

M-A Chronicle

Menlo-Atherton High School
Atherton, California
NSPA Best Use of Social Media Entry
Social Media Reporting

Instagram: [@machronicle](#)
Twitter/X: [@themachronicle](#)
Spotify: [M-A Chronicle](#)
Nextdoor: [M-A Chronicle](#)
YouTube: [M-A Chronicle](#)

Celine Chien
Allegra Hoddie

@machronicle reporting for the 23-24 year

The *M-A Chronicle*'s social media presence is better than ever this year, with an expanded team, new organizational structure, a new TikTok page, and fresh graphic standardization. Consistent, near-daily posting across multiple platforms including Instagram, TikTok, Twitter, Nextdoor, and Spotify has allowed us to highlight a plethora of articles pertaining to breaking news stories, community features, research pieces, and more. Led by Celine Chien and Allegra Hoddie, and with the help of a team of seven other journalists—Tessa Ellingson, Arden Margulis, Ameya Nori, Huraman Orujov, Ben Siegel, Amari Witt, and Celeste Zucker—our social media reporting presence's growth shows no sign of slowing down.



A turbulent and eventful school year at M-A necessitated a robust Instagram presence. Breakthrough editorials, heated board meeting debates, developments in the sports world, and touching opinion pieces were all highlighted through a newly organized Instagram page. Uniform templates for different kinds of stories allowed us to have a recognizable, familiar style that boosted engagement. Furthermore, we took advantage of features beyond photo carousels—such as Reels and Stories—to report in uniquely captivating styles and engage with a wider audience.

Analytics



machronicle

Edit profile

View archive

Ad tools



766 posts

1,513 followers

185 following

M-A Chronicle

Newspaper

Menlo-Atherton High School's student publication.

linktr.ee/ma.chronicle

3.6K accounts reached in the last 30 days. View insights

166 posts
made this year

126%
follower increase

142
average likes per post

Growth

Within this school year, we've achieved immense growth: with a 127% growth in average likes per post, 600+ new followers, gaining a record 36.6k views on a video, greater account engagement, and so much more.

Engagement ⓘ

1,730

Accounts engaged

Followers	942
Non-followers	788

By content interactions

Posts	<div><div></div></div>	8.8K
Reels	<div><div></div></div>	511
Stories	<div><div></div></div>	14
Live	<div><div></div></div>	0
Videos	<div><div></div></div>	0

• Followers and non-followers

Reach ⓘ

7,064

Accounts reached

Followers	1,305
Non-followers	5,759

By content type

All Followers Non-followers

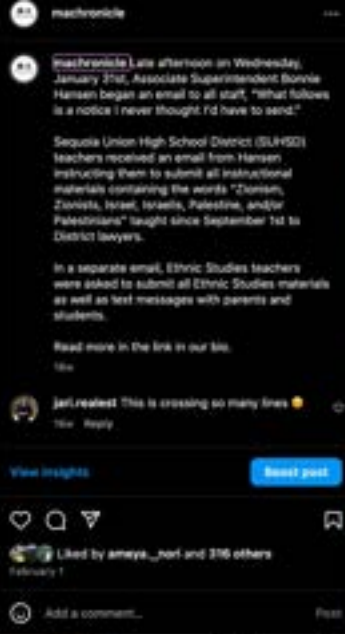
Posts	<div><div></div></div>
Reels	<div><div></div></div>
Stories	<div><div></div></div>

• Followers • Non-followers

Arden Margulis
Ben Siegel



BREAKING NEWS: **Teachers Required to Release Text Messages and More Amid Ethnic Studies Controversy**



Breaking News Coverage

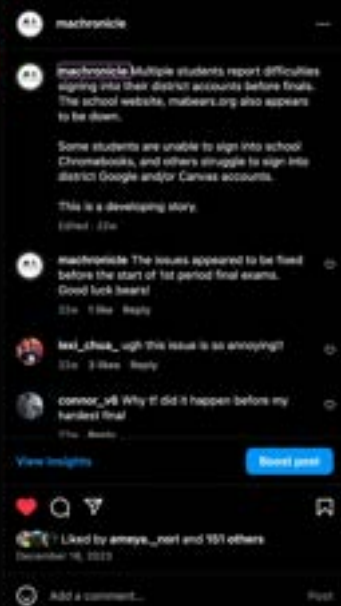
317 likes
7 comments
233 shares
45 saves



This story didn't have an accompanying story on our website—instead, we used our social media to provide live updates to our readers and interact with them more directly.

152 likes
8 comments
19 shares
3 saves

LIVE UPDATE: **M-A Website Appears to be Down and Several Students Struggle to Sign into SEQ Accounts the Night Before Final Exams** ***Dec. 18 • 10:40 p.m.***



Editorials + Exposés



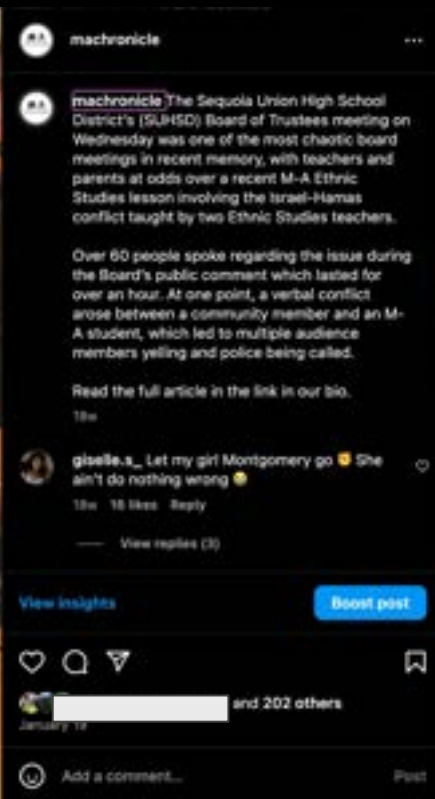
294 likes
3 comments
111 shares
13 saves

+2166 impressions
+5 followers
+76 link taps
+206 profile visits

181 likes
40 shares
12 saves

+2285 impressions
+8 followers
+28 link taps
+93 profile visits

Board Meeting Coverage



203 likes

18 comments

87 shares

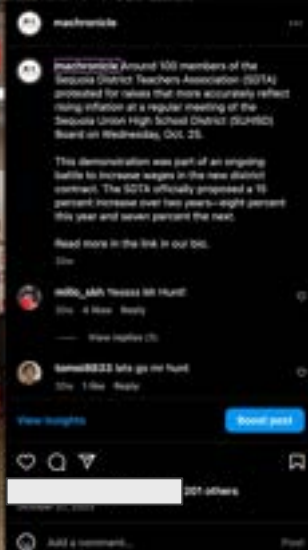
13 saves

+2903 impressions

+96 link taps

+143 profile visits

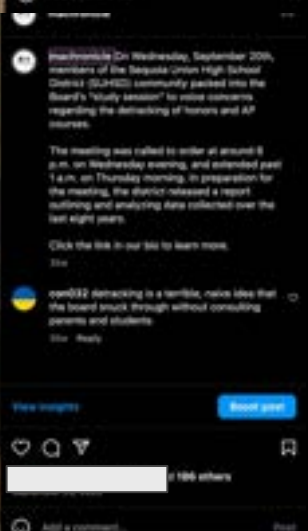
+3 follows



Board Meeting Coverage

202 likes
5 comments
29 shares

+1491 impressions
+44 link taps
+67 profile visits



187 likes
16 shares
7 saves

+1706 impressions
+40 link taps
+86 profile visits

Community Features

Denver Broncos Draft M-A Alum Troy Franklin '21

This morning, Franklin was selected as a fourth-round pick and 102nd overall by the Denver Broncos.

Celine Chien
Ameya Nori
Apr. 27, 2024



machronicle

machronicle On Saturday morning, M-A alum '21 Troy Franklin was selected as a fourth-round pick and 102nd overall for the Denver Broncos in the 2024 NFL Draft.

Franklin was initially expected to be selected as a late first or early second-round pick, but possibly due to an oversaturated receiver class and an underwhelming combine performance, Franklin fell to the fourth round.

Regardless, many still predict he could turn into the next Amon-Ra St. Brown, a 2023 Pro Bowler who was also drafted in the fourth round at pick 112.

Read more in the link in our bio.

Photos courtesy of Noah Eisner.

4w

godsavesyoulove 🍌🍌

4w Reply

View insights Boost post

🤍 💬 🚩

👤 [redacted] and 484 others

April 27

🗣️ Add a comment... Post



485 likes
91 shares
25 shares

+2863 impressions
+342 profile visits
+16 link taps
+4 follows

Community Features



202 likes
28 shares
17 saves

+1680 impressions
+23 profile visits



216 likes
12 shares
9 saves

+1520 impressions
+41 link taps
+77 profile visits

Community Features



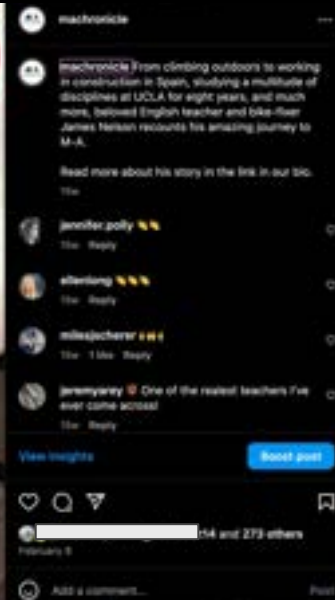
222 likes
5 comments
60 shares
9 saves

+1771 impressions
+152 profile visits
+22 link taps
+2 follows

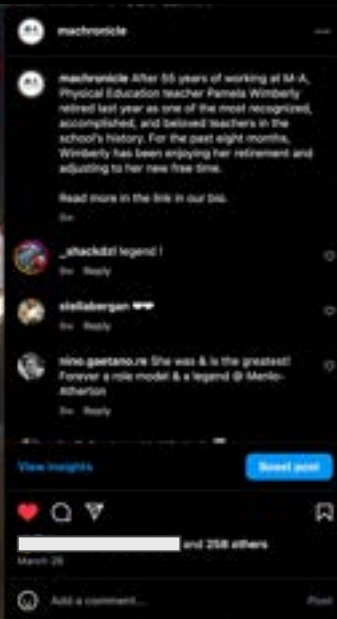


274 likes
8 comments
36 shares
18 saves

+1749 impressions
+162 profile visits
+35 link taps
+3 follows



Community Features



259 likes
4 comments
28 shares
6 saves

+1511 impressions
+46 profile visits
+17 link taps

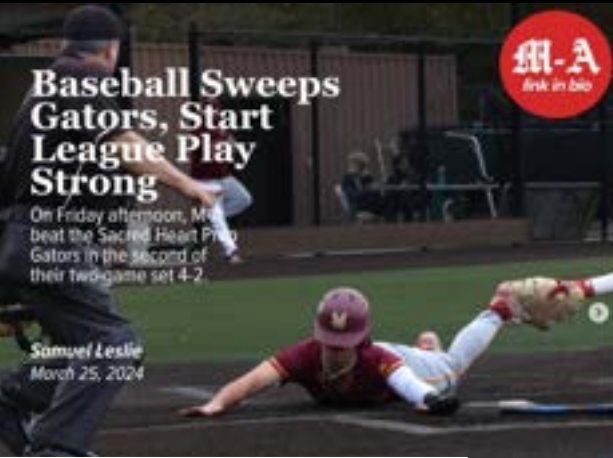


171 likes
4 comments
9 shares
7 saves

+1911 impressions
+48 profile visits
+18 link taps

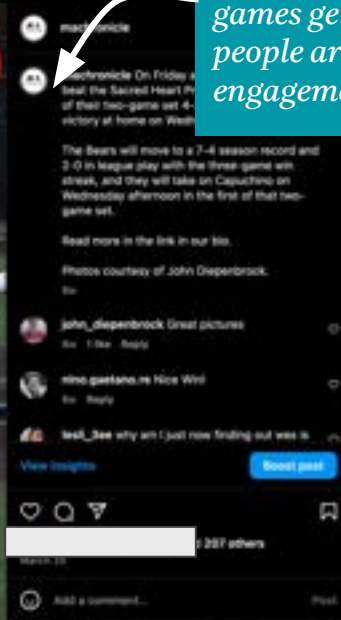
Sports Reporting

Engaging pictures and highlighting record-breaking games gets people talking—once people are talking, you get more engagement.

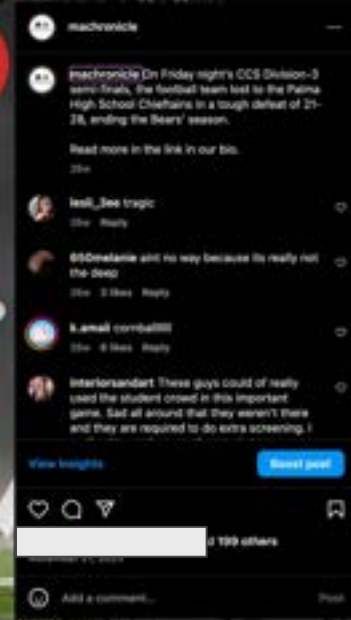


208 likes
3 comments
48 shares

+1845 impressions
+108 profile visits
+24 link taps
+6 follows



200 likes
6 comments
104 shares
15 saves



+1829 impressions
+87 profile visits
+42 link taps

Community Events



302 likes
43 shares
6 saves

+2095 impressions
+228 profile visits
+124 link taps
+6 follows

We realized that posting coverage of all-school events that reflected everyone in our school body would generate more traction.



226 likes
10 shares

+1254 impressions
+69 profile visits
+29 link taps
+2 follows

Community Events



197 likes
6 shares
4 saves

+1457 impressions
+104 profile visits
+73 link taps

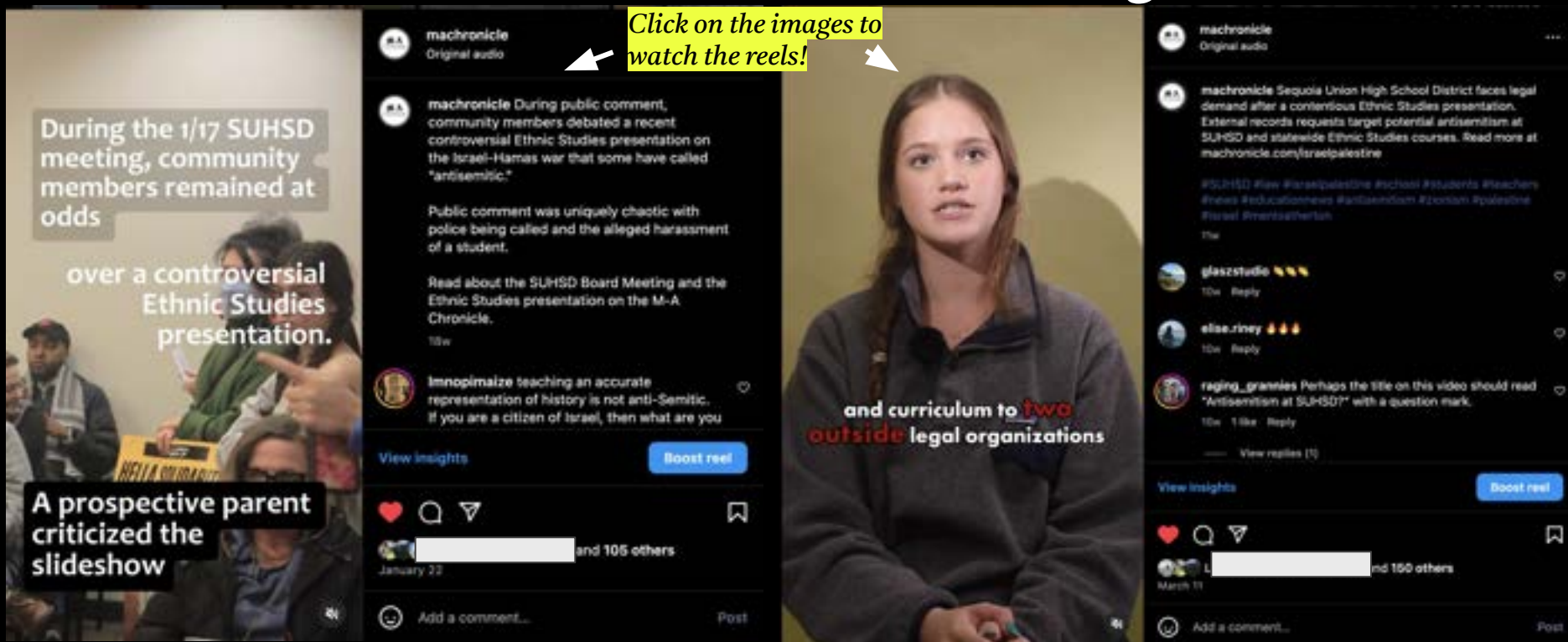


225 likes
47 shares
3 saves

+1243 impressions
+91 profile visits
+41 link taps



Reels: Ethnic Studies Presentations Coverage



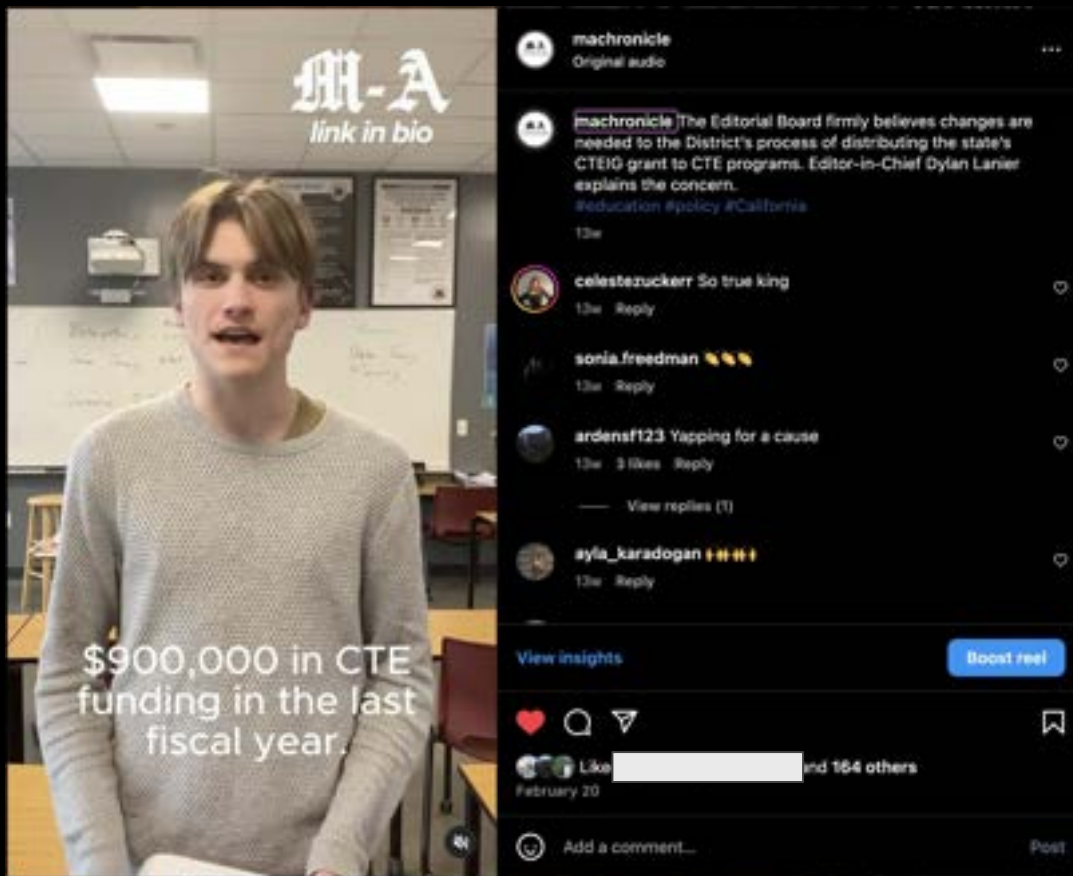
4171 views
106 likes

2 comments
38 shares
12 saves

3676 views
151 likes

4 comments
33 shares
15 saves

Reels: Editorials + Exposés



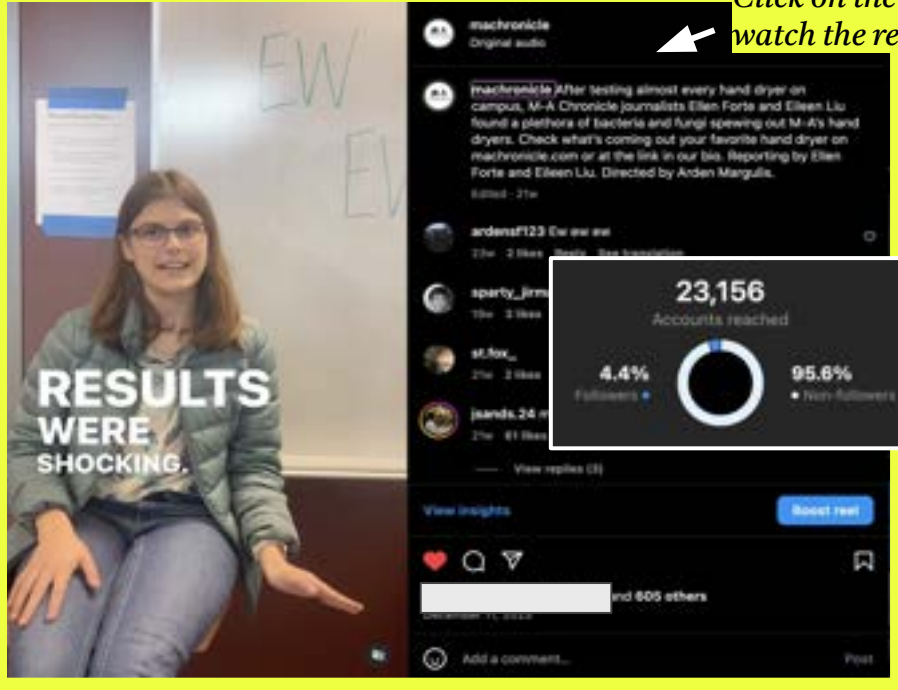
3393 views
165 likes

8 comments
27 shares
7 saves



Reels: Community News

Click on the images to watch the reels!



2329 views
8 shares
4 saves

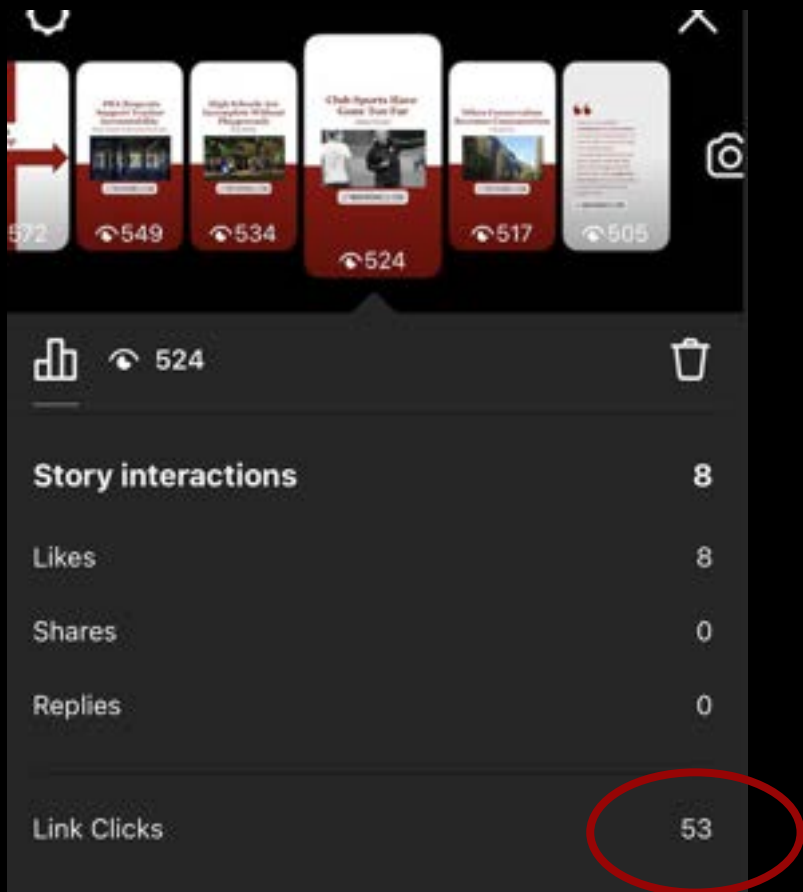


36,568
views

+63
follows

606 likes
12 comments
494 shares
51 saves

Stories: Opinion Highlights



Our “Opinion Roundup” segment led to **150+ link clicks** across 4 featured stories on local and national issues.



We started a brand-new TikTok page this year and produced **informational and engaging** short-form videos highlighting important news stories and informing community members through in-depth reporting. Within the first eight months of the account being created, we have amassed over 150 followers and **garnered tens of thousands of views** across over 30 videos. As the majority of views come from the For You page, reporting through TikTok uniquely allows us to reach audiences beyond our local area and stand out within our community.

TikTok: News Reporting



1,195 views
4 shares
2h30m playtime



2,737 views
3 shares
3h42m playtime

TikTok: News Reporting



1,628 views
4 shares
3h12m playtime



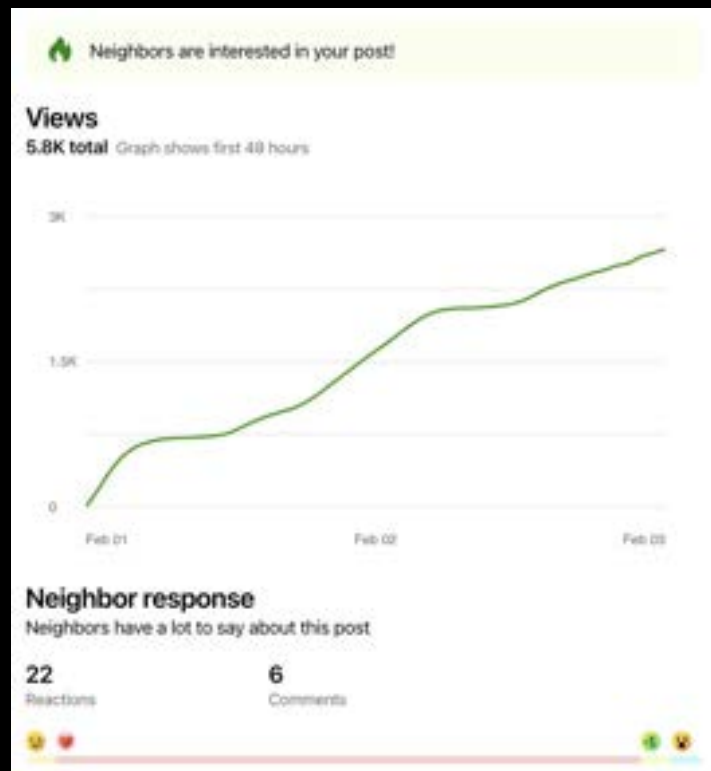
5,367 views
20 shares
13h35m playtime



We posted engaging content on Nextdoor that sparked meaningful debates and discussions in our comment sections. We received mixed reactions to our coverage, but we brought awareness to the issues going on at our school. Our ability to report on controversial issues stood out, as even community members who disagreed with opinions posted to Nextdoor left positive comments.



Analytics



Spotify



We continued to create curated playlists for students to study and wind down to. Using music allows us to connect with and appeal to a wider variety of audiences.



alt pop for studying
By M-A Chronicle



indie for studying
1 Follower



house music for...
1 Follower



Teacher Playlists, the...
2 Followers



Jolly Beats to wind...
By M-A Chronicle



Focus Week - ...
By M-A Chronicle