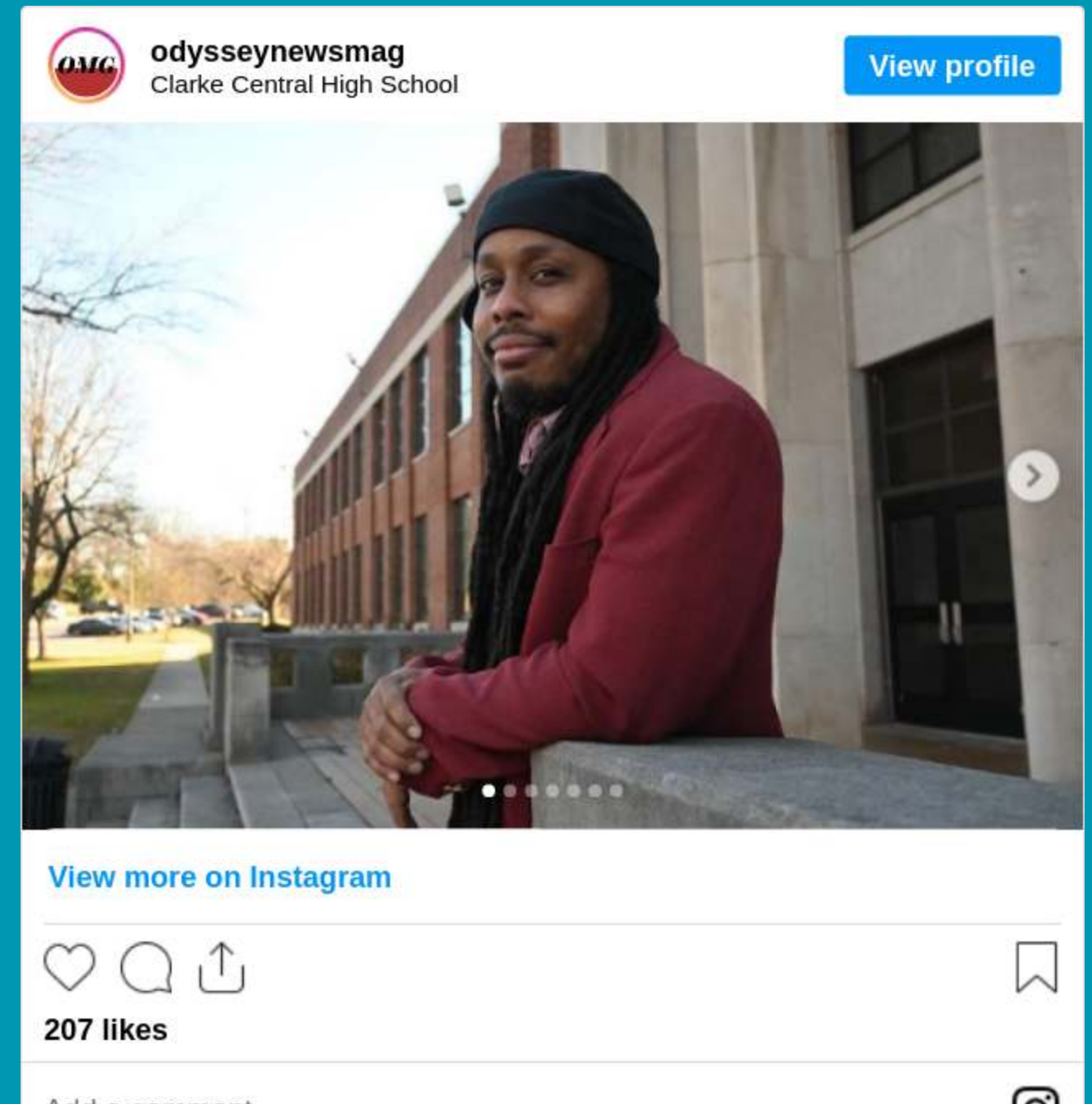
Reach: 1438

Likes: 207

Comments: 3

Shares: 8

Saves: 6



# Q&A with Dr. Lakeisha Gantt

After an ODYSSEY staffer published a Q&A with CCSD BOE President Dr. Lakeisha Gantt, this graphic was created to bring readers to the story.

## Analytics

Impressions: 1221

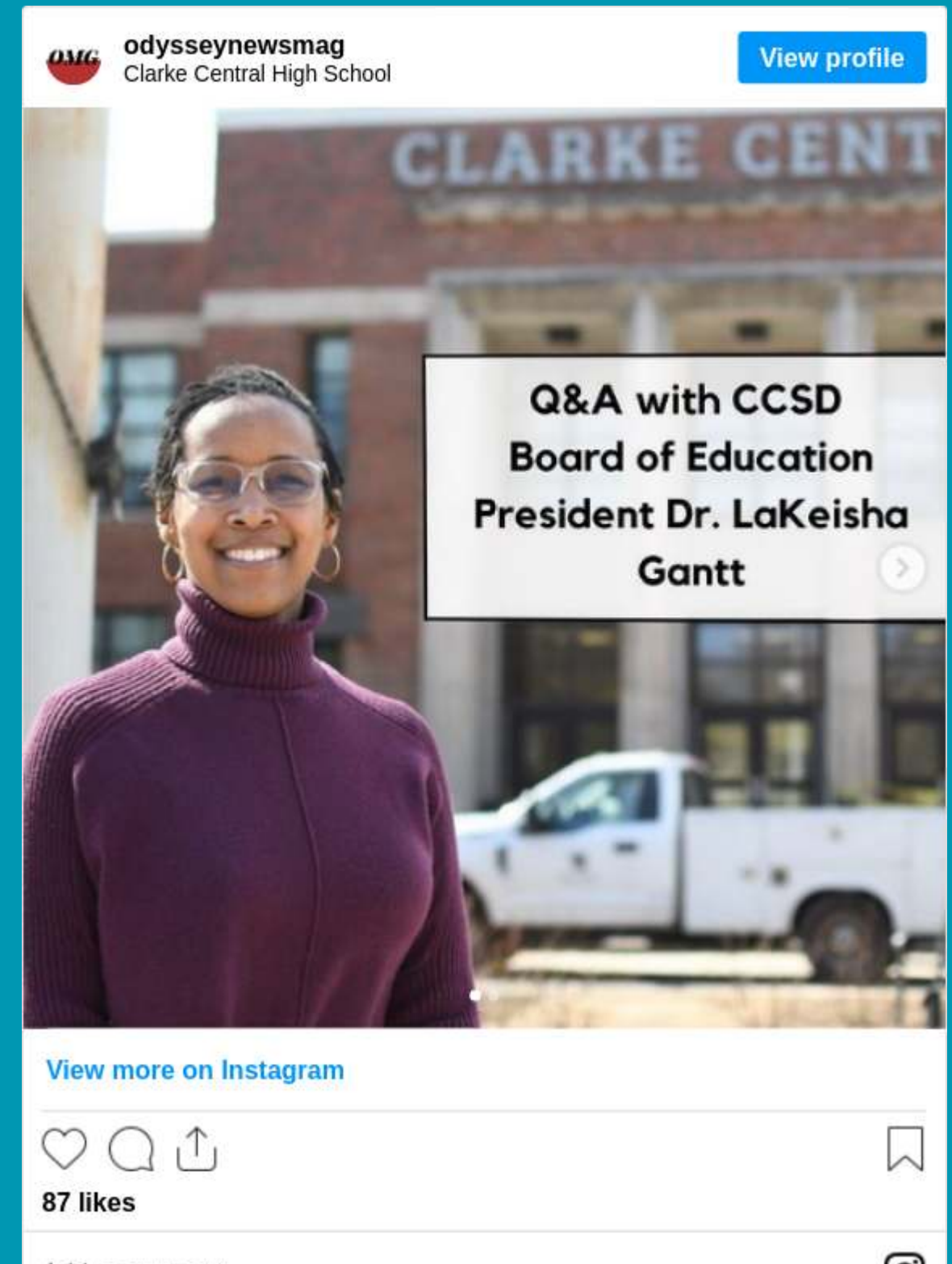
Reach: 939

Likes: 87

Comments: 3

Shares: 5

Saves: 1



# Black History Month Program

The Black History Month Program came back to CCHS in 2023, so the ODYSSEY covered the event and posted this to spotlight the event retrospectively.

## Analytics

Impressions: 1812

Reach: 1612

Likes: 276

Comments: 12

Shares: 17

Saves: 8



# Black History Month Spotlights

In one of over 20 Black History Month spotlights, the ODYSSEY published this spotlight on CCHS Principal's Secretary Latoya Hill to showcase the larger Black History Month package on the website.

## Analytics

**Impressions: 1469**

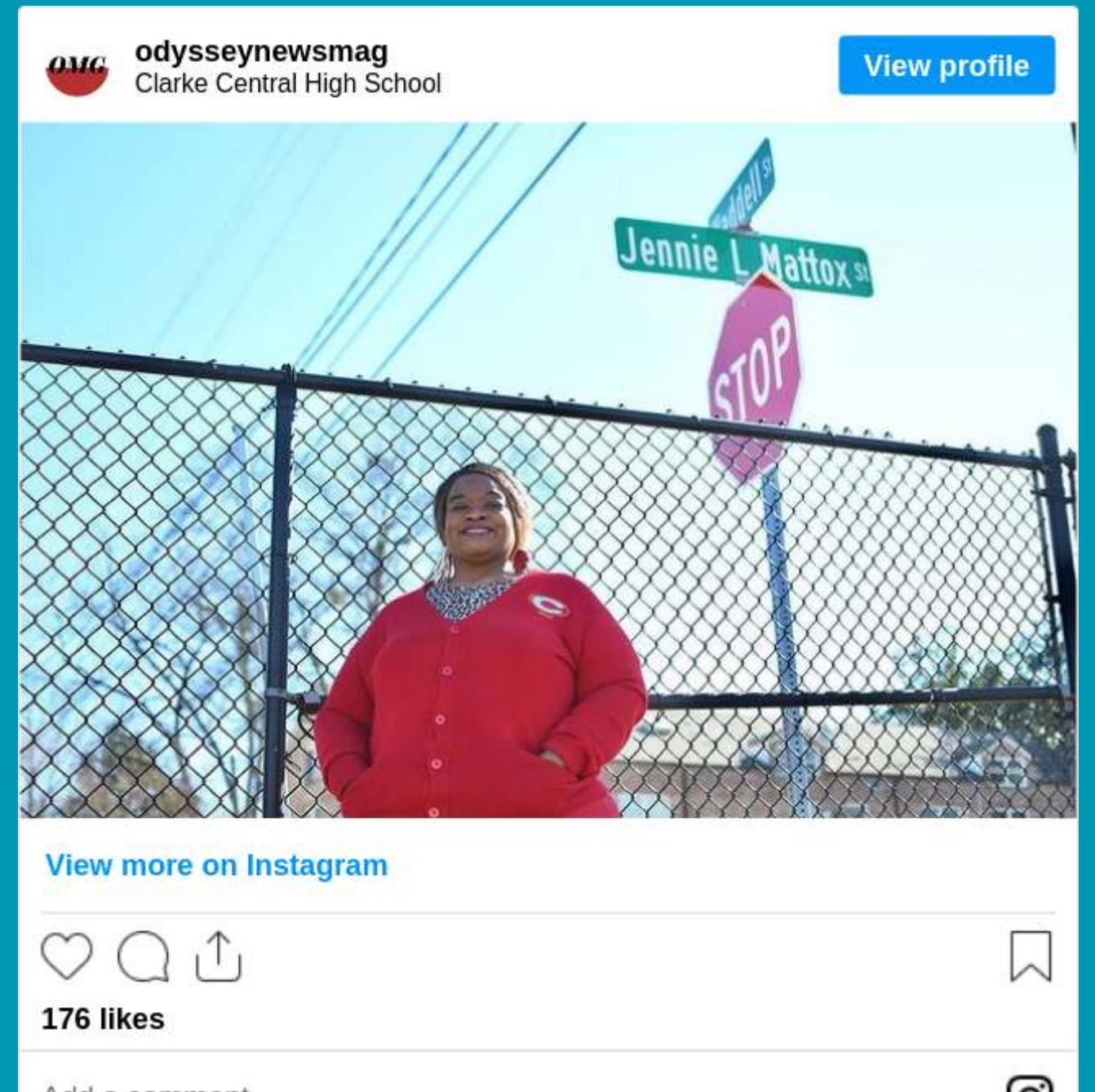
**Reach: 1297**

**Likes: 176**

**Comments: 1**

**Shares: 7**

**Saves: 5**





# Podcast: Home Cooking

After an ODYSSEY staffer recorded a podcast about her grandfather, this graphic was created capture the emotion of the podcast.

## Analytics

Impressions: 1103

Reach: 928

Likes: 82

Comments: 0

Shares: 2

Saves: 2

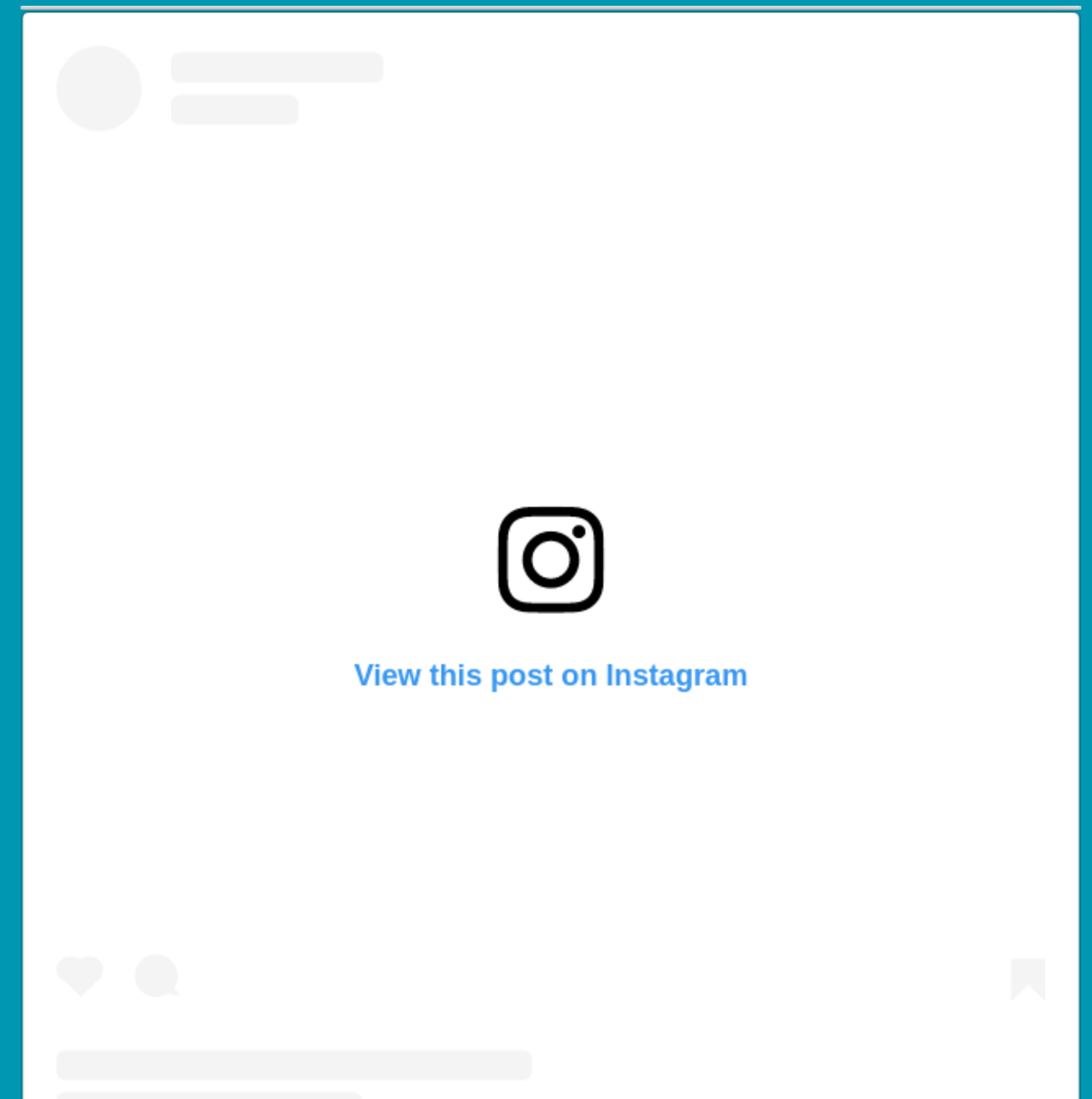


# Gallery: Soccer Senior Night

The ODYSSEY published this social media carousel to promote soccer's senior night, which had a gallery on the ODYSSEY website.

## Analytics

<b>Impressions:</b> 2756	<b>Comments:</b> 3
<b>Reach:</b> 1905	<b>Shares:</b> 44
<b>Likes:</b> 323	<b>Saves:</b> 14

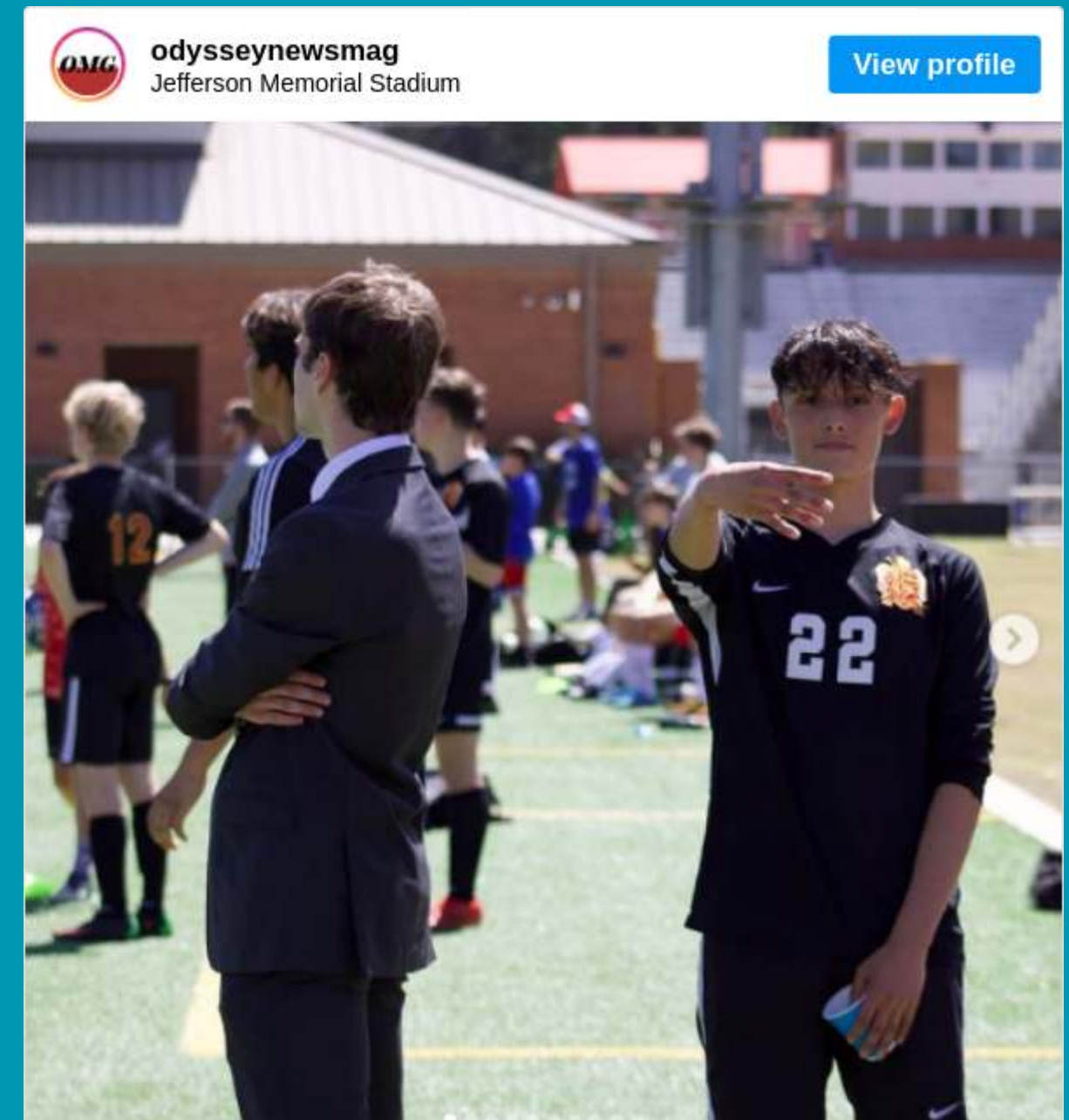


# Gallery: JV Soccer Championship

The ODYSSEY covered the inaugural JV soccer Region 8-AAAAA Championship, with two social media posts spotlighting a gallery and game coverage.

## Analytics

Impressions: 2324    Comments: 2  
Reach: 1575    Shares: 143  
Likes: 217    Saves: 2



# Gallery: ATHICA Presents CCHS Art

Local art gallery ATHICA displayed art by CCHS students, so an ODYSSEY staffer attended the event and took photos for a gallery and carousel.

## Analytics

Impressions: **1604**

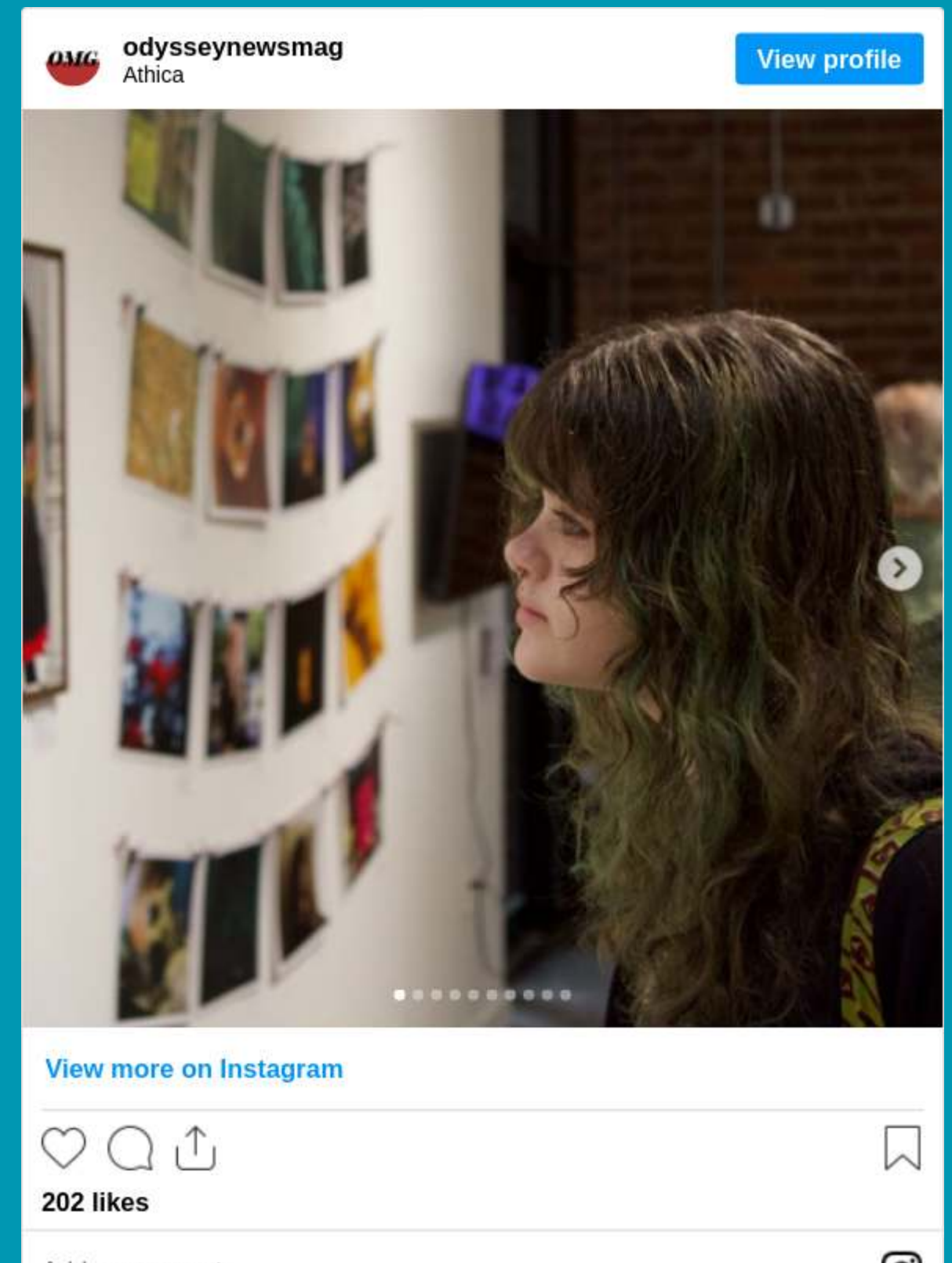
Reach: **1154**

Likes: **202**

Comments: **2**

Shares: **22**

Saves: **7**



# Playing Soccer with Bella Yelton

We produced a lighthearted video with ODYSSEY staffers trying to play soccer with a girls varsity soccer player, with the video posted on YouTube and Instagram.

## Analytics

**Views: 4181**

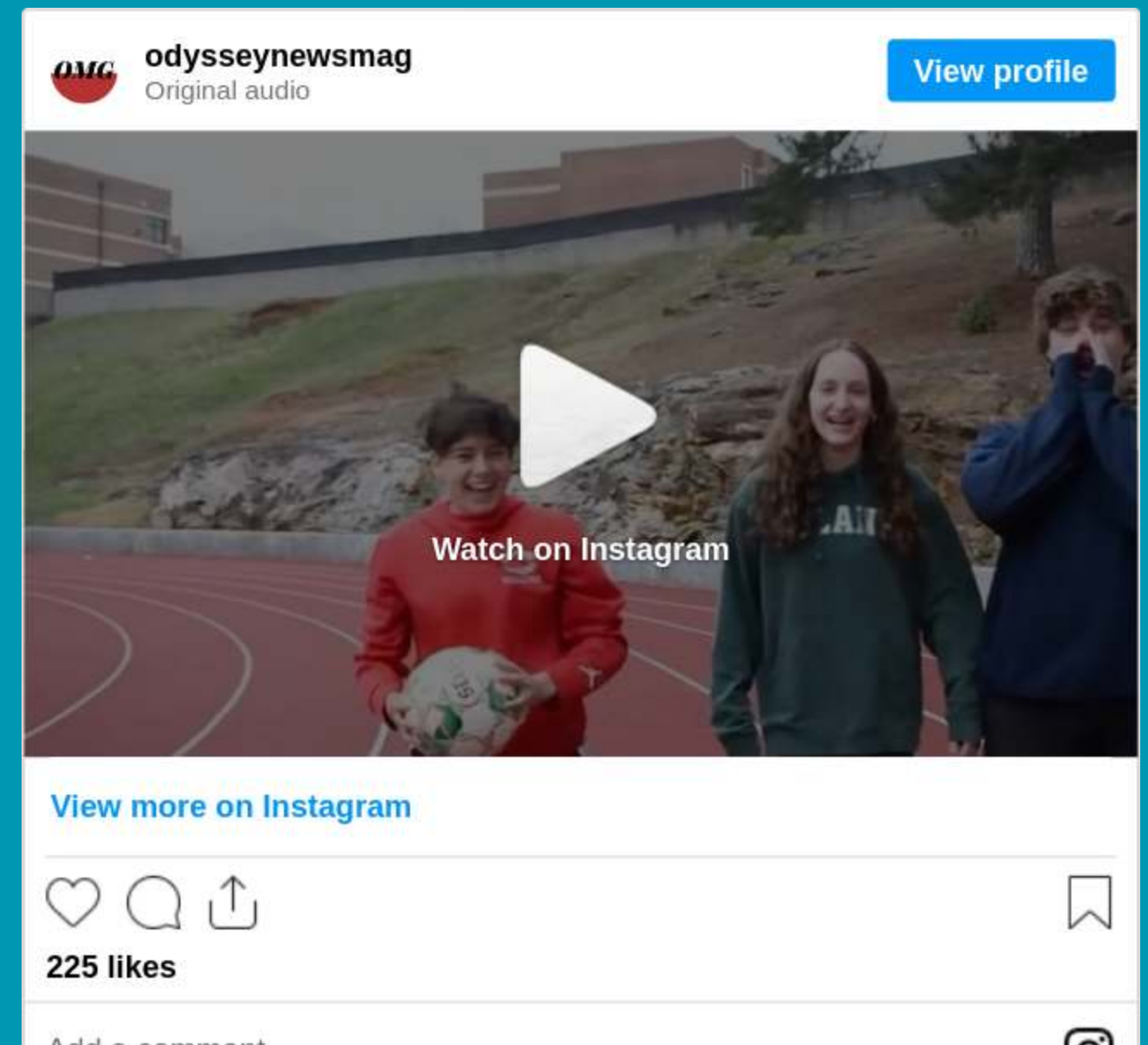
**Reach: 2444**

**Likes: 225**

**Comments: 9**

**Shares: 25**

**Saves: 10**



# Gallery: CCHS vs. Woodland

This short video of CCHS boys varsity forward Raul Navarro scoring his second goal against Woodland High School promoted a gallery of the game on the ODYSSEY's Flickr.

## Analytics

**Views: 4433**

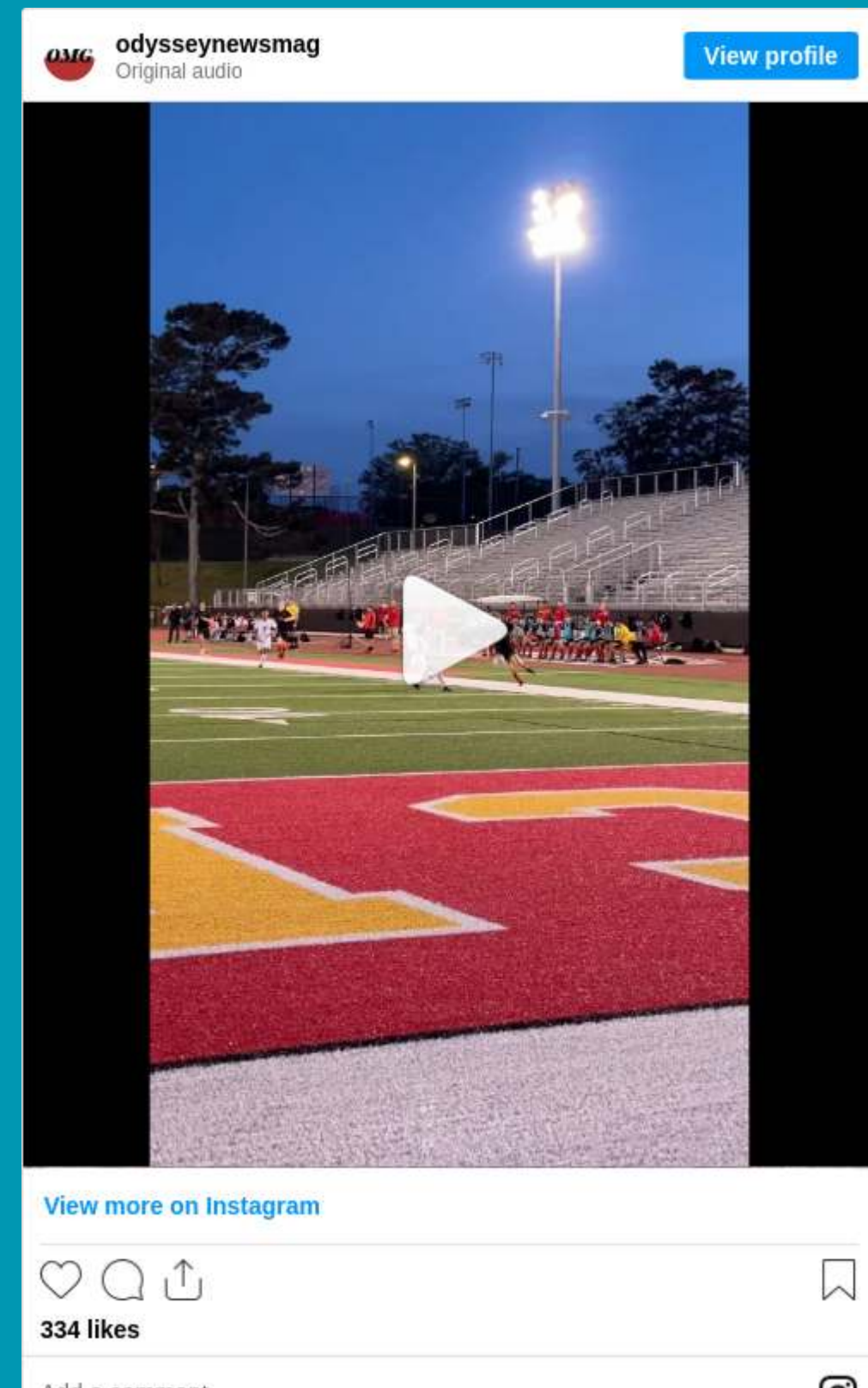
**Reach: 3543**

**Likes: 334**

**Comments: 4**

**Shares: 25**

**Saves: 11**



# Profile: Old-school, New School

After an ODYSSEY staffer wrote a profile on decorated head varsity baseball coach Jerry Boatner, this post was published to draw readers to the story.

## Analytics

<b>Impressions: 2182</b>	<b>Comments: 5</b>
<b>Reach: 1545</b>	<b>Shares: 24</b>
<b>Likes: 238</b>	<b>Saves: 5</b>

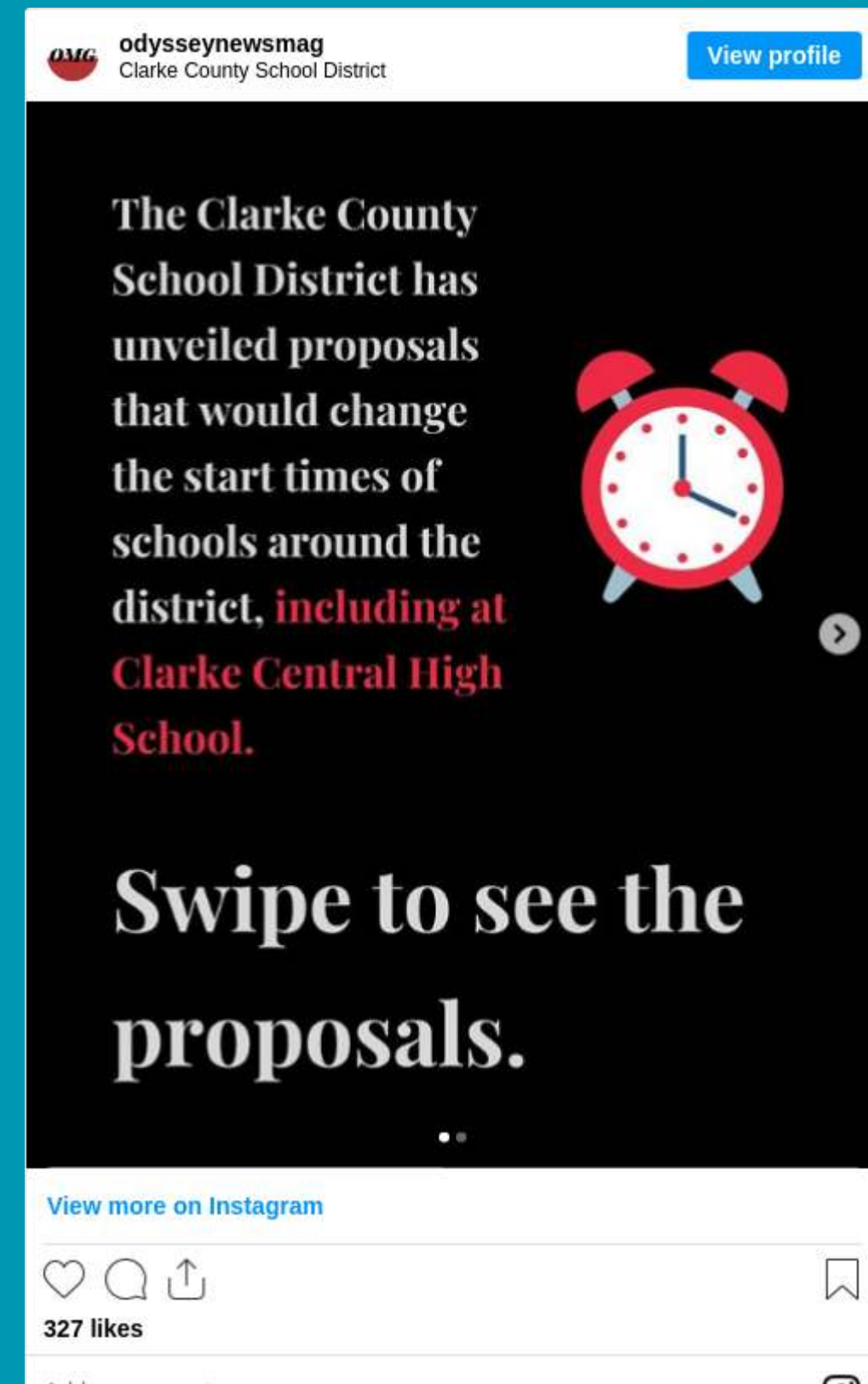


# Scheduling Snafus

An ODYSSEY staffer wrote a story on the CCSD's proposed schedule change and promoted it with this graphic, which was the ODYSSEY's most shared post in the 2022-2023 school year.

## Analytics

Impressions: **3277**    Comments: **41**  
Reach: **2304**    Shares: **267**  
Likes: **327**    Saves: **56**





# Profile: The American Dream

**CCHS foreign exchange student Clarissa Desantis was the subject of a profile by an ODYSSEY staffer, with this carousel promoting the story.**

## Analytics

<b>Impressions: 2367</b>	<b>Comments: 7</b>
<b>Reach: 1526</b>	<b>Shares: 10</b>
<b>Likes: 223</b>	<b>Saves: 3</b>



# Smells Like Eve Spirit

After prominent CCHS senior Michael Campbell won the prestigious Eve Carson Award, an ODYSSEY staffer wrote a story and social media post about his winning.

## Analytics

Impressions: **1522**

Reach: **1295**

Likes: **232**

Comments: **2**

Shares: **9**

Saves: **0**



# Profile: Leaving a Legacy

To mark CCHS Signing Day, a profile on signee Dailen Howard was written and promoted with this social media carousel.

## Analytics

Impressions: 2109

Reach: 1472

Likes: 263

Comments: 1

Shares: 18

Saves: 2



# Returning to his Roots

After much beloved track coach Justin Jones left CCHS to return to his hometown of Carrollton, an ODYSSEY staffer interviewed Jones about his time in Athens and what CCHS meant to him.

## Analytics

Impressions: **2311**

Reach: **1758**

Likes: **298**

Comments: **11**

Shares: **45**

Saves: **2**

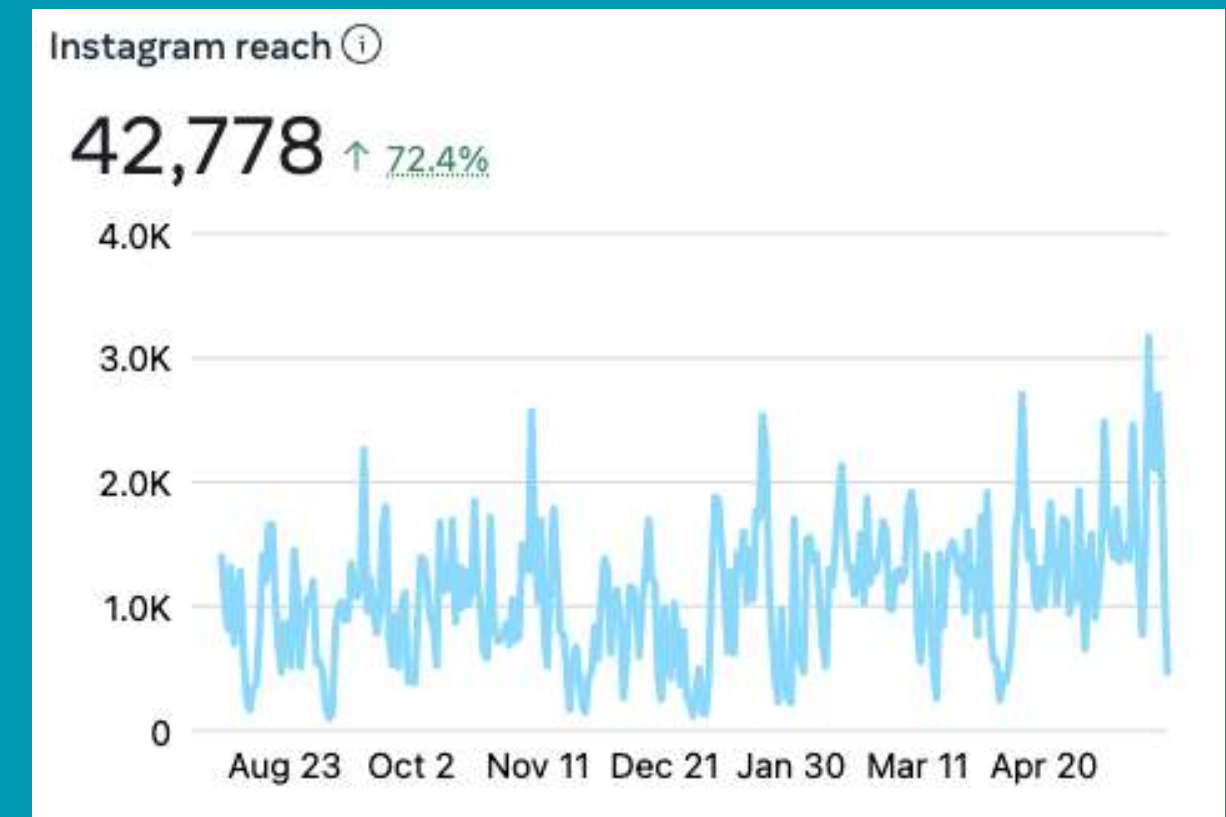


# Growth

**Coming into the school year, the ODYSSEY had a goal: use social media not just as a way to promote stories on other platforms, but as a form of storytelling by itself. Throughout the year, we have consistently seen followers respond to that approach, engaging with our content more than ever before. Through careful planning, a posting calendar, and a lot of effort from the ODYSSEY staff, we were able to show marked growth across all platforms of the ODYSSEY's social media.**

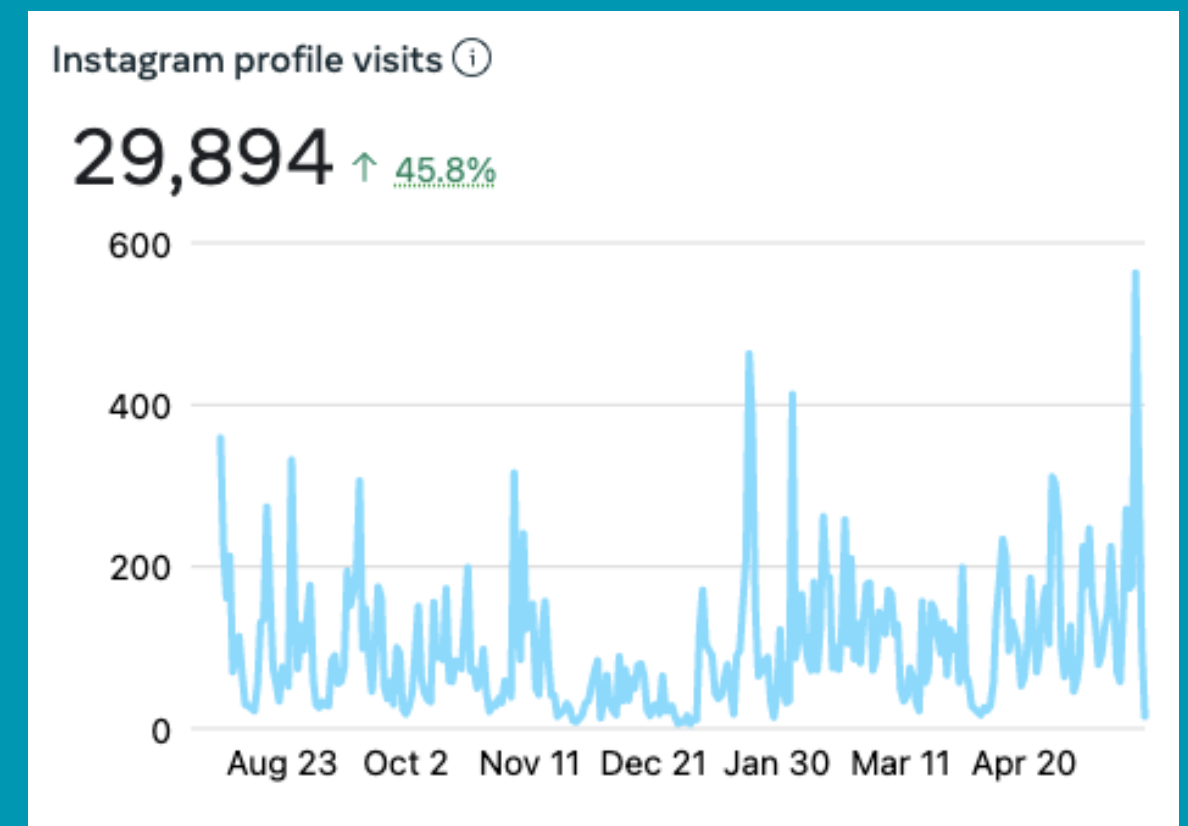
# Reach

There was a definite increase in reach on all social media platforms we used, but that increase was most notable on Instagram, which increased by over 70%. That jump showed completion of one of our goals - get students more connected with our content.



# Profile Visits

**We showed more increase in terms of page visits - again, Instagram showed a larger jump, but both increases were larger than 25%. Consistent posting and covering all areas of the CCHS community helped contribute to this dramatic growth.**



# New Likes and Follows

**Due to our emphasis on Instagram this year, we actually saw a slight decrease in the growth in new Facebook page likes. However, our new Instagram followers grew at a constant rate, representing more growth in that department.**

