

ACP Best Social Media Reporting

Links:

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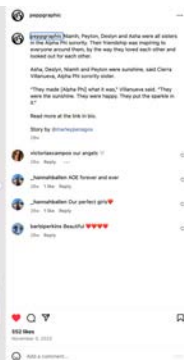
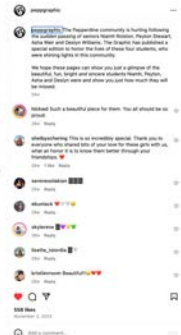
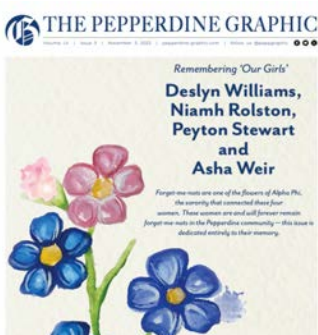
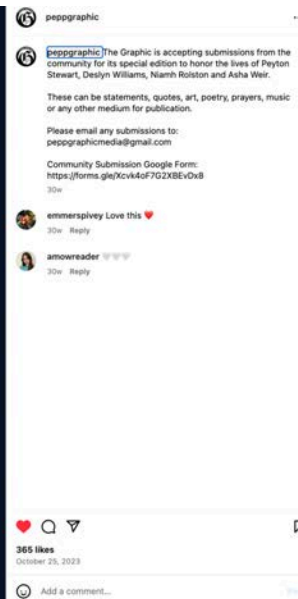
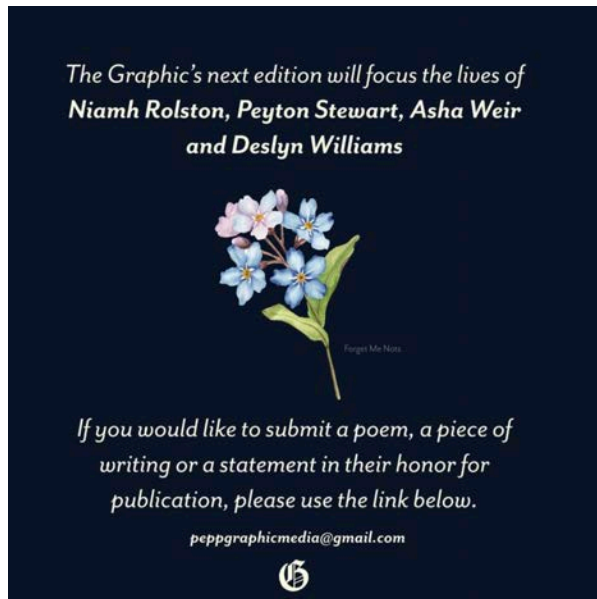
<https://www.tiktok.com/@peppgraphic>

Instagram

Coverage of the October crash that killed four Pepperdine students. This included coverage of the tragedy and the Graphic staff used social media platforms, specifically Instagram to invite community contributions for the special edition (see below). Engagement was rich over these posts as the social media reporting, included breaking news coverage of the crash and a special edition telling stories of these four students and their impact on the community.

<https://www.instagram.com/p/Cy1HdaZp45B/>

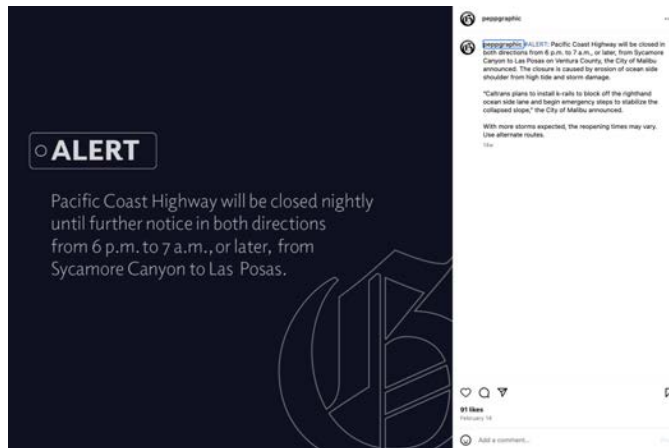
'Our Girls' Special Edition coverage:



News Coverage:

Weather alerts

<https://www.instagram.com/peppgraphic/>



ALERT

Pacific Coast Highway will be closed nightly until further notice in both directions from 6 p.m. to 7 a.m., or later, from Sycamore Canyon to Las Posas in Ventura County, the City of Malibu announced. The closure is caused by erosion of ocean side shoulder from high tides and storm damage.

*Caltrans plans to install 6-inch cables to block off the right-hand ocean side lane and begin emergency steps to stabilize the collapsed section," the City of Malibu announced.

With more storms expected, the reopening times may vary. Use alternate routes.

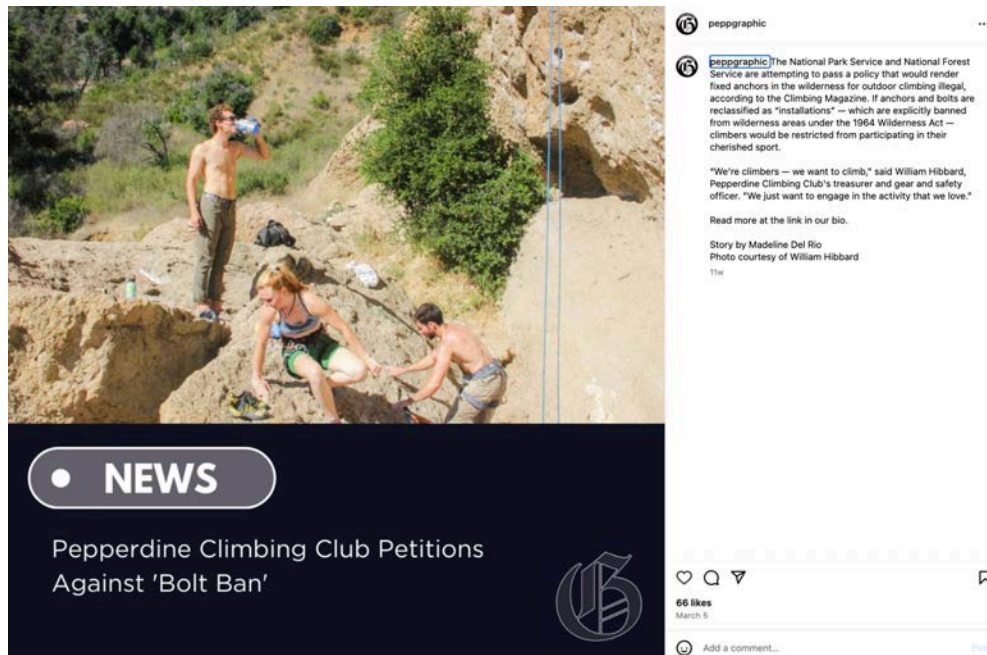
91 likes
February 18

Add a comment...

News

Sliders break down key information to engage readers with the story

<https://www.instagram.com/p/C4JPRKCMoDV/>



NEWS

Pepperdine Climbing Club Petitions Against 'Bolt Ban'

The National Park Service and National Forest Service are attempting to pass a policy that would render fixed anchors in the wilderness for outdoor climbing illegal, according to the Climbing Magazine. If anchors and bolts are reclassified as "installations" — which are explicitly banned from wilderness areas under the 1964 Wilderness Act — climbers would be restricted from participating in their cherished sport.

"We're climbers — we want to climb," said William Hibbard, Pepperdine Climbing Club's treasurer and gear and safety officer. "We just want to engage in the activity that we love."

Read more at the link in our bio.

Story by Madeline Del Rio
Photo courtesy of William Hibbard

66 likes
March 5

Add a comment...

Sports Game coverage

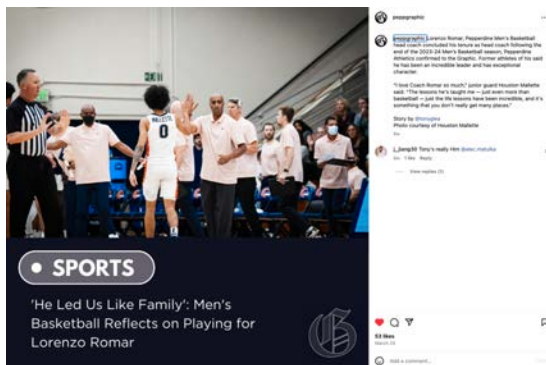
Sliders show game highlights and player and coach comments

<https://www.instagram.com/p/C3ixrswssTq/>



Sports coverage:

<https://www.instagram.com/p/C46iaklsfrP/>



GNews

"Abby and Gabby Show"

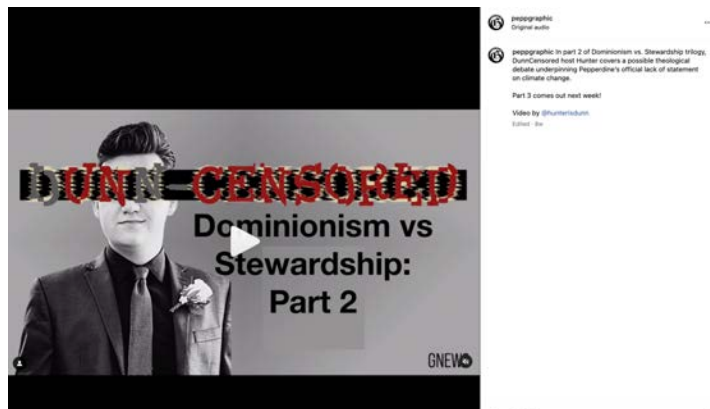
<https://www.instagram.com/p/C3an48TRD4i/>



Video

GNews, 'Dunn' Censored

<https://www.instagram.com/p/C43yJWPSSqA/>



Life & Arts

<https://www.instagram.com/p/C4zBxsts3uZ/>



Twitter

Live event coverage, e.g. the 2022 Midterm Election (local and national)

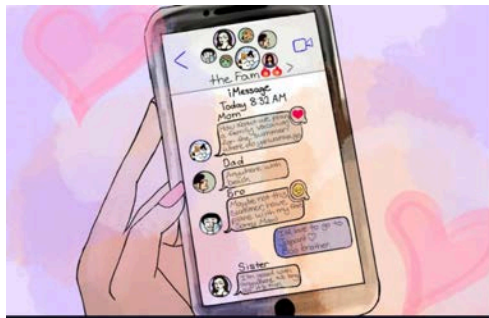
<https://twitter.com/PeppGraphic/status/1590042377607327746?s=20>

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<https://twitter.com/PeppGraphic/status/1590027147413901312?s=20>

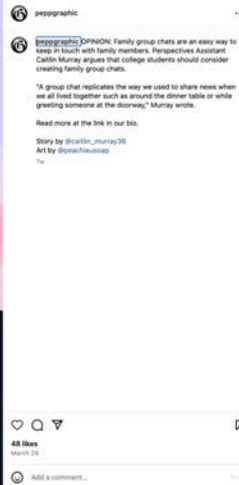
Opinion Pieces

<https://www.instagram.com/p/C5HTiE6NY2L/>



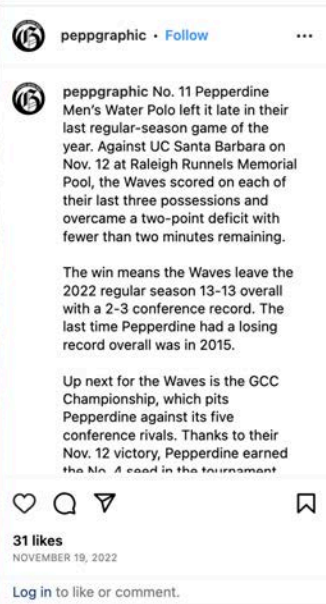
● **PERSPECTIVES**

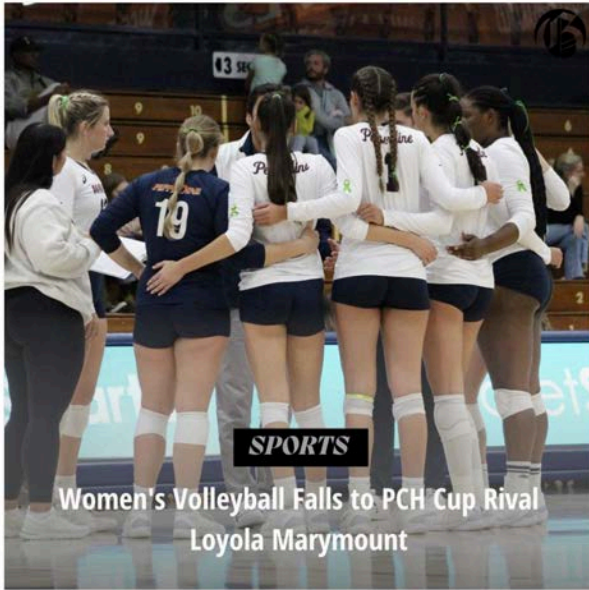
Opinion: College Students Should Use Family Group Chats



Sports Game coverage

Sliders show game highlights and player and coach comments





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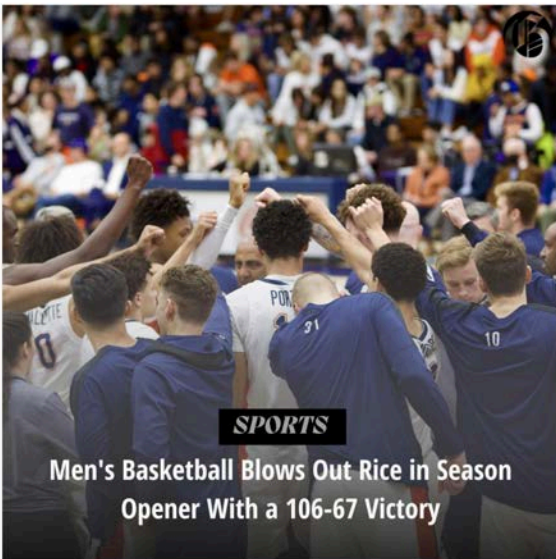
peppgraphic Pepperdine Women's Volleyball lost to Loyola Marymount University 3-1 on Nov. 11 at Firestone Fieldhouse. The Waves are now 18-8 on the season with a 9-6 against conference rivals. LMU's win also earned them 1.5 points in the PCH Cup.

The Waves fell behind 4-0 at the start of the first set but were able to recover and keep the game close all the way through. With Pepperdine having a 19-18 lead, the Waves scored six unanswered points to win the first set.

Grace Chillingworth, sophomore outside and opposite hitter, and freshman outside hitter Emily Hellmuth performed well in the first set as they had six and five kills.

34 likes
NOVEMBER 18, 2022

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peppgraphic Rice University junior guard Jake Lieppert scored a 3-pointer to put the Owls up by five with the score at 22-17.

Two possessions later, the game was quickly tied up at 22 per team thanks to a layup from first-year forward Jevon Porter.

The Waves would go on to break the century mark for the first time since the 2018-19 season with a 106-67 victory over Rice in their season opener Nov. 7 at Firestone Fieldhouse.

Read more at the link in our bio.

Story by @i_jiang30 and @riannadizon
Photo courtesy of @scottanuberman

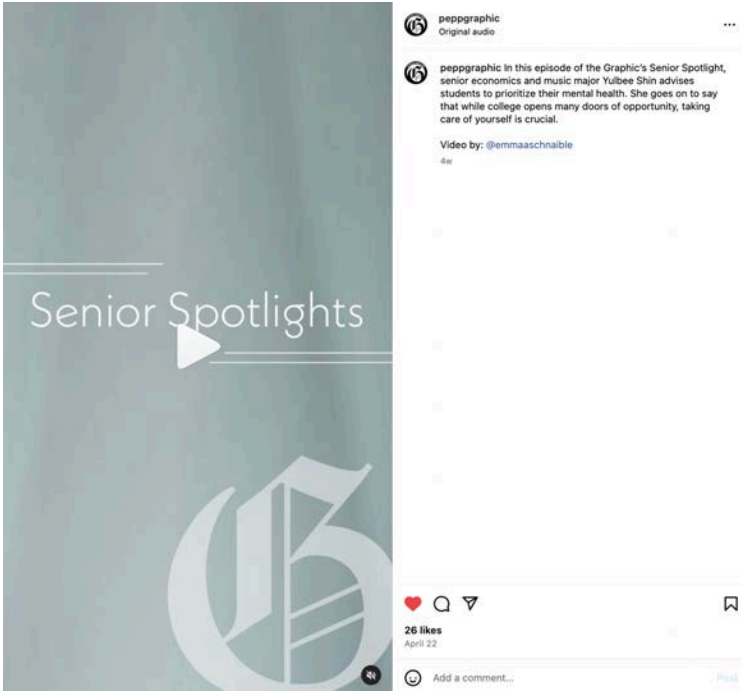
51 likes
NOVEMBER 16, 2022

Log in to like or comment.



Senior Spotlights

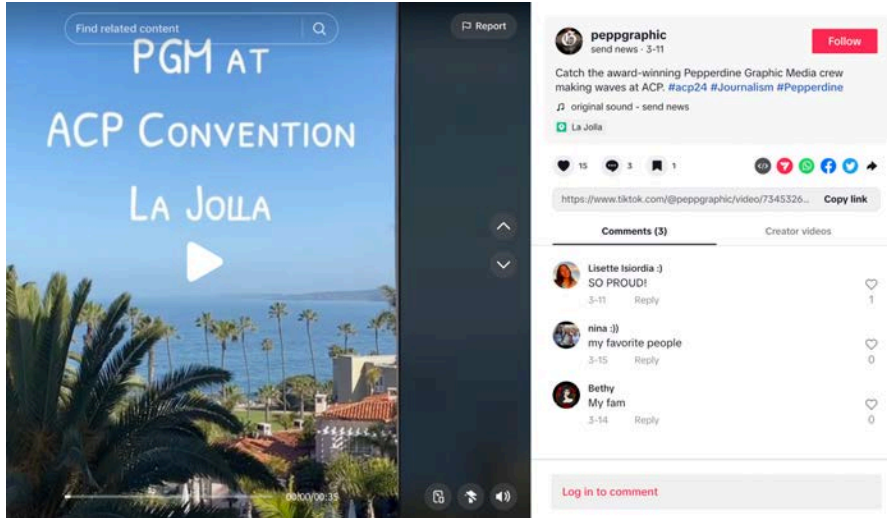
<https://www.instagram.com/p/C6EyXhCva3K/>



TikTok:

This platform was largely used to increase transparency with the PGM audience among audiences about reporting strategies and newsroom processes and policies.

<https://www.tiktok.com/@peppgraphic/video/7345326545759636767>



Twitter:

Twitter helps PGM reach a broad audience beyond the Pepperdine campus, especially within the Malibu and Calabasas communities

<https://twitter.com/PeppGraphic>



Facebook:

Our FB platform is where we find community members, particularly alumni and parents engage with content and breaking news



PeppGraphic

1.9K likes · 2K followers



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PeppGraphic

20 April · 🌐

...

College is a pivotal time in one's life. Students reflected on the lessons they learned as they grew over the past few years and looked toward the lessons they have yet to learn in the future.

"If I told freshman-year me that I was in the position I am, yeah, I don't think she would believe me," junior Claire Everbach said.



PEPPERDINE-GRAPHIC.COM

Lessons Learned: Students Reflect on Their Growth in College - Pepperdine Graphic