

FRANCIS HOWELL NORTH PUBLICATIONS

BEST USE OF SOCIAL MEDIA: SOCIAL MEDIA REPORTING

@FHNTODAY | VANESSA NG

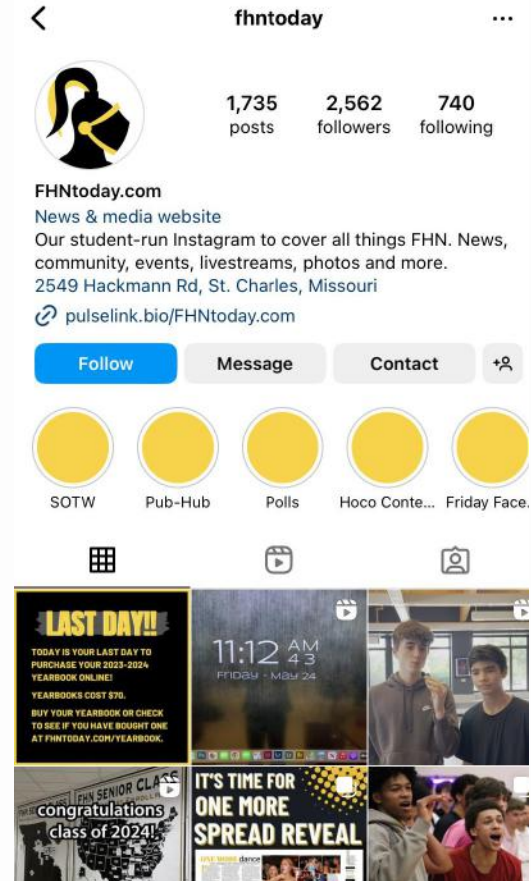
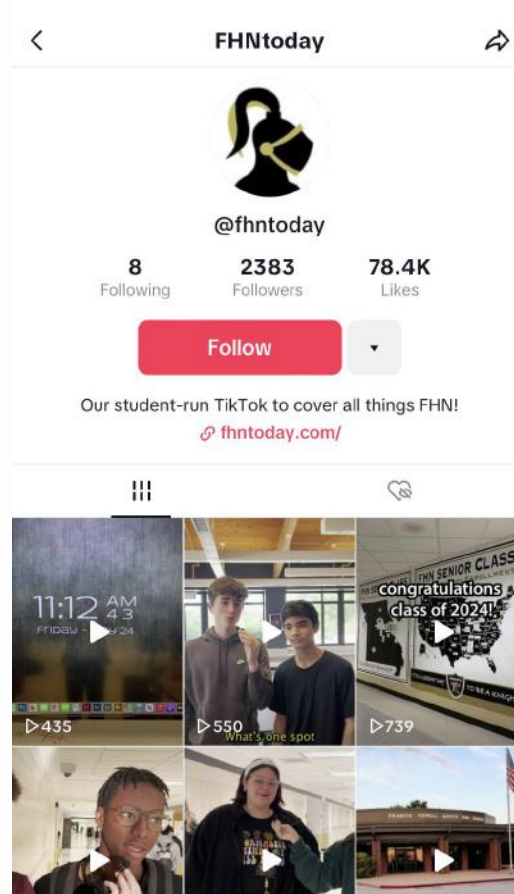
▷ 1833

▷ 2039

▷ 1447

@FHNTODAY

Francis Howell North Publications uses [@FHNtoday on TikTok](#) and [@FHNtoday on Instagram](#) to report on school news, important dates and community voices. The page has been highly consistent averaging 2-3 posts and 4-5 posts weekly on Tikok and Instagram respectively.



ENGAGEMENT

In August 2023, the videos on TikTok expanded to Instagram Reels to reach the largest audience possible. With Instagram's new push for video content and the ability to repost Reels to Stories, increased engagement was observed from the Instagram side.

The engagement on the highlighted posts are measured in reach, impressions (TikTok) and plays (Instagram Reels).

REACH: Number of unique people who have seen this video

IMPRESSIONS: Number of times this video has been seen

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



MAN ON THE STREET INTERVIEWS

▶ 1833

The @FHNtoday social media pages use videos in a street interview format to engage the school community. Random students at school are asked questions about topics in pop culture and student life.

These interviews are some of the most consistent and best performing videos. They connect the audience by giving them a reason to engage with the videos whether to watch themselves, a friend or just to see opinions on a topic they care about.

FOOTBALL GAME PREDICTIONS

People in the FHN community were asked to make predictions about the winner of an upcoming football game between Francis Howell North and another school. They also provided reasoning for their answers.

- <https://www.tiktok.com/@fhntoday/video/7276571484611431722>
- <https://www.instagram.com/reel/Cw8jPofxjMj/>

TikTok

REACH: 1,171

IMPRESSIONS: 1,571

Instagram

REACH: 2,036

PLAYS: 2,830



HOMECOMING SPIRIT WEEK

During the week of Homecoming, a series of posts were published daily showcasing students' spirit day outfits. They were also interviewed on what they hoped to hear played at Homecoming.

- <https://www.tiktok.com/@fhntoday/video/7286211237338238254>
- https://www.instagram.com/reel/Cx_fRMkxXIs/

TikTok

REACH: 738

IMPRESSIONS: 1,033

Instagram

REACH: 1,650

PLAYS: 2,090



FAST FOOD

This interview featured students before school sharing their hot takes or surprising experiences with different fast food chains.

- <https://www.tiktok.com/@fhntoday/video/7281017672886652203>
- <https://www.instagram.com/reel/Cxba9Q2xepL/>

TikTok

REACH: 1,024

IMPRESSIONS: 1,321

Instagram

REACH: 1,998

PLAYS: N/A



SCHOLASTIC JOURNALISM WEEK

Editors in Chief of the FHN Media program share their passions for journalism to celebrate the Journalism Education Association's 100th Scholastic Journalism Week.

- <https://www.tiktok.com/@fhntoday/video/7338573077770439982>
- https://www.instagram.com/reel/C3qxW_tKbga/

TikTok

REACH: 691

IMPRESSIONS: 875

Instagram

REACH: 1,200

PLAYS: 1,557



SCHOOL BUILDING CHANGE

Francis Howell North will be moving to a new school building in the 2024-25 school year. Students and staff were interviewed on what they will miss most from the original school.

- <https://www.tiktok.com/@fhntoday/video/7366442675349818667>
- <https://www.instagram.com/reel/C6rpVvjJQOO/>

TikTok

REACH: 630

IMPRESSIONS: 750

Instagram

REACH: 1,303

PLAYS: 1,645



IMPORTANT STUDENT INFORMATION

▶ 2039

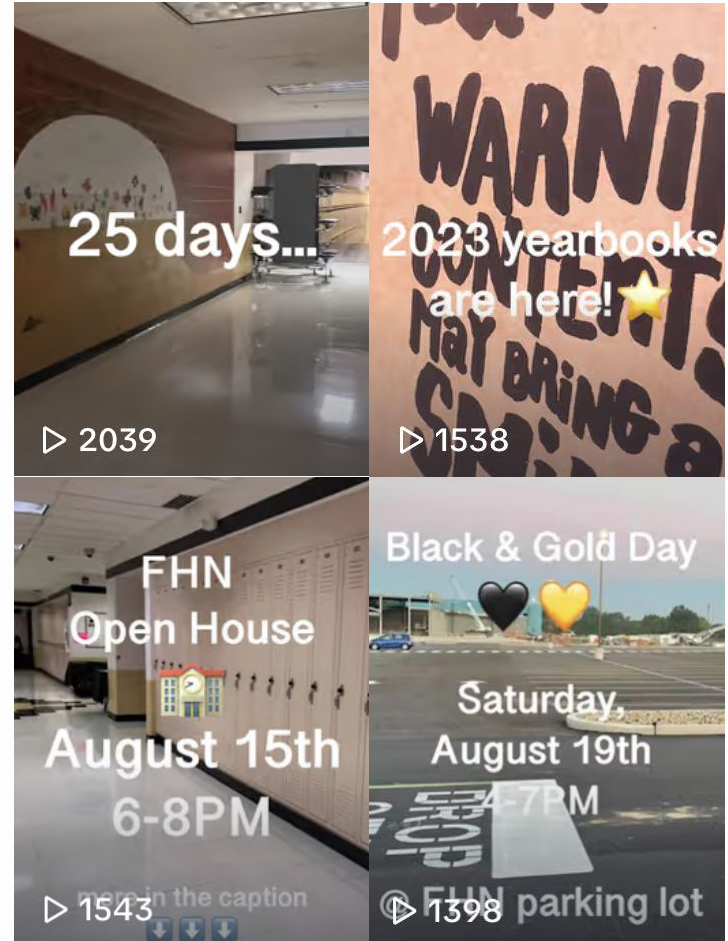
The pages also serves as a source of information for students. This comes in short videos for easy access and utilizes trending songs to keep the audience entertained simultaneously.

A series of back to school videos were posted to prepare students before the school year officially began. Throughout the year, multiple videos have been published to notify students about schedule changes and important dates to save.

BACK TO SCHOOL VIDEOS

Before the school year kicked off, videos were posted on Tiktok to remind students of upcoming dates along with the necessary information. This included the first day of school, open house, yearbook pick up, and Black and Gold Day.

- <https://www.tiktok.com/@fhntoday/video/7260643271158877482>
- <https://www.tiktok.com/@fhntoday/video/7265497731802631470>
- <https://www.tiktok.com/@fhntoday/video/7266271773820374318>
- <https://www.tiktok.com/@fhntoday/video/7268401995822681387>



VETERAN'S DAY ASSEMBLY

Students were reminded that the bell schedule would have changes made for the upcoming Veteran's Day assembly and to invite family members.

- <https://www.tiktok.com/@fhntoday/video/7299573992996801838>
- <https://www.instagram.com/reel/CzcKd3aqMgA/>

TikTok

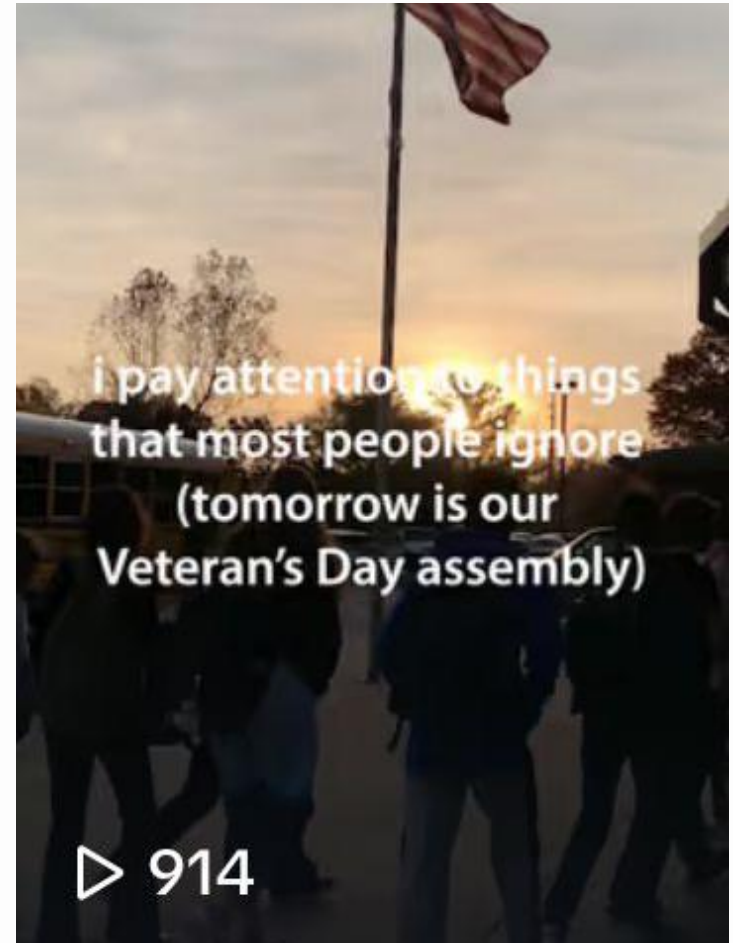
REACH: 588

IMPRESSIONS: 787

Instagram

REACH: 1,652

PLAYS: 2,044



COURSE REGISTRATION

Students were reminded about the deadline for class registration for the 2024-25 school year and how to properly request a course.

- <https://www.tiktok.com/@fhntoday/video/7328108795375193386>
- <https://www.instagram.com/reel/C2iKiWKksh/>

TikTok

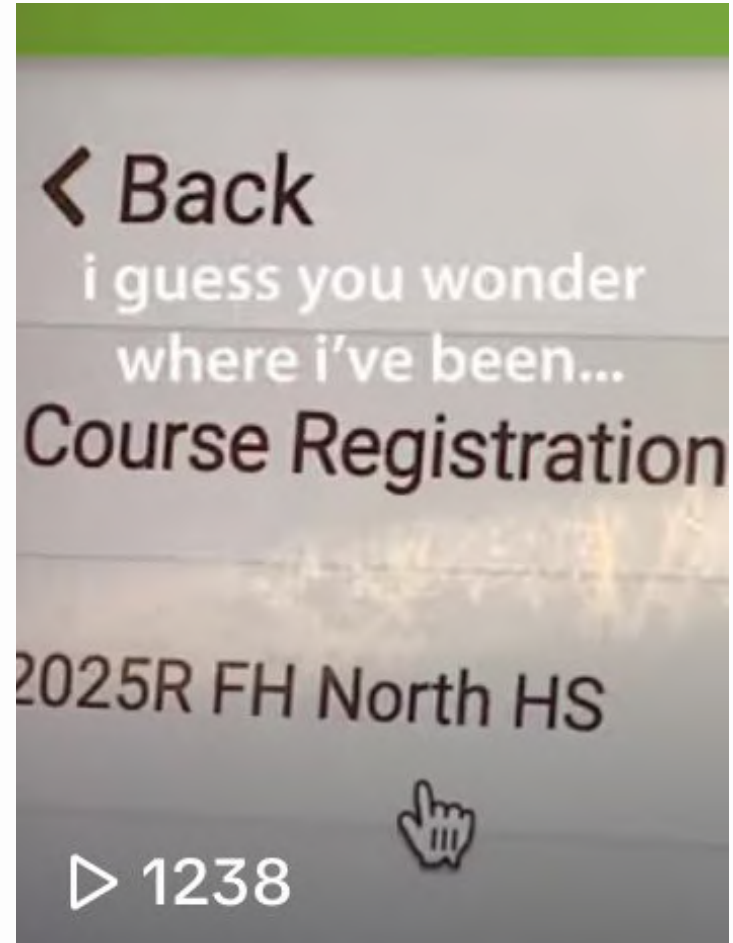
REACH: 963

IMPRESSIONS: 1,159

Instagram

REACH: 1,249

PLAYS: 1,573



SNOWCOMING REMINDERS

The night before the Snowcoming dance, reminders were published via a short video on Instagram and Tiktok. The post reminded students of the dance's guidelines and what they needed to bring for check-in.

- <https://www.tiktok.com/@fhntoday/video/7331229926663671083>
- <https://www.instagram.com/reel/C230ZC3icIZ/>

TikTok

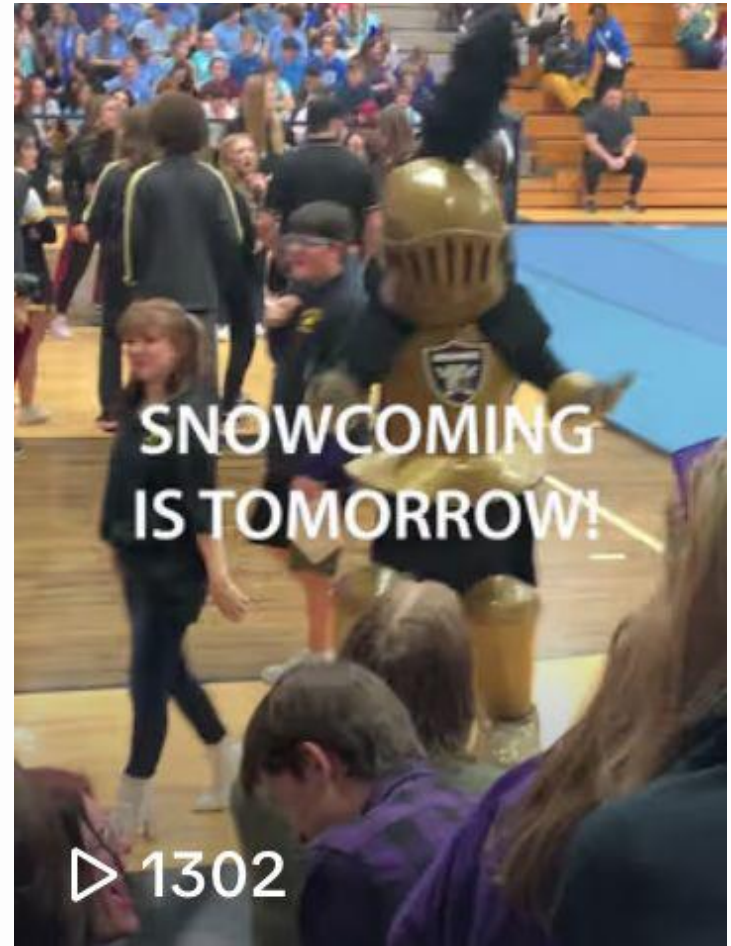
REACH: 957

IMPRESSIONS: 1,201

Instagram

REACH: 1,682

PLAYS: 2,014



GRADUATION REMINDERS

On the last day of school for seniors, a post was published regarding the date, location and ticket information for graduation.

- <https://www.tiktok.com/@fhntoday/video/7371552849337126187>
- https://www.instagram.com/reel/C7PnZo_tcXt/

TikTok

REACH: 623

IMPRESSIONS: 740

Instagram

REACH: 2,310

PLAYS: 2,828





BREAKING NEWS POSTS

These videos are created with quick turnaround times in order to maintain relevance with the students and with the information being presented. These posts were made either the day of or the day after the events they are covering.

Some notable breaking news events that were covered on the @FHNtoday TikTok included a student-led walkout, an evacuation in response to a sudden fire alarm and an internet outage affecting the Francis Howell School District.

STUDENT WALKOUT

Students across the Francis Howell School District organized walkouts to protest the school board's removal of Black History and Black Literature courses.

- <https://www.tiktok.com/@fhntoday/video/7325546362211241259>
- https://www.instagram.com/reel/C2QX9A0Rm_Q/

TikTok

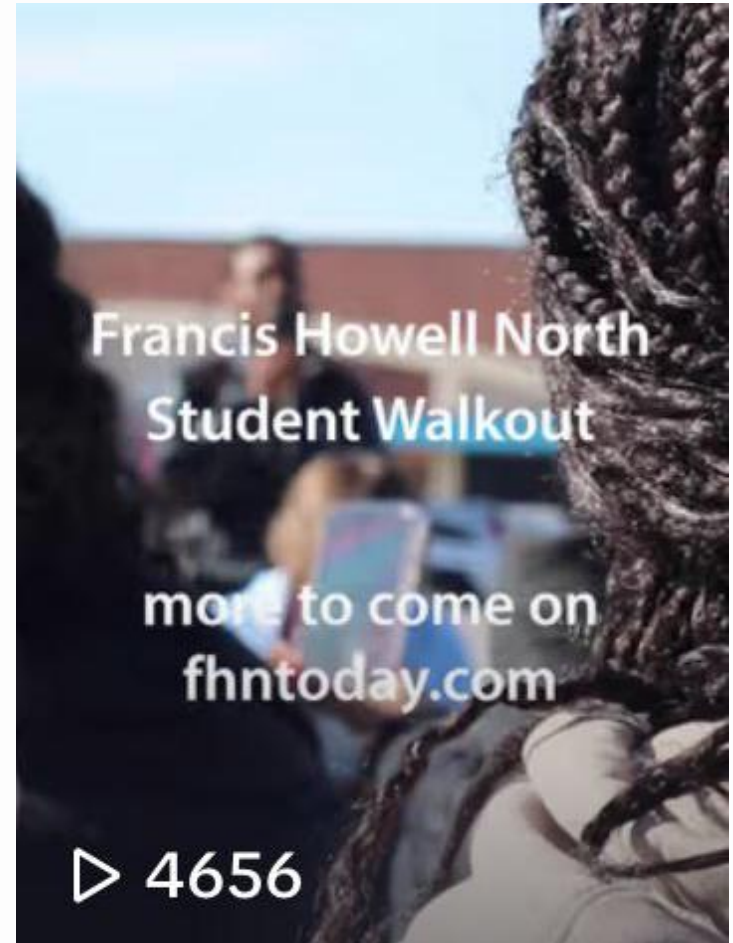
REACH: 2,640

IMPRESSIONS: 3,250

Instagram

REACH: 9,115

PLAYS: 10,671



FIRE ALARM SCARE

The fire alarm suddenly went off in response to electrical issues in the building, surprising many people. Students were interviewed on how they felt about their missed classes and what they did while they waited outside.

- <https://www.tiktok.com/@fhntoday/video/733328396677745966>
- <https://www.instagram.com/reel/C3GYT7dKEiv/>

TikTok

REACH: 1,137

IMPRESSIONS: 1,354

Instagram

REACH: 1,552

PLAYS: 1,914



INTERNET OUTAGE

The Francis Howell School District experienced an internet outage due to a cyberattack, causing schools to briefly close. Upon their return, students were interviewed on their feelings about the remote learning.

- <https://www.tiktok.com/@fhntoday/video/7341123907325414698>
- <https://www.instagram.com/reel/C38eYTTpHbr/>

TikTok

REACH: 365

IMPRESSIONS: 469

Instagram

REACH: 1,297

PLAYS: 1,580



GROUP PHOTOS UPDATE

Group photo day for the yearbook was postponed after the unforeseen remote learning days. An updated post was made with new information on when the photo day would be held.

- <https://www.tiktok.com/@fhntoday/video/7338170593130319146>
- <https://www.instagram.com/reel/C3n-nqhKfbp/>

TikTok

REACH: 437

IMPRESSIONS: 562

Instagram

REACH: 785

PLAYS: 1,003

