

# **FRANCIS HOWELL NORTH PUBLICATIONS**

**PORTFOLIO OF THE YEAR: MARKETER OF THE YEAR**

**@FHNTODAY | CARTER HOUDESHELL**

# STATEMENT

I am Carter Houdeshell, a current Junior in the Francis Howell North Media Program. I contributed to the promotion of the Francis Howell North Excalibur Yearbook in a myriad of ways. Doing so, I was posting reels or posts every Wednesday and Friday on the Instagram account @FHNtoday and posting a few videos on the @FHNtoday TikTok account throughout the year. I utilized design techniques to create aesthetically pleasing posts that increased engagement among the students of Francis Howell North. I also made videos that were paired with popular sounds or utilizing trends across social media to increase traction on their respective platforms.

Throughout the year, I learned how to effectively communicate information in less than 30 seconds, whether it was information about events that affected production of the yearbook or only had to do with the sales of the yearbook. Social media is a fast-paced source of information, so the quicker that information is conveyed and understood, the better a post will be received and the more a post will be engaged with. After consistent posts from January to May, engagement increased and reached over 1,000 people after each post and sales increased by an average of about 100 books purchased each month. Contributions to sales also involved posts with spread reveals. These were started as a way to allow the student body to see what they were buying. a sales increase, which resulted in 30 books purchased, was shown after the posting of a spread on Valentine's day.

Along with understanding of information outreach, I understood the importance of making accessible content. By creating easily accessible content, events relating to the yearbook ran smoother than years previous and sales became more successful. One example is the video made for group photo day, which was an event in which clubs and organizations within the school got their pictures taken during class periods. In the video, Lisa Smyth explained the do's and don'ts of people's behaviors during group photo day. This video was used to help communicate to people what they will need for group photos and how they should act to prevent as many disruptions as possible during classes as well as making the event efficient. As a result, every photo was taken within 5 minutes of their time slot, all students were accounted for in photos, and the event ended at the time that it was supposed to, which then allowed the yearbook team to efficiently upload photos and write down every students' name that were in each photo.

By utilizing Instagram primarily and Tiktok secondarily engagement and sales increased and the spread of information for the Francis Howell North Excalibur Yearbook became more effective and efficient.

# SPREAD OF INFORMATION

The @FHNtoday social media pages use graphics and videos as a way to convey information on important yearbook related events and deadlines. Typically graphics consisted of concise sentences and videos conveyed information in less than 30 seconds.

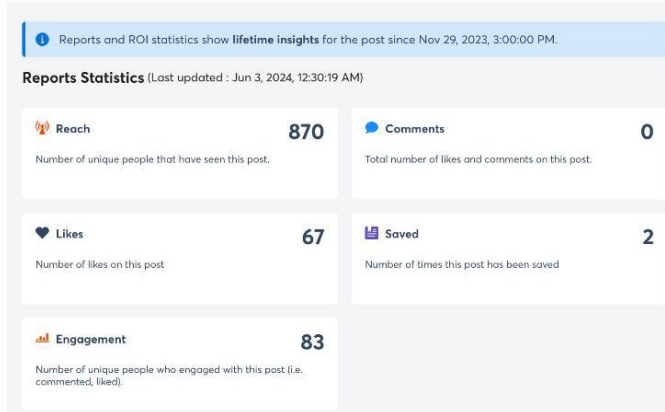
These posts help reach larger audiences and create accessible information for others to spread, help events run smoother than previous year and drive more people to the website, so that they can buy their yearbook.

# YEARBOOK THEME INTRODUCTION

The yearbook theme was "Just One More Time". This was promoted on social media to encourage students to buy their yearbook to see how their story in the last year in the old building is told.

- <https://www.instagram.com/p/C0Poh0WK0BM/?igsh=MTR5YW43Z3B5OGpraQ==>

## INSTAGRAM STATISTICS



fhntoday

JUST ONE MORE TIME

Scan the QR Code to buy your 23-24 Yearbook

**OR** Go to the link to buy a 23-24 Yearbook: [fhntoday.com/yearbook](https://fhntoday.com/yearbook)

Liked by lisaxsmlyth and 66 others

fhntoday Buy your 23-24 Yearbook today! The 23-24 Yearbook theme is "Just One More Time". Read how the last year in the old building unfolds in the... more

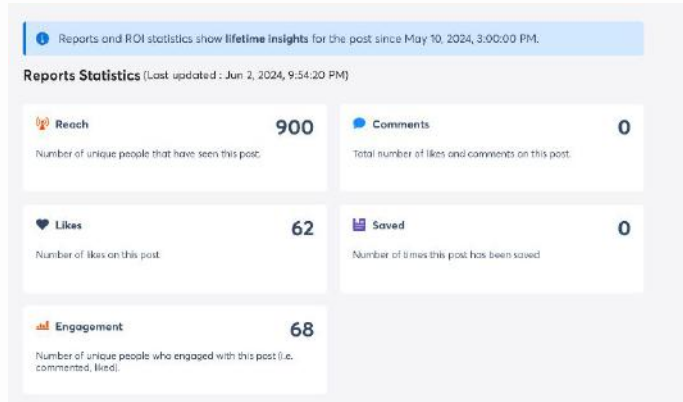
November 29, 2023

# SENIOR PORTRAIT RETAKES

On December 12th, senior portraits were being retaken. This post was made to spread information about senior portrait retakes to seniors who need to retake or take their senior portraits.

- <https://www.instagram.com/p/C0ttW2QufSR/?igsh=MWxmM293aTJmeGo1cQ==>

## INSTAGRAM STATISTICS



fhntoday

## ATTENTION SENIORS

Your final chance to take or retake your senior portrait is approaching!

**When?** – Tuesday Dec. 12 from 8 a.m to 1 a.m.

**Where?** – The main lobby of FHN.

**Pass?** – No pass needed. Stop by at any time.

**Dress?** – This is a formal photo. Pictures with casual clothing will NOT be used. A few formal items will be on hand to borrow.

**Why?** – This is the only photo that will be used in the 2024 Excalibur Yearbook.

**Questions?** – See Jordyn Kiel in room 131

Liked by damla.deveciii and 96 others

fhntoday Attention seniors! Your last day to take or retake your senior portrait is tomorrow Dec. 12.

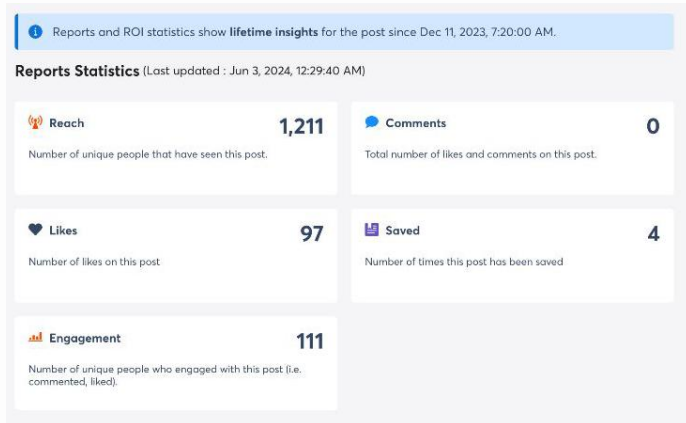
December 11, 2023

# LAST CHANCE TO BUY

At the end of the school year, this post was made to remind students to buy their yearbook before the end of the year. After the end of the year, in-person sales would be unavailable.

- <https://www.instagram.com/reel/Cxba9Q2xepL/>

## INSTAGRAM STATISTICS



 fhntoday

# LAST CHANCE!!

**Buy your yearbook before the last day of school. Yearbooks are sold until they sell out!**

**Yearbooks are sold for \$70**

**Buy your 2024 yearbook or check to see if you have bought one today at [fhntoday.com/yearbook](https://fhntoday.com/yearbook)**

 Liked by [kayk.ambrosia](#) and 61 others

fhntoday 2024 Yearbooks are selling out! Buy your yearbook before the last day of school at [fhntoday.com/yearbook](https://fhntoday.com/yearbook).

(Graphic by Carter Houdeshell)

May 10

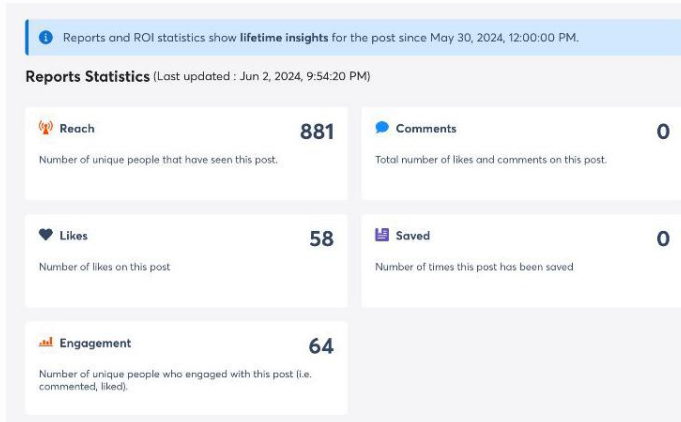


# LAST DAY TO ONLINE ORDER

May 30th was the last day for students to order their 2023-2024 yearbook online from Jostens. This post was used to convey the price and where to buy the yearbook.

- [https://www.instagram.com/reel/C3qxW\\_tKbga/](https://www.instagram.com/reel/C3qxW_tKbga/)

## INSTAGRAM STATISTICS



# GROUP PHOTO DAY DO'S AND DON'TS

Group photo day is an event that the yearbook team hosts to take photos of every club at Francis Howell North. Lisa Smyth explained what to do and what not to do in terms of behavior as well as how to prepare.

- <https://www.tiktok.com/t/ZTLc2Nw3x/>
- <https://www.instagram.com/reel/C3581BKKPxy/?igsh=MXgyZWFrMmhvdTd1ZA==>

## TIKTOK STATISTICS

Reports and ROI statistics show

lifetime insights for the post since Feb 26, 2024, 3:00:00 PM

Reports Statistics (Last updated: Jun 3, 2024, 12:01:39 AM)

Reach

829

Number of unique people who have seen this video

Video replies

161

Number of times the video was replied (last 30 days)

Engagement

89

Total number of likes, comments and shares on this post

Like

89

Number of likes on this video

Share

0

Number of times this video has been shared

Video completion rate

38.5%

Amount of people, who watched the video over the total video duration

Watched fully

189

Number of times people watched the video until the end

Impressions

990

Number of times this video has been seen

Comment

0

Number of comments this video has been sent

## INSTAGRAM STATISTICS

Reports and ROI statistics show lifetime insights for the post since Feb 26, 2024, 3:00:00 PM.

Reports Statistics (Last updated: May 31, 2024, 6:29:25 PM)

Reach

1,372

Number of unique people that have seen this post

Plays

1,755

Number of times this Reel started to play after an impression was counted

Comments

0

Total number of likes and comments on this post.

Shares

4

Number of times this post has been shared

Engagement

129

Number of unique people who engaged with this post (i.e. commented, liked)

Likes

123

Number of likes on this post

Saved

2

Number of times this post has been saved





# SPREAD REVEALS

The Instagram page also served as a way to showcase the finished pages within the yearbook as a way to give a preview as to what students would be buying. This allowed students to see themselves in the book and encourage them to buy the yearbook.

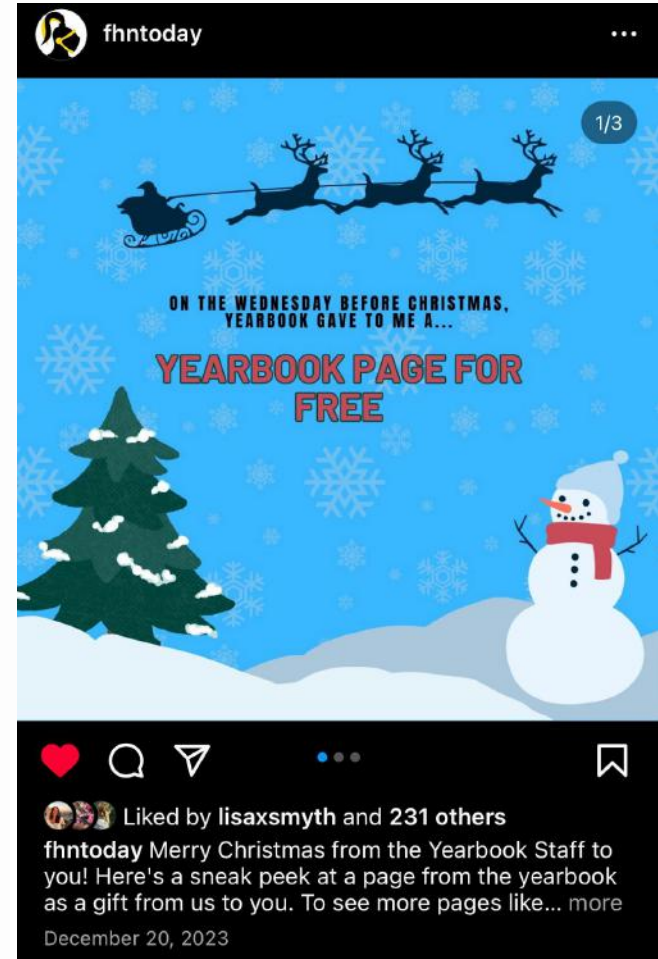
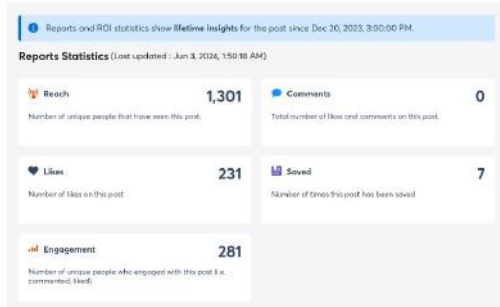
The spread reveals started in the middle of the year as a christmas gift from the yearbook team and were scheduled to be posted on holidays which resulted in a later Valentine's Day post with another spread reveal, which helped drive sales.

# CHRISTMAS SPREAD REVEAL

Before Winter break, a graphic was posted with spread showcased through the carousel feature on Instagram. This was used to show pages to students for the first time so that they would see a part of the product before they bought it, if not done so already.

- <https://www.instagram.com/p/C1FtLHSqO5Z/?igsh=MTc2NTFuMHZtdjl3Zg==>

## INSTAGRAM STATISTICS

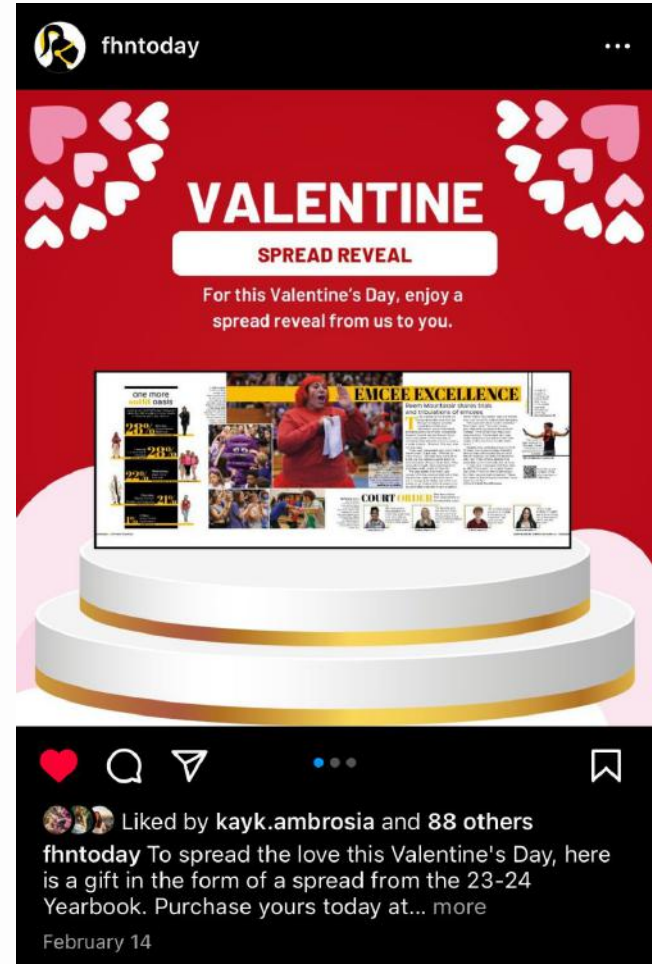
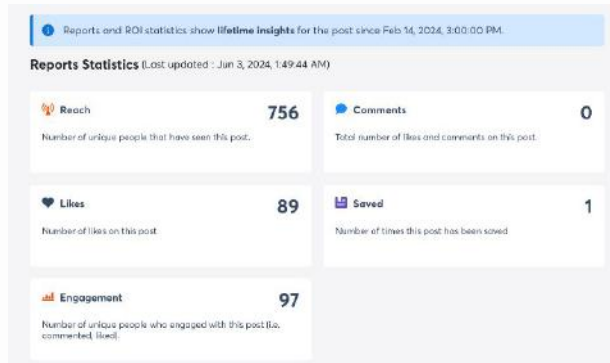


# VALENTINE'S DAY SPREAD REVEAL

On Valentine's Day, a graphic was posted to showcase a spread related to the Homecoming pep assembly, due to its importance to students, so that they would be more inclined to purchase their yearbook.

- <https://www.instagram.com/p/C3V5sGsKBC/?igsh=MW93c2ZzMWRjc2JzYw==>

## INSTAGRAM STATISTICS



# SPREAD REVEAL SALES

Total Product Quantity - Offer 2				
Description	Price	Quantity Ordered	Quantity Fully Paid	Quantity Partially Paid
Yearbook	\$70.00	30	30	0
Personalization	\$10.00	9	9	0
Icons	\$5.00	8	8	0
Autograph Section	\$5.00	2	2	0
Photo Pockets	\$5.00	1	1	0
Clear Protective Cover	\$5.00	4	4	0
Total Sales - Offer 2				
JOSTENS COLLECTED SALES				
Yearbook & Accessory Sales				\$2,265.00
Handling Fee (home ship of accessories - moved to Jostens when school invoiced)				\$0.00
Tax (remitted by Jostens when school invoiced)				\$0.00
Total Payments				\$2,265.00

Spread reveals helped drive people to the website to increase sales. For example, after the Valentine's Day spread reveal, 30 more books were sold.

# POSTS UTILIZING TRENDS

The Instagram and Tiktok pages were also used as a way to promote the yearbook. These posts were made by using trending sounds or ideas from other social media videos. These videos entertained viewers, so that they were more exposed to content that encouraged them to purchase their yearbook.

This was used as a way to consistently post, but from January to May, these videos helped boost sales by creating an average of 100 books sold per month. Due to this, by the end of May, 770 books were sold.

# "BUBBLY"

This video used the song, "Bubbly" by Colbie Calliat, which was trending on Tiktok. This video mimicked the trend on Tiktok by captioning it with "Us after buying a 23-24 Yearbook".

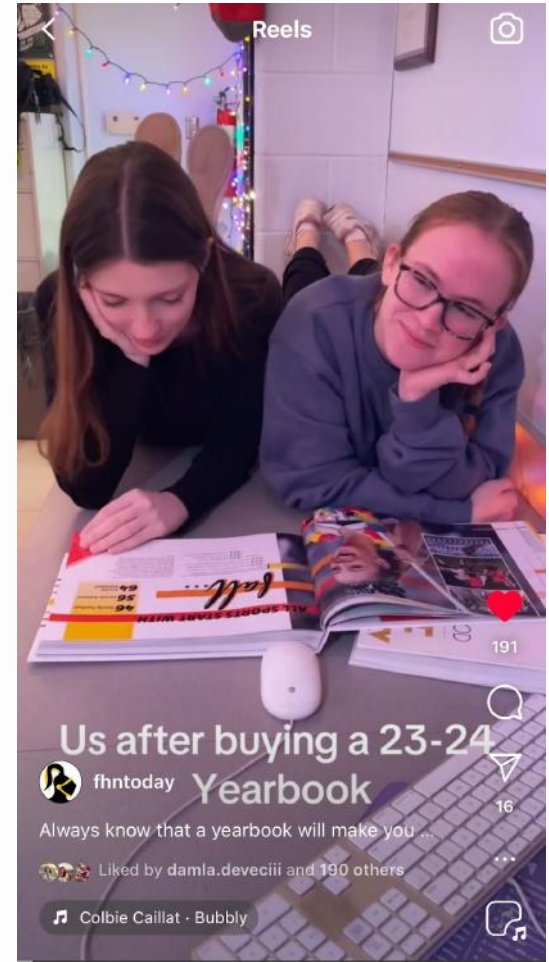
- <https://www.tiktok.com/t/ZTLcYTVMW/>
- <https://www.instagram.com/reel/C0hqEDcqL Ly/?igsh=bTJ5MTFxa213aG1o>

## TIKTOK STATISTICS

Reports and ROI statistics show lifetime insights for the post since Dec 6, 2023, 3:00:00 PM.			
Reports Statistics (last updated: Jun 5, 2024, 1:31:28 AM)			
Reach	518	Video completion rate	44.9%
Number of unique people who have seen this video.			
Video replays	165	Watched fully	105
Number of times the video was rewatched (good engagement, minus prior results).			
Engagement	57	Impression	683
Total number of likes, comments and shares on this post.			
Likes	57	Comment	0
Number of likes on this video.			
Share	0		
Number of times this video has been shared.			

## INSTAGRAM STATISTICS

Reports and ROI statistics show lifetime insights for the post since Dec 6, 2023, 3:00:00 PM.			
Reports Statistics (last updated: Jun 5, 2024, 1:31:27 AM)			
Reach	2,025	Engagement	213
Number of unique people that have seen this post.			
Page	2,764	Like	191
Number of times this has started to play after an interaction was recorded.			
Comments	0	Saved	6
Total number of likes and comments on this post.			
Share	16		
Number of times this post has been shared.			





# THE YEARBOOK STAFF THINKS...

This trend used the song “Flashing Lights” by Kanye West along with a flicker of images that had a piece of paper with something the audience should do. The yearbook team involved the student body by taking a picture of them with a paper that said, “Buy your yearbook”.

- <https://www.tiktok.com/t/ZTLc2NAkF/>
- <https://www.instagram.com/reel/C17x3deqb6b/?igsh=MWd2c2JkazUzdGt4MA==>

## TIKTOK STATISTICS

Reports and ROI statistics show lifetime insights for the post since Jun 10, 2024, 3:00:03 PM

Reports Statistics (Last updated: Jun 3, 2024, 1:51:46 AM)

Reach

1,275

Number of unique people who have seen this video

Video completion rate

37.6%

Average time people spent watching the video over the total video duration

Watched fully

188

Number of times people watched the video until the end

Video replies

302

Number of times the video was replied (post impressions)

Engagement

101

Total number of times, comments and shares on the post

Impression

1,577

Number of times this video is viewed once

Likes

93

Number of likes on this video

Comment

1

Number of comments on this video (not zero)

Share

7

Number of times this video has been shared

## INSTAGRAM STATISTICS

1

Reports and ROI statistics show lifetime insights for the post since Jun 10, 2024, 3:00:00 PM

Reports Statistics

(Last updated: Jun 3, 2024, 1:52:02 AM)

Reach

1,275

Number of unique people that have seen this post.

Engagement

195

Number of unique people who engaged with this post (i.e. commented, liked).

Plays

2,524

Number of times this Reel started to play after unengaging was counted.

Likes

175

Number of Likes on this post.

Comments

0

Total number of likes and comments on this post.

Saved

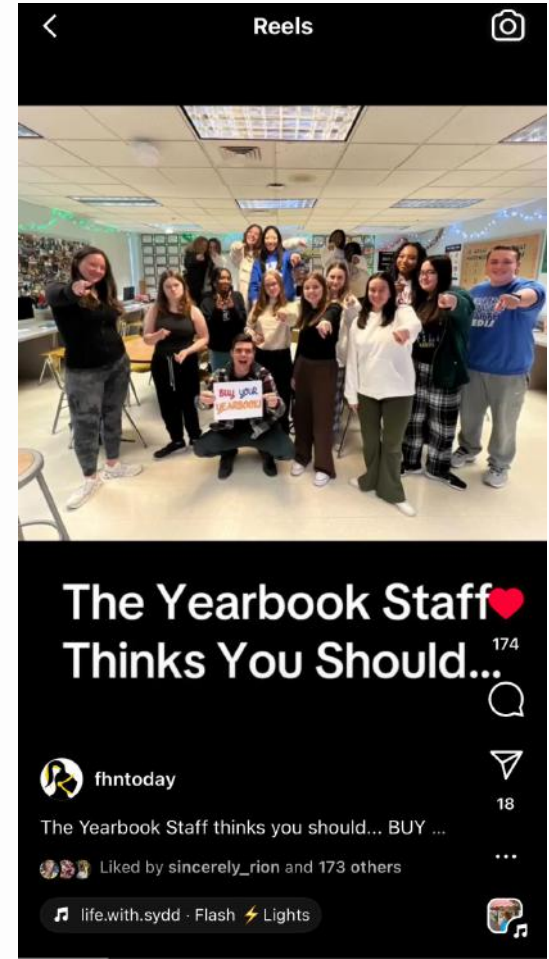
2

Number of times this post has been saved

Shares

18

Number of times this post has been shared.



# WHAT WAS OUR FAVORITE PART...?

In late February the song “Flex (All In My Head)” by Fifth Harmony was trending. A trend used this song along with people sharing their favorite parts of something. This was mimicked by asking, “What was our favorite part of Yearbook?”

- <https://www.tiktok.com/t/ZTLc2B1SJ/>
- <https://www.instagram.com/reel/C4MBywOo89R/?igsh=MWNtZWZoeHV5c2c4cQ==>

## TIKTOK STATISTICS

📊 Reports and ROI statistics show lifetime insights for the post since Mar 6, 2024, 3:30:00 PM

Report Statistics Last updated: Jun 3, 2024, 1:53:40 AM

<div>🔥 Reach</div> <div>Number of unique people who have seen this video</div>	2,018	<div>📈 Video completion rate</div> <div>Average time people spent watching the video over the total video duration</div>	71.5%
<div>💬 Video replies</div> <div>Number of times the video was replied (posting responses on the post itself)</div>	293	<div>👁 Watched fully</div> <div>Number of times people watched the video until the end</div>	776
<div>💬 Engagement</div> <div>Total number of likes, comments and shares on this post</div>	81	<div>👍 Expression</div> <div>Number of times the video has been liked</div>	2,311
<div>❤️ Likes</div> <div>Number of likes on this video</div>	81	<div>💬 Comment</div> <div>Number of comments this video has received</div>	0
<div>🔄 Share</div> <div>Number of times this video has been shared</div>	0		

## INSTAGRAM STATISTICS

Reports and ROI statistics show lifetime insights for the post since Mar 6, 2024, 3:30:00 PM.

Reports Statistics (Last updated: Jun 3, 2024, 1:19:40 AM)

Reach

1,134

Number of unique people that have seen this post.

Plays

1,442

Number of times this Reel started to play after an impression was recorded.

Comments

0

Total number of likes and comments on this post.

Shares

1

Number of times this post has been shared.

Engagement

115

Number of unique people who engaged with this post (i.e. commented, Reel).

Likes

114

Number of likes on this post.

Saved

0

Number of times this post has been saved.



# HELLO SHARKS

A trend emerged mimicking the TV show *Shark Tank* where people asked for something they wanted in their life. This was made by asking the audience of students to buy their yearbook.

- <https://www.tiktok.com/t/ZTLc2apxe/>
- <https://www.instagram.com/reel/C5ZHZXKu7Ri/?igsh=MTBwNm8wbHEzd2xvZw==>

## TIKTOK STATISTICS

Reports and ROI statistics show **lifetime insights** for the post since Apr 5, 2024, 3:00:00 PM.

Reports Statistics (last updated: Jun 3, 2024, 15:41:48)

Reach

1,018

Number of unique people who have seen this video.

Video replies

153

Number of times the video was replied to (not including replies to replies).

Engagement

66

Total number of likes, comments and shares on this post.

Likes

66

Number of likes on this video.

Share

0

Number of times this video has been shared.

Video completion rate

98.8%

Percentage of people who watched the video until the end (video length).

Watched fully

486

Number of times people watched the video until the end.

Impressions

1,171

Number of times this video has been seen.

Comment

0

Number of comments this video has received.

## INSTAGRAM STATISTICS

Reports and ROI statistics show **lifetime insights** for the post since Apr 5, 2024, 3:00:00 PM.

Reports Statistics

(last updated: Jun 3, 2024, 15:41:48)

Reach

1,472

Number of unique people that have seen this post.

Plays

1,937

Number of times this Reel started to play after an impression was counted.

Comments

0

Total number of likes and comments on this post.

Shares

6

Number of times this post has been shared.

Engagement

175

Number of unique people who engaged with this post (ie. commented, liked).

Likes

169

Number of likes on this post.

Saved

0

Number of times this post has been saved.



# US BECAUSE...

In early April, a trend emerged where people walked down a hallway pointing to the song "Breathe" by Yeat as a way to celebrate something. Yearbook used this as a way to encourage buying a yearbook before they sold out.

- <https://www.tiktok.com/t/ZTLc2hQwm/>
- <https://www.instagram.com/reel/C5rl8e8sW3A/?igsh=MTFyNjNsdmRicZzt>

## TIKTOK STATISTICS

Reports and ROI statistics show lifetime insights for the post since Apr 12, 2024, 3:00:00 PM			
Reports Statistics (Last updated: Jan 8, 2024, 1:48:58 AM)			
Reels	523	Video completion rate	98.1%
Number of unique people who have seen this video			
Video plays	124	Watched fully	291
Number of times the video was replayed (post impression removed from total)			
Engagement	41	Impressions	647
Total number of likes, comments and shares on this post			
Likes	41	Comments	0
Number of likes on this video			
Shares	0	Number of times this video has been shared	

## INSTAGRAM STATISTICS

Reports and ROI statistics show lifetime insights for the post since Apr 12, 2024, 3:00:00 PM			
Reports Statistics (Last updated: Jan 8, 2024, 1:54:27 AM)			
Reels	1,314	Engagement	128
Number of unique people that have seen this post			
Plays	1,565	Likes	126
Number of times this Reel started to play after an impression was counted			
Comments	0	Saved	0
Total number of replies and comments on this post			
Shares	2	Number of times this post has been shared	



# SALES DUE TO POSTS UTILIZING TRENDS

Total Product Quantity - Offer 1				
Description	Price	Quantity Ordered	Quantity Fully Paid	Quantity Partially Paid
Yearbook	\$60.00	142	142	0
Personalization	\$10.00	22	22	0
Icons	\$5.00	15	15	0
Signature Package	\$21.00	1	1	0
Autograph Section	\$5.00	8	8	0
Photo Pockets	\$5.00	4	4	0
Clear Protective Cover	\$5.00	6	6	0

Total Sales - Offer 1	
SCHOOL ENTERED SALES	
Yearbook & Accessory Sales	\$4,270.00
School Handling Fee	\$0.00
Tax on Yearbooks & Accessory Sales (remitted by School)	\$0.00
Discounts/Adjustments	\$0.00
Total Payments	\$4,270.00

JOSTENS COLLECTED SALES	
Yearbook & Accessory Sales	\$4,656.00
Handling Fee (home ship of accessories - moved to Jostens when school invoiced)	\$0.00
Tax (remitted by Jostens when school invoiced)	\$0.00
Total Payments	\$4,656.00

Total Product Quantity - Offer 2				
Description	Price	Quantity Ordered	Quantity Fully Paid	Quantity Partially Paid
Yearbook	\$70.00	30	30	0
Personalization	\$10.00	9	9	0
Icons	\$5.00	8	8	0
Autograph Section	\$5.00	2	2	0
Photo Pockets	\$5.00	1	1	0
Clear Protective Cover	\$5.00	4	4	0

Total Sales - Offer 2	
JOSTENS COLLECTED SALES	
Yearbook & Accessory Sales	\$2,265.00
Handling Fee (home ship of accessories - moved to Jostens when school invoiced)	\$0.00
Tax (remitted by Jostens when school invoiced)	\$0.00
Total Payments	\$2,265.00

Total Product Quantity - Offer 3				
Description	Price	Quantity Ordered	Quantity Fully Paid	Quantity Partially Paid
Yearbook	\$70.00	80	80	0
Personalization	\$10.00	25	25	0
Icons	\$5.00	17	17	0
Autograph Section	\$5.00	4	4	0
Photo Pockets	\$5.00	4	4	0
Clear Protective Cover	\$5.00	3	3	0

Total Sales - Offer 3	
SCHOOL ENTERED SALES	
Yearbook & Accessory Sales	\$2,169.00
School Handling Fee	\$0.00
Tax on Yearbooks & Accessory Sales (remitted by School)	\$0.00
Discounts/Adjustments	\$1.00
Total Payments	\$2,170.00

JOSTENS COLLECTED SALES	
Yearbook & Accessory Sales	\$4,670.00
Handling Fee (home ship of accessories - moved to Jostens when school invoiced)	\$0.00
Tax (remitted by Jostens when school invoiced)	\$0.00
Total Payments	\$4,670.00

Total Product Quantity - Offer 4				
Description	Price	Quantity Ordered	Quantity Fully Paid	Quantity Partially Paid
Yearbook	\$70.00	139	139	0

Total Sales - Offer 4	
SCHOOL ENTERED SALES	
Yearbook & Accessory Sales	\$770.00
School Handling Fee	\$0.00
Tax on Yearbooks & Accessory Sales (remitted by School)	\$0.00
Discounts/Adjustments	\$0.00
Total Payments	\$770.00

JOSTENS COLLECTED SALES	
Yearbook & Accessory Sales	\$8,960.00
Handling Fee (home ship of accessories - moved to Jostens when school invoiced)	\$0.00
Tax (remitted by Jostens when school invoiced)	\$0.00
Total Payments	\$8,960.00

Due to consistent posting with videos that utilized trends, at least 400 more yearbooks were purchased. This helped amass a final total of 770 yearbooks purchased by the end of May.