

@CommunicatorCHS

The Communicator's Social Media Reporting

Who We Are

Following CHS's holistic, community-focused approach to learning, our journalism and yearbook classes follow a converged media format, with students in all grades and publications present in all class sections. @communicatorchs is one of our five publications in addition to The Communicator magazine, The Communicator website, VOICE literary magazine and The Midnight Sun yearbook

Our Take On Social Media

In order to utilize our social media presence to its fullest capability, The Communicator aims to highlight student voices by covering relevant school and local events with as much rigor on our Instagram account as we do in each of our other publications.

We see social media as an especially effective medium to engage with our school in order to further strengthen connection throughout our staff and student body. It is a true form of journalism and we treat it as such.

Social media organization stems from our spreadsheet. Here, we keep track of all of our posts, who is contributing them and their status. Once a post is ready to go, the EICs schedule it out using Buffer.

As a publication, The Communicator uses a running event calendar to ensure that we're thoroughly documenting all important events.

How We Stay Organized

	Time	Post Topic	Your Name	Number	Link to caption	Status	Notes from Smeics			
March 3 - 8										
		ara is posting idx when on sunday CET opening night	Paige	734-356-0449	Opening night - Sc	posted				
	3/3	3:00 PM eats	Wilson	917-306-5987	Community Crave	posted				
		6:00 PM this week	smeics		queued in buff	posted				
	3/4	3:00 PM Spring drinks	Lydia and fina	73486908096	SW new drinks	where's the reel??				
		6:00 PM American Fiction Review	Mahir		American Fiction F	edits need accepting				
	3/5	3:00 PM Sweet Waters Review	Alish and Reagan	7342239707	Sweetwaters Rev	edits need accepting				
		connect w community	milly and daniel	734-827-4493	Connect With Co	posted				
		6:00 PM fos reel	hannah		emailed to smeics					
	3/6	3:00 PM SAT prep	payton	734-263-0360	SAT prep - social r	posted				
		jones school	nina		shared w smeics	posted				
		6:00 PM Penny Seats is in Calvoot!	Malcolm	344170490	Penny Seats is in	edits need accepting				
	3/7	3:00 PM Larger Than Life Review	Isabella							
		6:00 PM CHS Artist Spotlight	Gabe	7349574269	CHS Artist Spotlig	posted				
	3/8	3:00 PM Asking students about spring	Charlie Lamen	734-358-0056	The Weather's Go	queued!!	fashion friyay jacqueline + io	https://docs.google.com/document/d/1jYwQvx17aCqgEDWwZL		
		6:00 PM Dune 2 review	aidan hola	7343521263	Dune 2 social mec	posted				
March 10 - 15										
	3/10	3:00 PM eats								
		6:00 PM this week	smeics			posted				
	3/11	3:00 PM spring drinks	lydia and fina		SW new drinks	edits need accepting	PLEASE send reel if you'd like this to be posted!!			
		6:00 PM Spring Season Tryouts	milly	7348274493	Spring Season Try	posted				
	3/12	3:00 PM The Past Is Still Alive Album Revi	Lella B	7348001875	The Past Is Still A	posted	NEW YORK			
		6:00 PM Concerto Night	Claire S	734-277-6121			fyi just cause we're in new york doesn't mean we're not posting !!			
	3/13	3:00 PM eats	Nella	7348001567	Communicator eats	let's slide this in to a sunday spot! (moved)				
		6:00 PM Quebec Trip Recap	Eddie M. Breck	734 288 1021	Quebec Trip Reca	posted				
	3/14	3:00 PM Song of the day	Kaylee	(734)389-9810	Song of the day or	posted				
		6:00 PM sweetwaters review	alish and reagan			posted				
	3/15	3:00 PM Fashion Friday	lonie S	(734)-469-897						
		6:00 PM Pi Day at CHS	Mia and Paige	(734) 773-7662	Pi day 2024	posted				

560

Accounts engaged

+9.8%

86.9%

Followers •



+39.6%

13%

• Non-followers

3,601

Accounts reached

27.6%

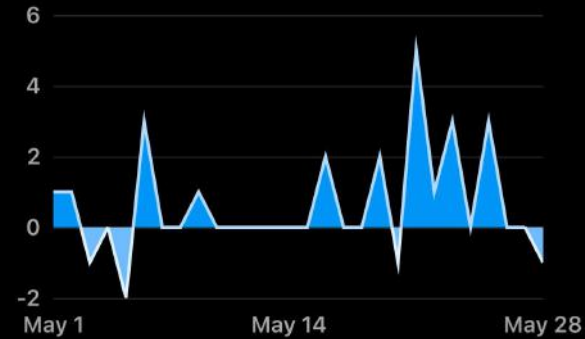
Followers •



+41.1%

72.4%

• Non-followers



Account Growth

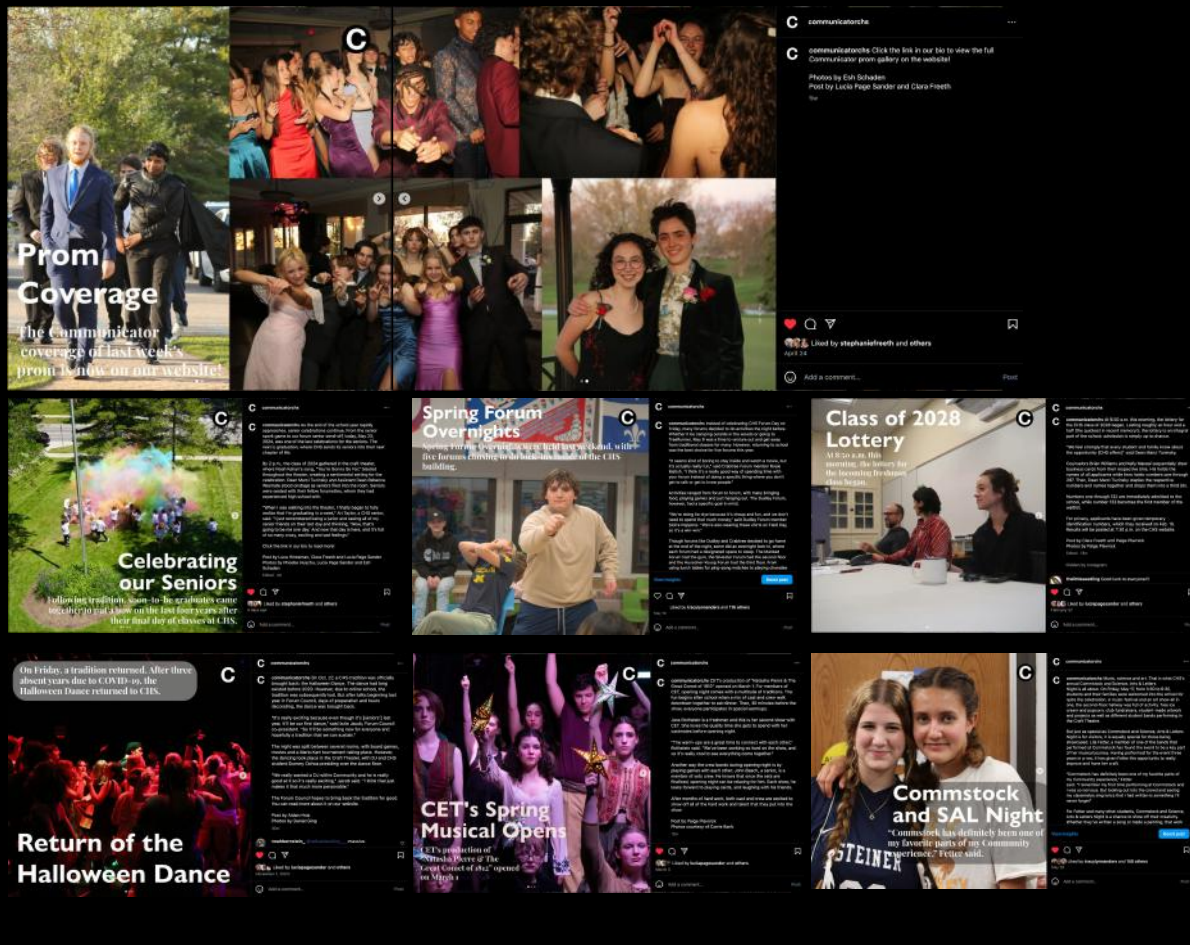
Analytics

Total Followers: 1,402

Student Population: 504

Posts Shared: 1,366

With just 504 enrolled students, it's notable that @communicatorchs's following is roughly 2.78 times our student body. We believe this is a result of the quality and community-focused nature of our content; we often feature local farmers, business owners and leaders who play important roles in the lives of people in our area.



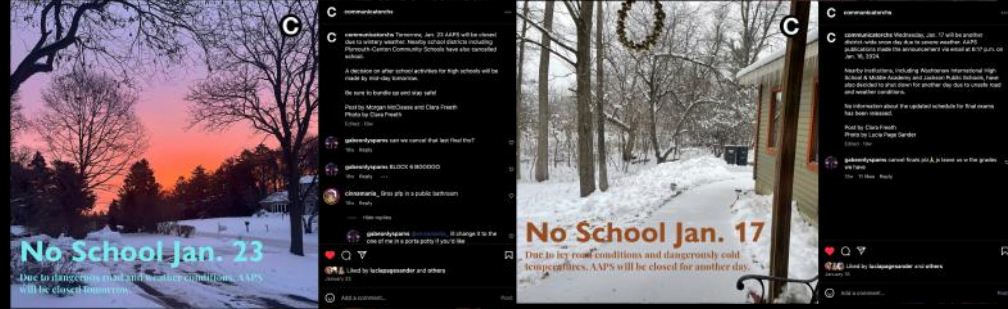
EVENT

From our Halloween Dance to Community Ensemble Theater's Spring Musical to Prom, every key school event is covered by @CommunicatorCHS.

Documenting events and traditions is essential in continuing to capture and impart the essence of our school.

Coverage

Breaking News

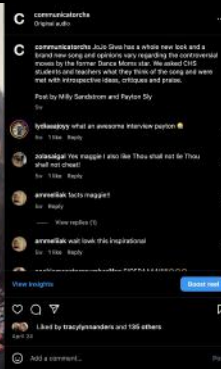
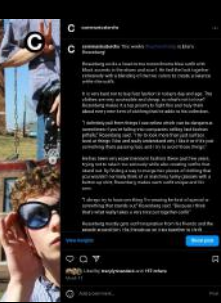
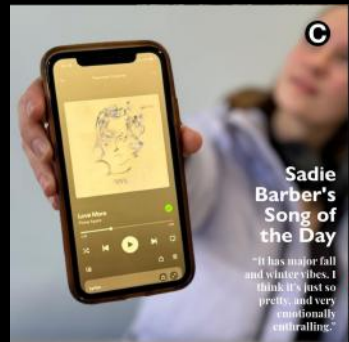
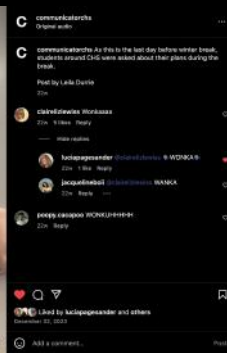
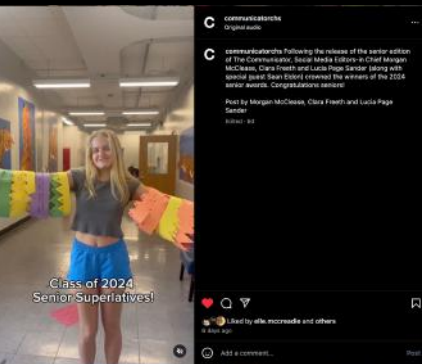


With four separate school cancellations affecting our Semester One finals schedule, it was crucial for us to relay all scheduling updates as expeditiously as possible. To achieve this, our EIC team was in contact with school leadership and each other right up until the final decision was called. As a result, for all four snow/cold days this year, the longest it took The Communicator to post was 8 minutes after the official cancellation announcement.

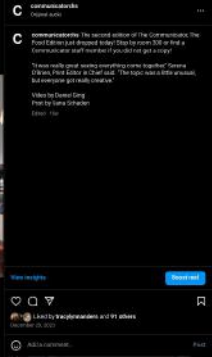
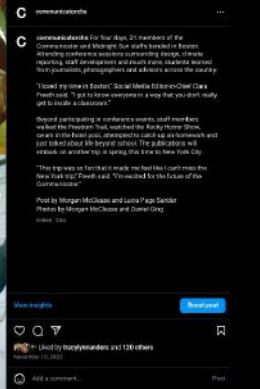
This spring, our district is facing a \$25 million budget deficit and its effects. The Communicator committed to doing what no other news source did by publishing live updates throughout numerous crucial school board meetings to keep the community informed in real time.



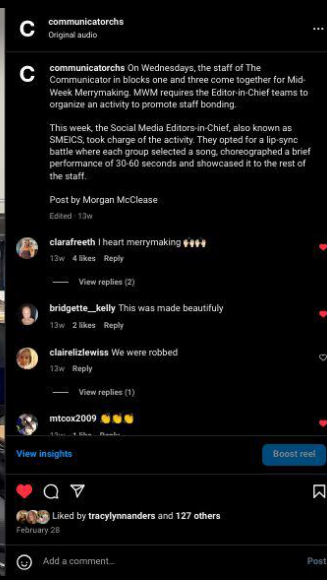
Student Life



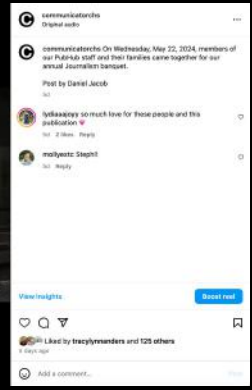
Because of CHS's nature as an alternative school, our coverage of student life looks different than traditional high schools. We don't have sports, bells or a lunch room. Instead, we highlight students' fashion sense, academic accomplishments, lives outside of school, involvement in student government and so, so much more!



Staff Coverage



As a staff, we are a part of CHS's student life and identity. Be it print distribution days, NSPA and CSPA conference trips, or staff bonding days, we make sure to showcase what being a journalist at CHS means.



The Week Ahead

The biggest change we made to The Communicator's social media presence this year was the integration and consistency of "The Week Ahead," our weekly scheduling update about all things happening CHS. This made CHS's weekly announcements, which were previously only accessible via google slides available in a more accessible and student-focused manner.

