

NSPA Best Use of Social Media Promotion

# DeleSTOQUE

Monta Vista High School, Cupertino, CA

# OUR SOCIAL MEDIA

**INSTAGRAM**

[@elestoque](#)

**FACEBOOK**

[@elestoqueonline](#)

**X**

[@elestoque](#)

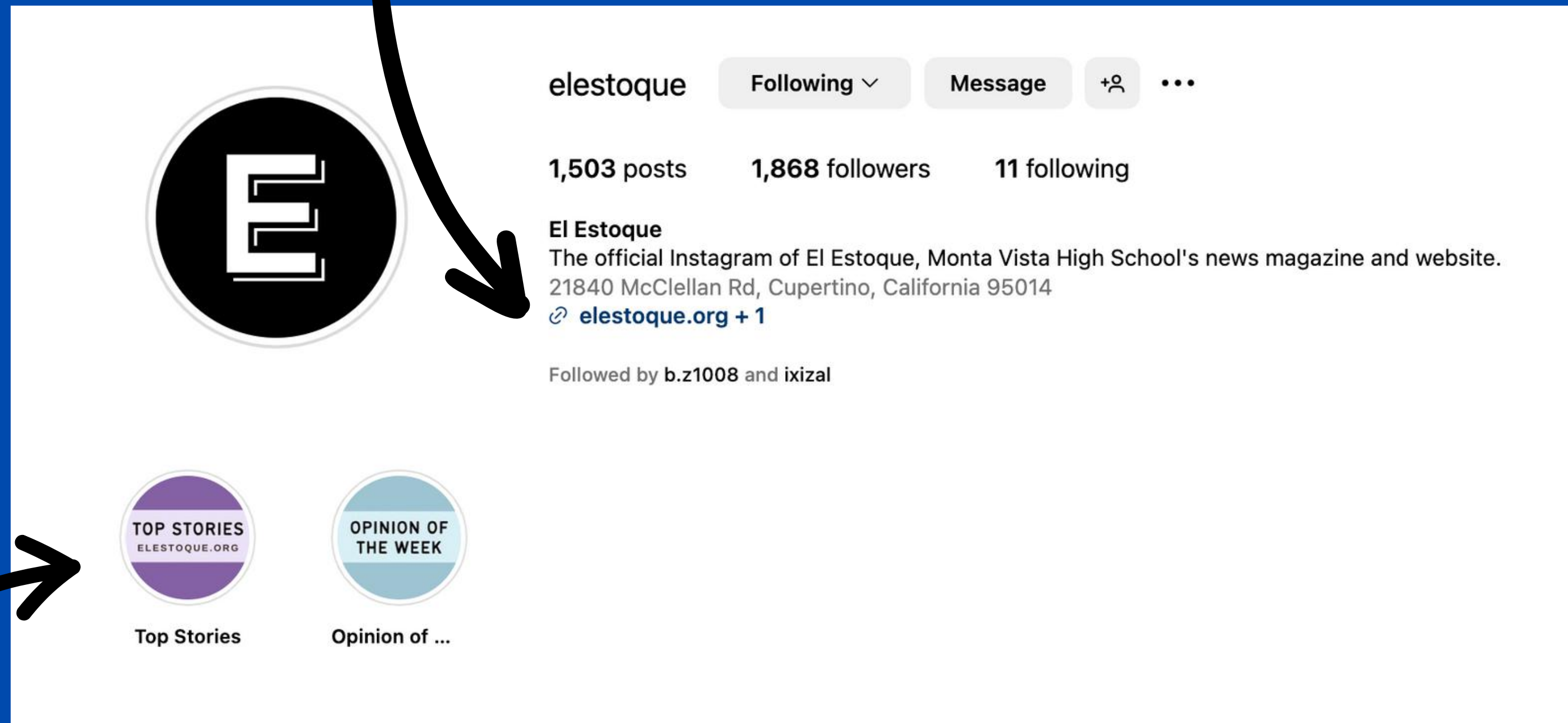
**TIKTOK**

[@el.estoque](#)

**INSTAGRAM PROMO**



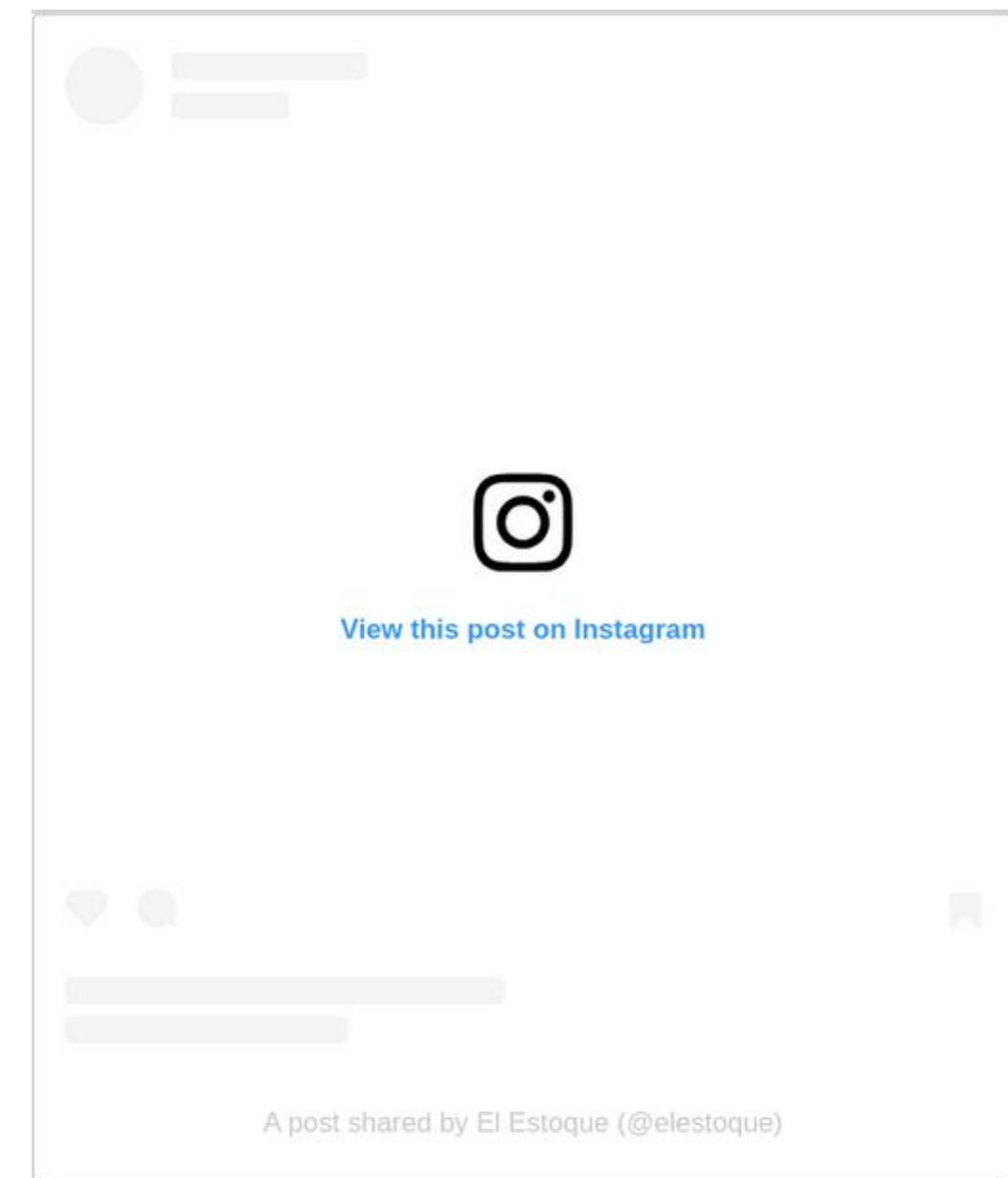
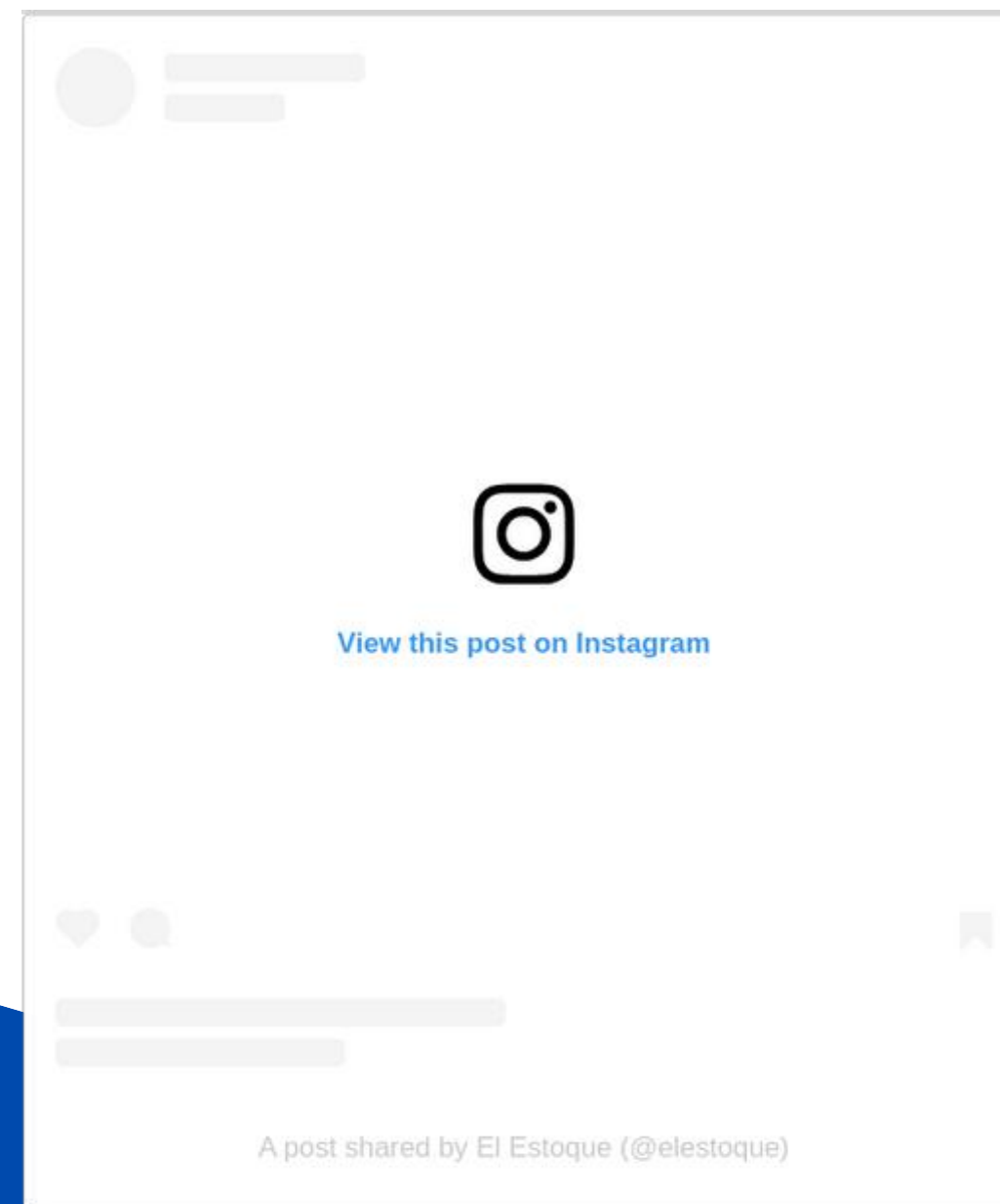
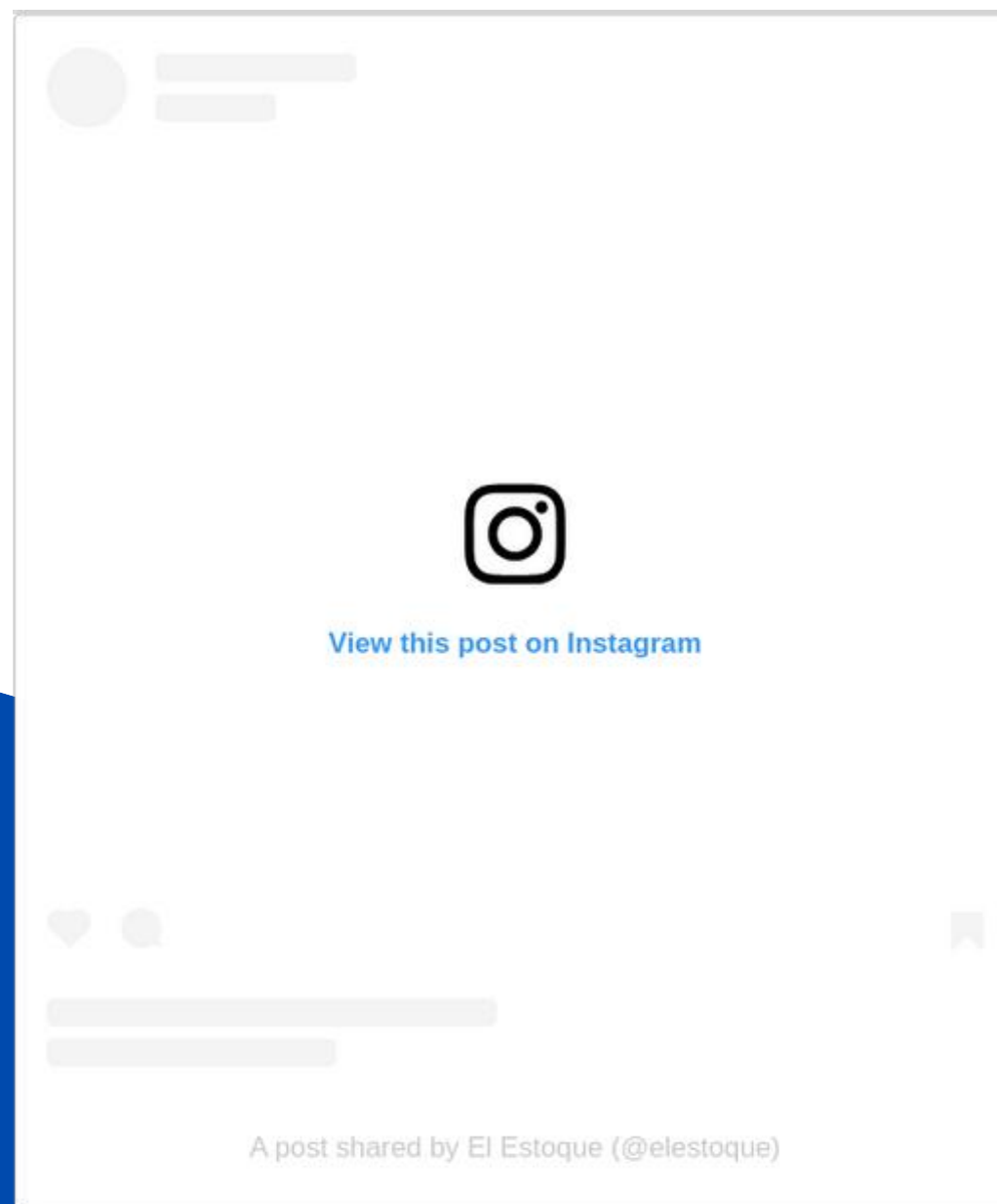
**BIO:** In our Instagram bio, we link our website as well as provide information about our magazine. This allows for our followers to have easy access to our website, increasing our viewership.



**TOP STORIES:** To promote our stories we have a “Top Stories,” highlight that followers can refer back to and click on to get to our website.

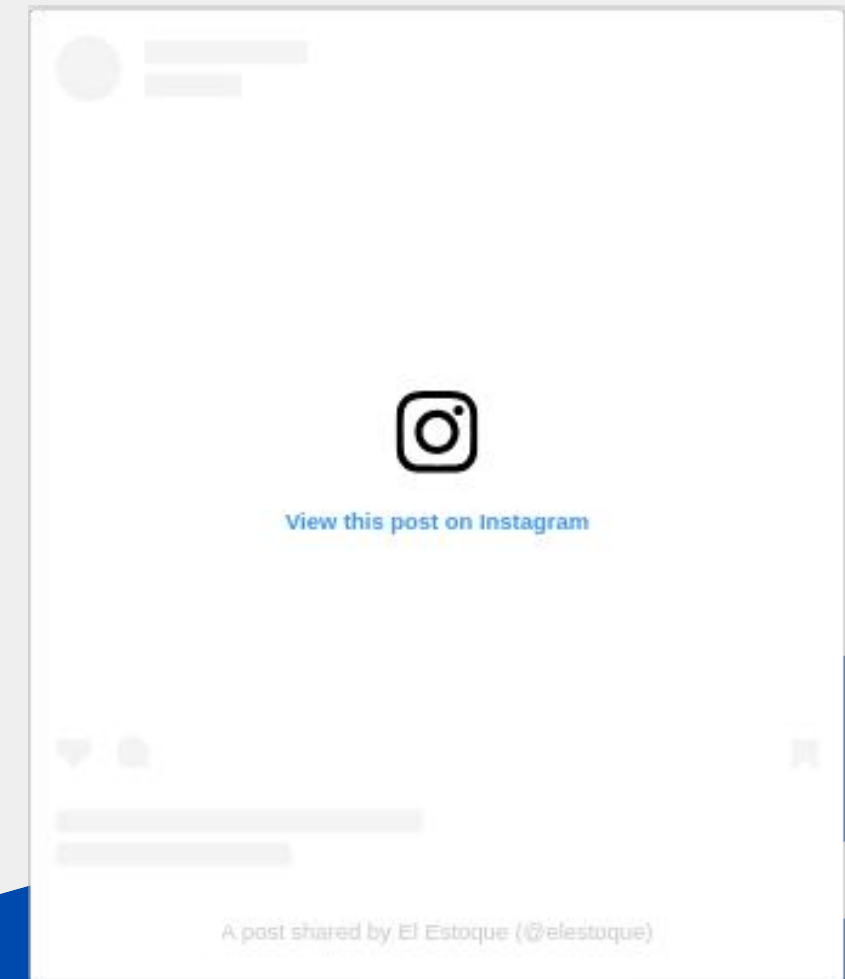
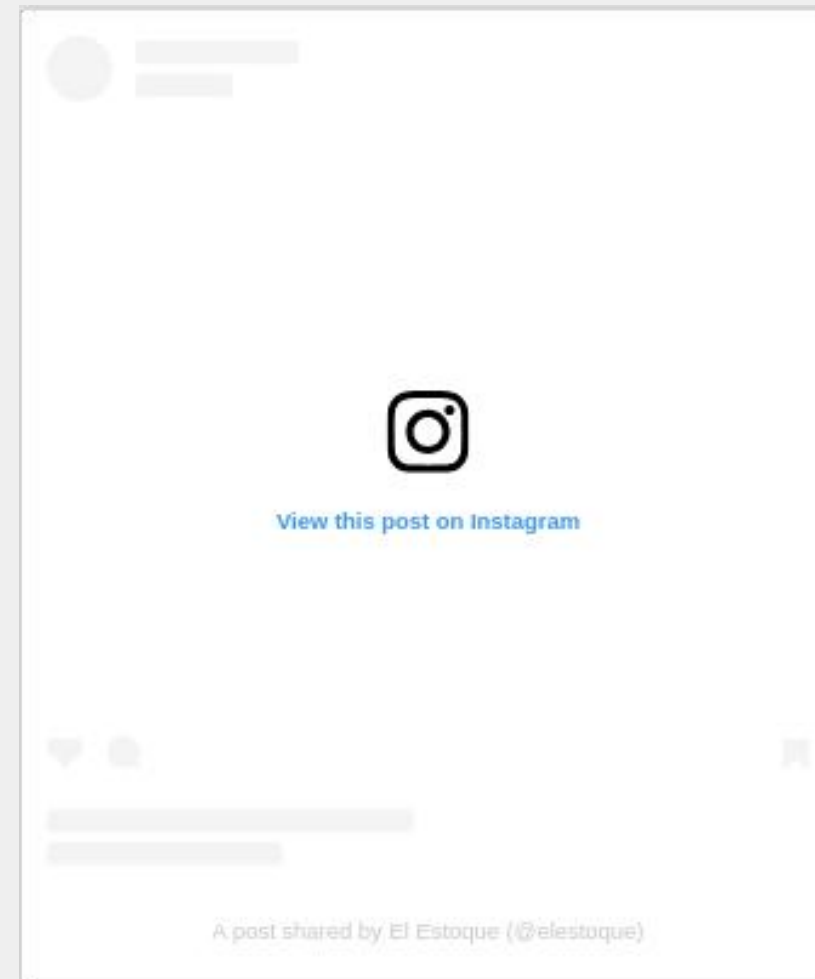
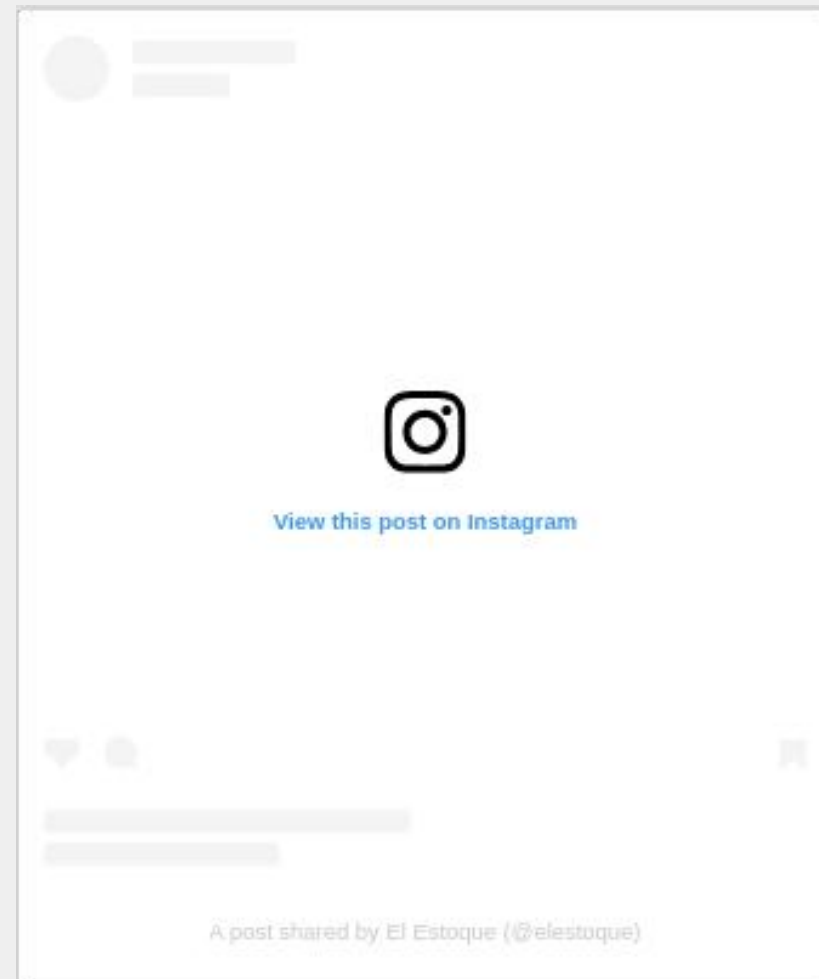
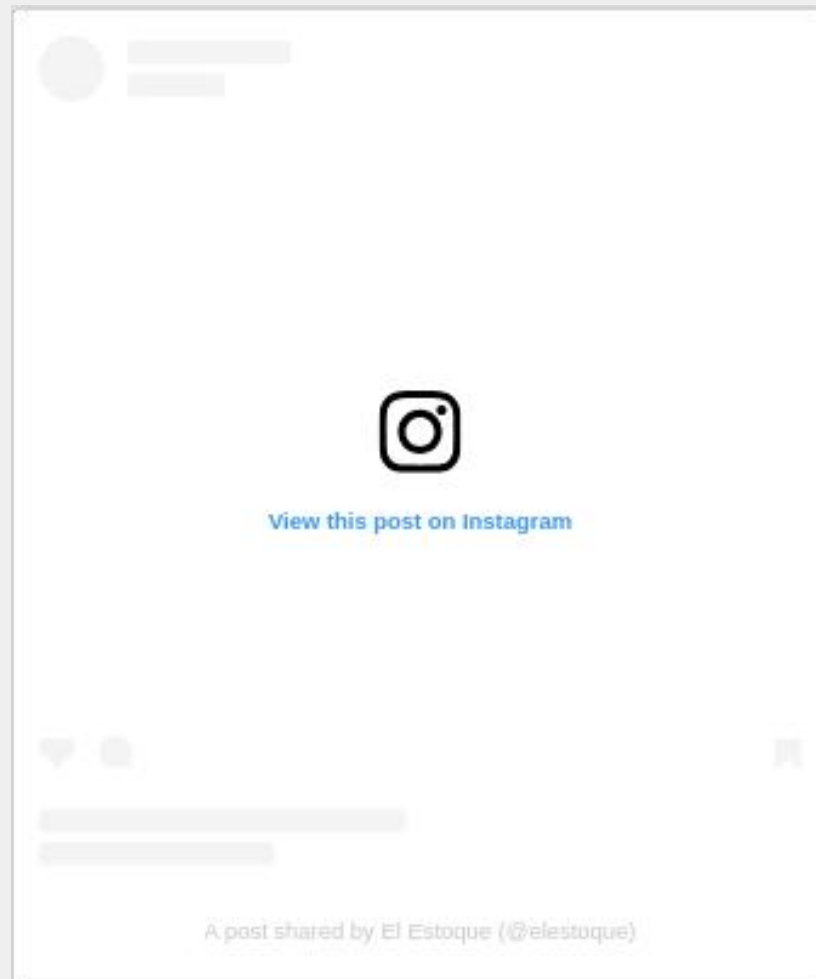
# MAGAZINE PROMO

As print journalism wanes in popularity, our publication shifted to promoting our magazines on social media, particularly Instagram, as it is prevalently used by our student body. In each post, we showcase different stories in the magazine to capture readers' attention no matter what type of story they like. By doing so, our physical and online viewership has increased.



# PACKAGE PROMO

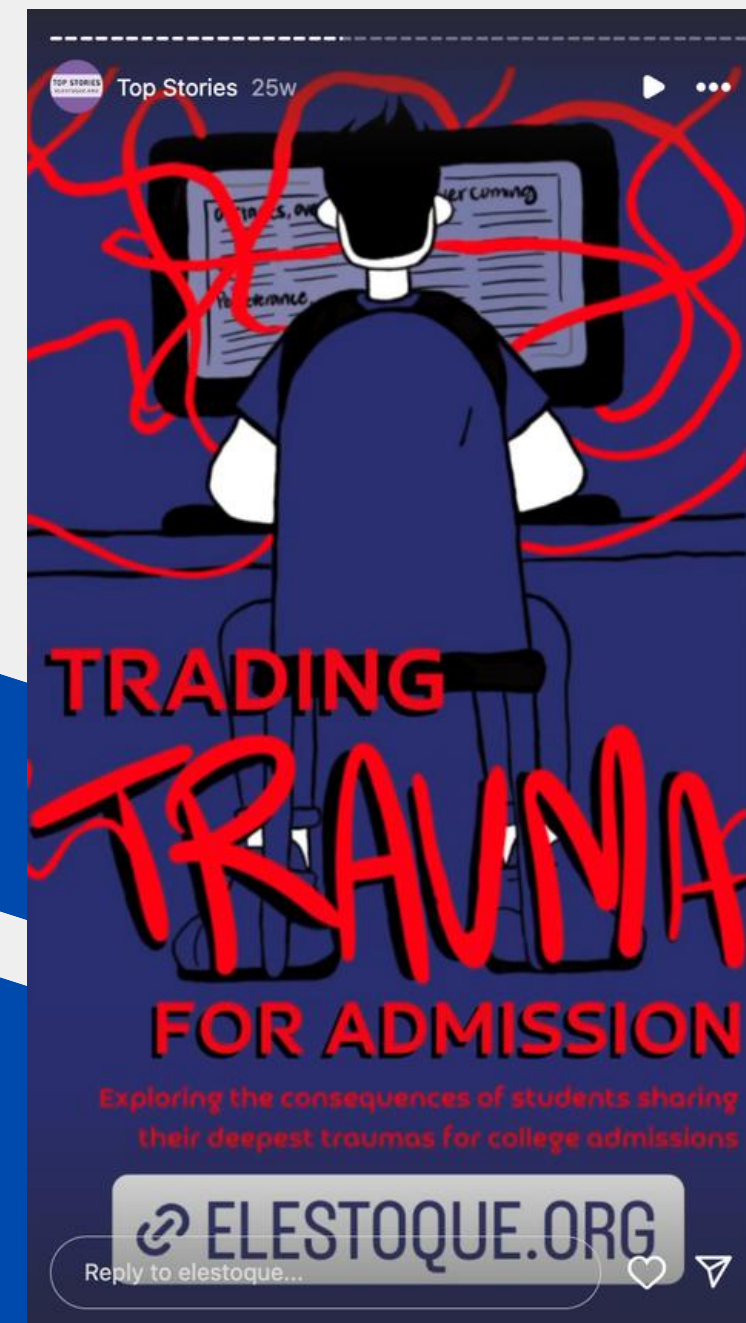
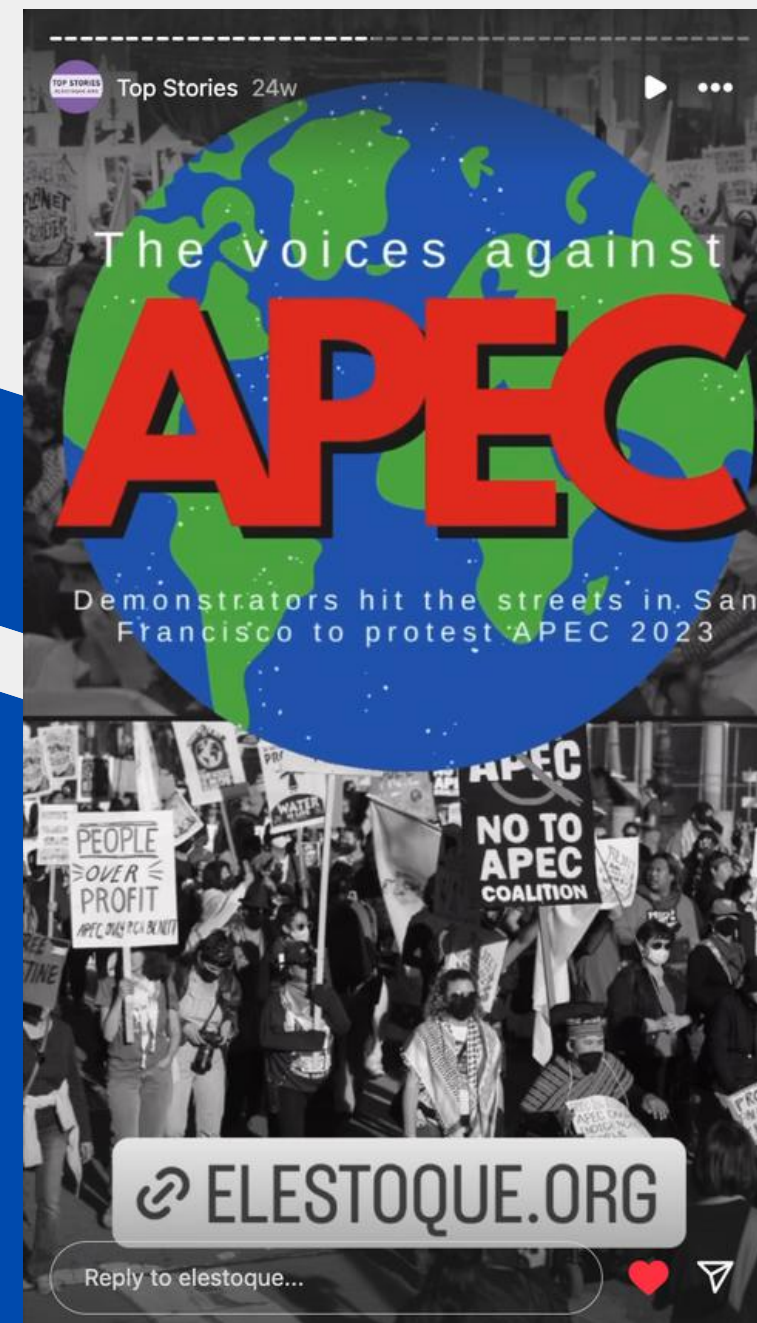
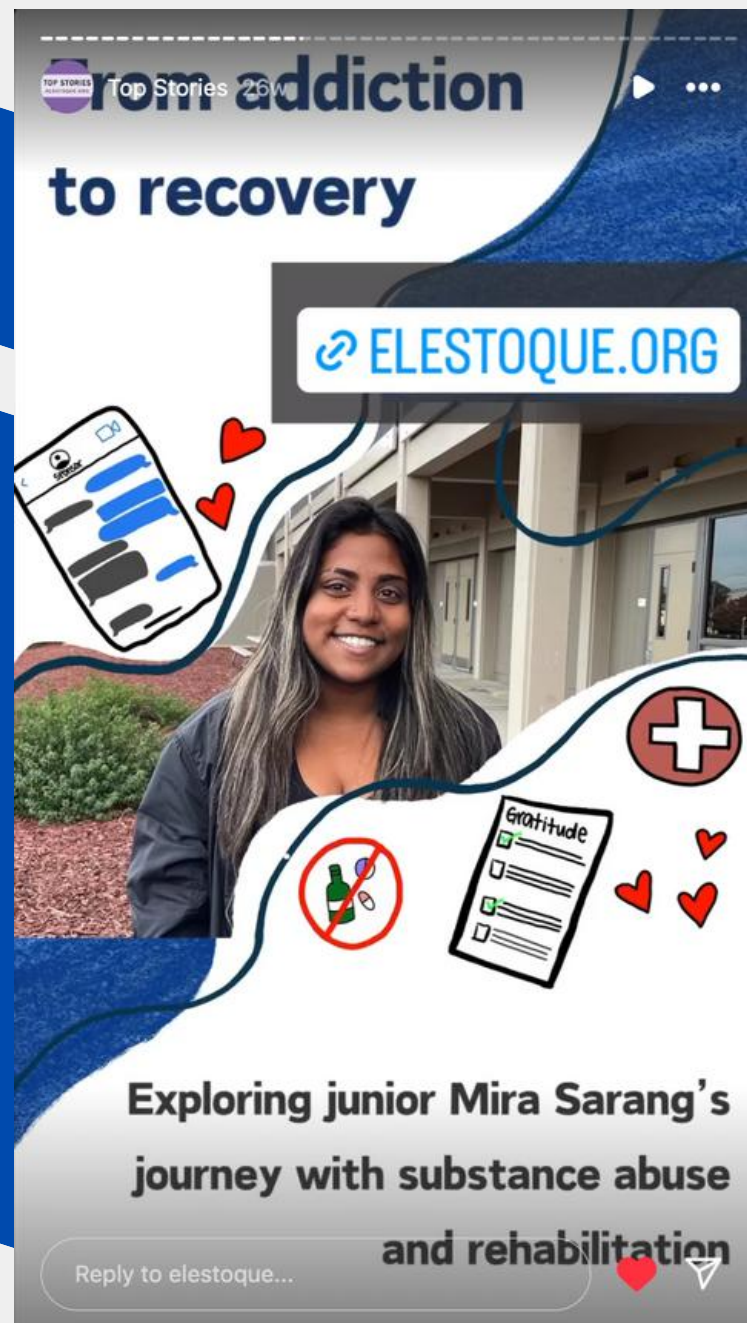
In our multimedia class each section works on packages — a collection of stories under a common theme. After the stories are published, editors create a website to showcase the common stories, and promote the package on Instagram reels.





# STORY PROMO

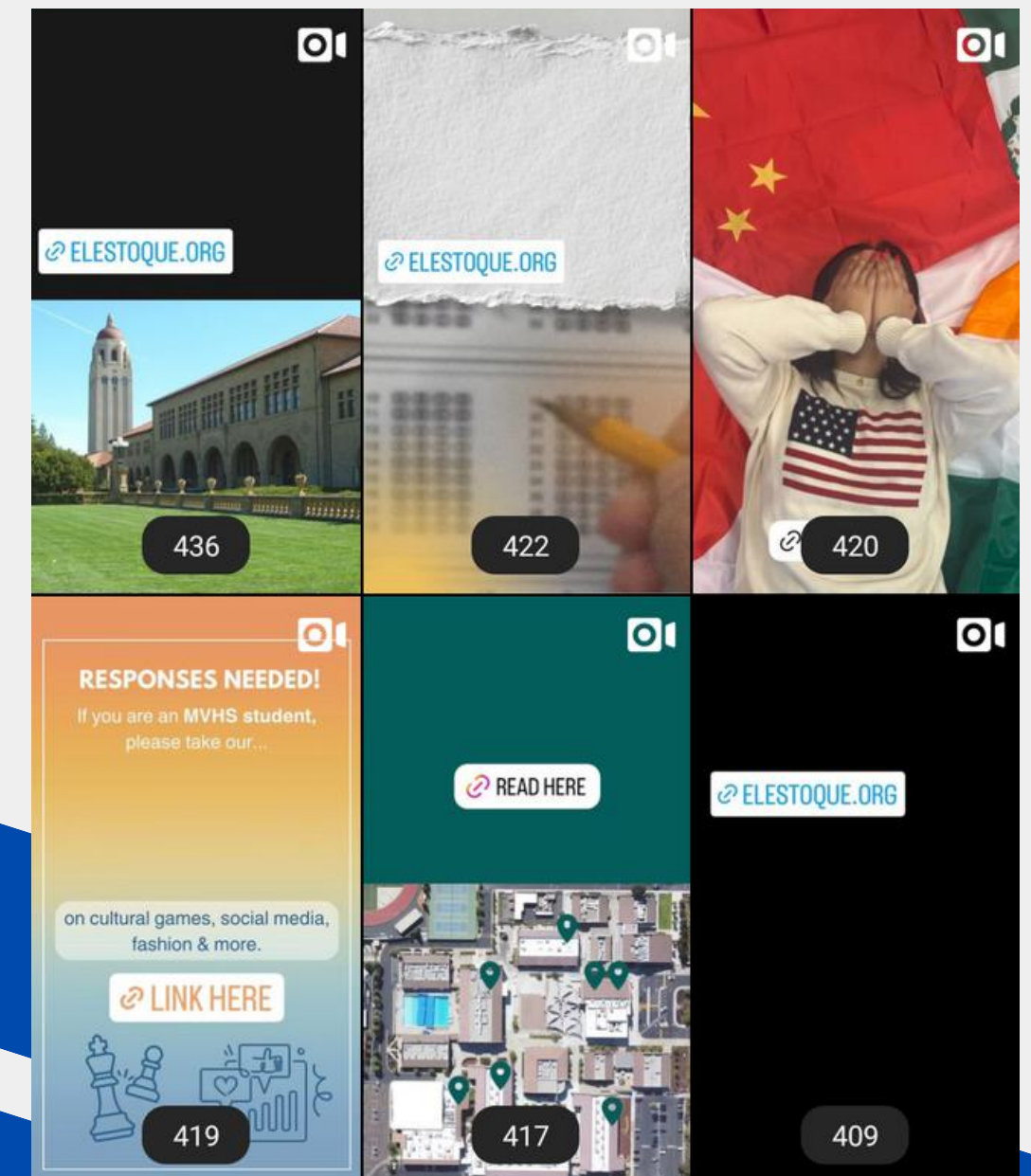
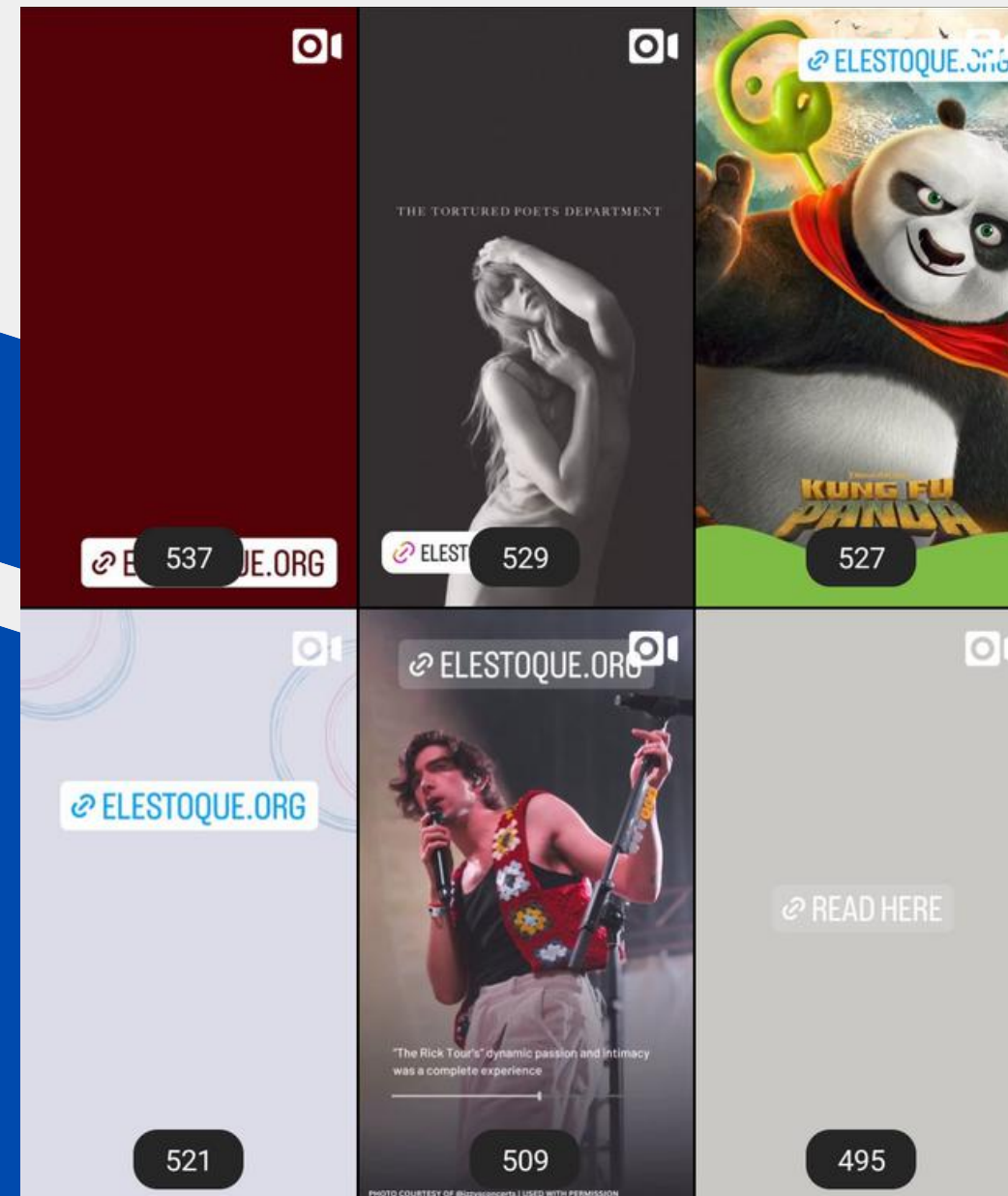
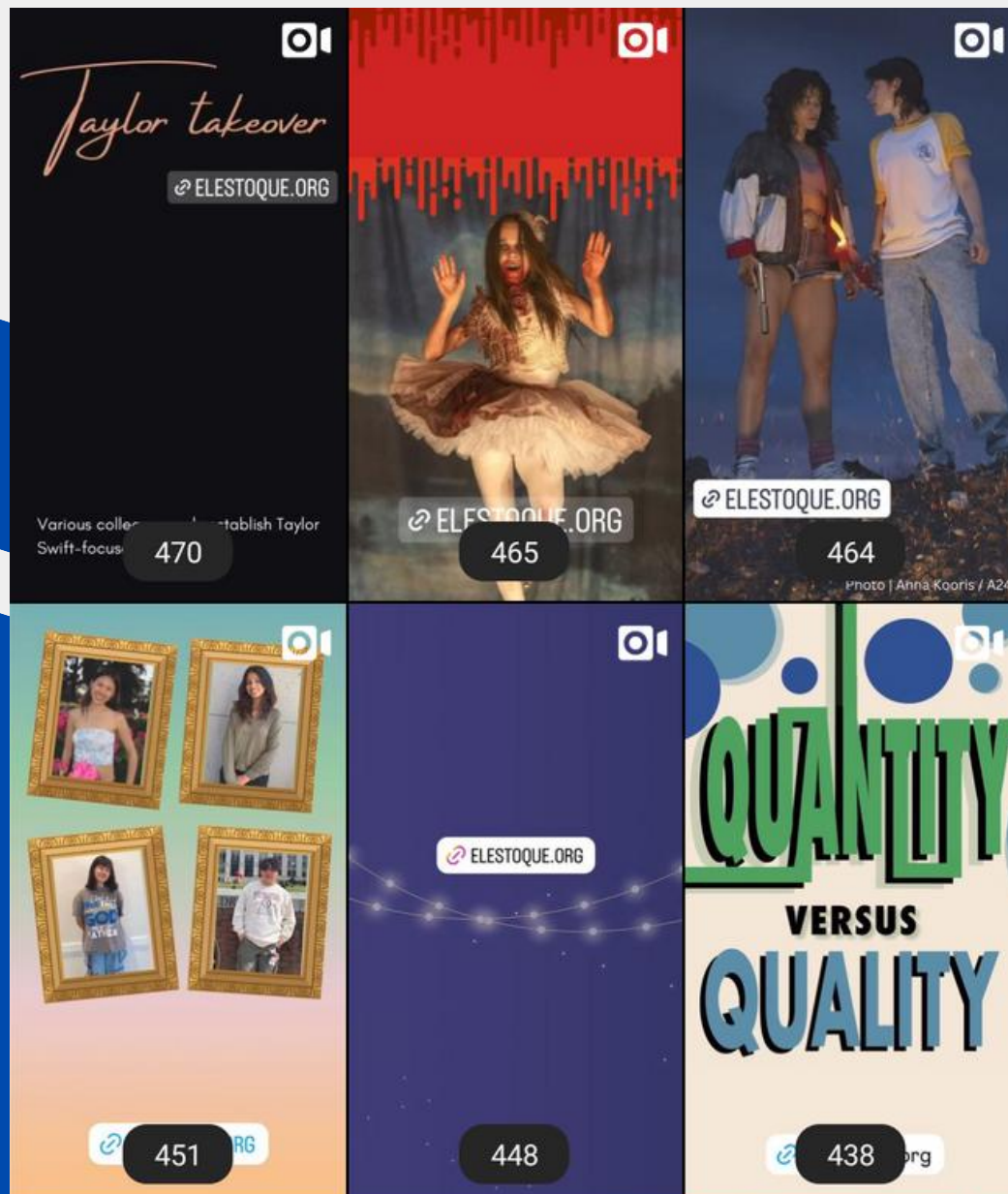
To promote stories and gain more viewership on our website, we post visually appealing stories on Instagram. Each story is unique and includes moving visual elements that represents the article it is promoting and engages viewers. Along with this, we place a link to the story that directs the audience to our website.





# STORY PROMO

Each story promo consistently receives **over 400 interactions**, directing a large amount of traffic to stories on our website.





# REPOSTS

Instagram stories traditionally garner more attention, and viewership from followers. For this reason, we try to repost reels and posts to get more interaction. This allows us to attract audiences back to our website.

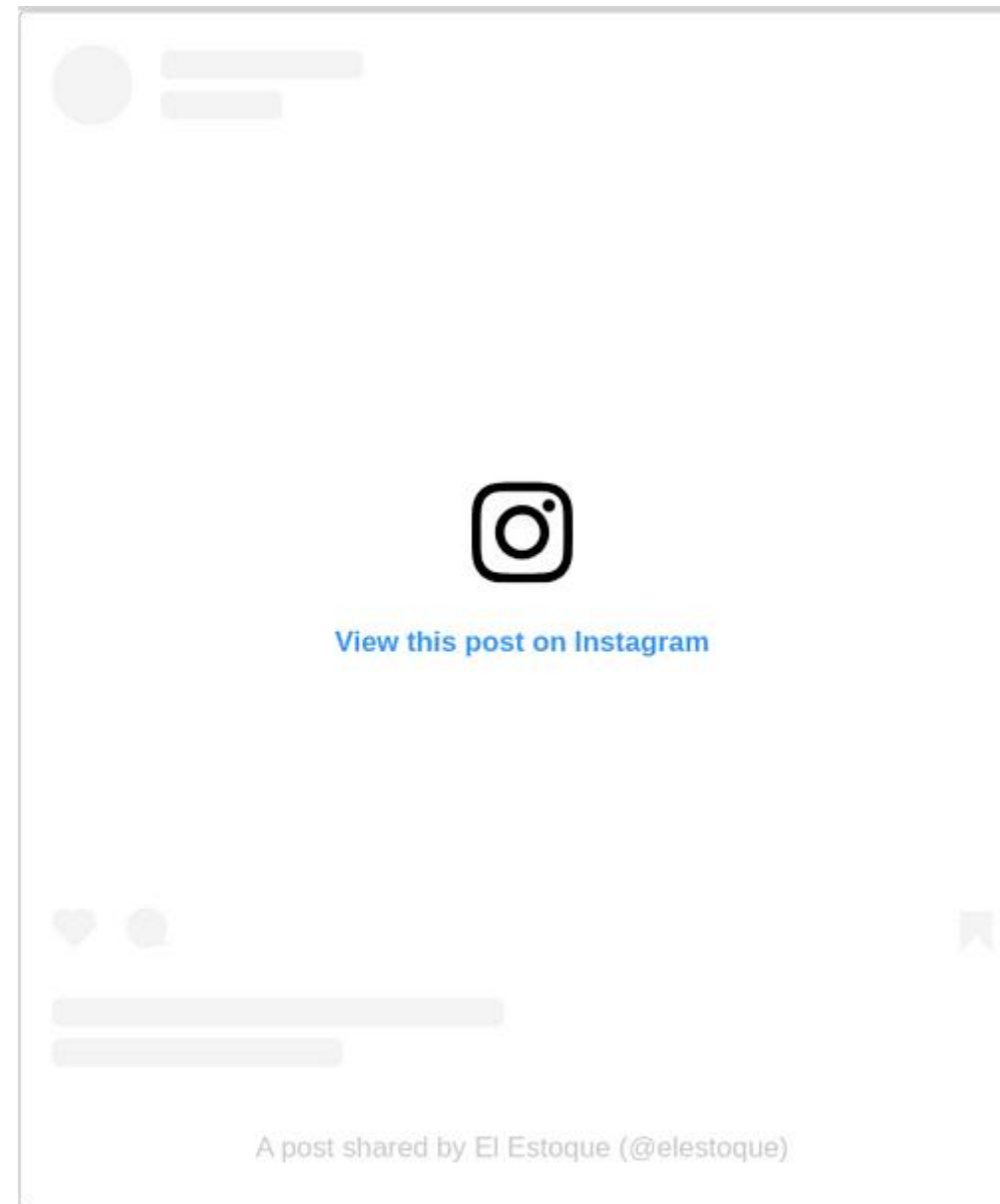




# FUNDRAISING PROMO

To raise money for our publication, we collaborated with a local restaurant to host a fundraiser where 15% of the revenue would go toward El Estoque. We promoted the fundraiser on both Instagram and Facebook.

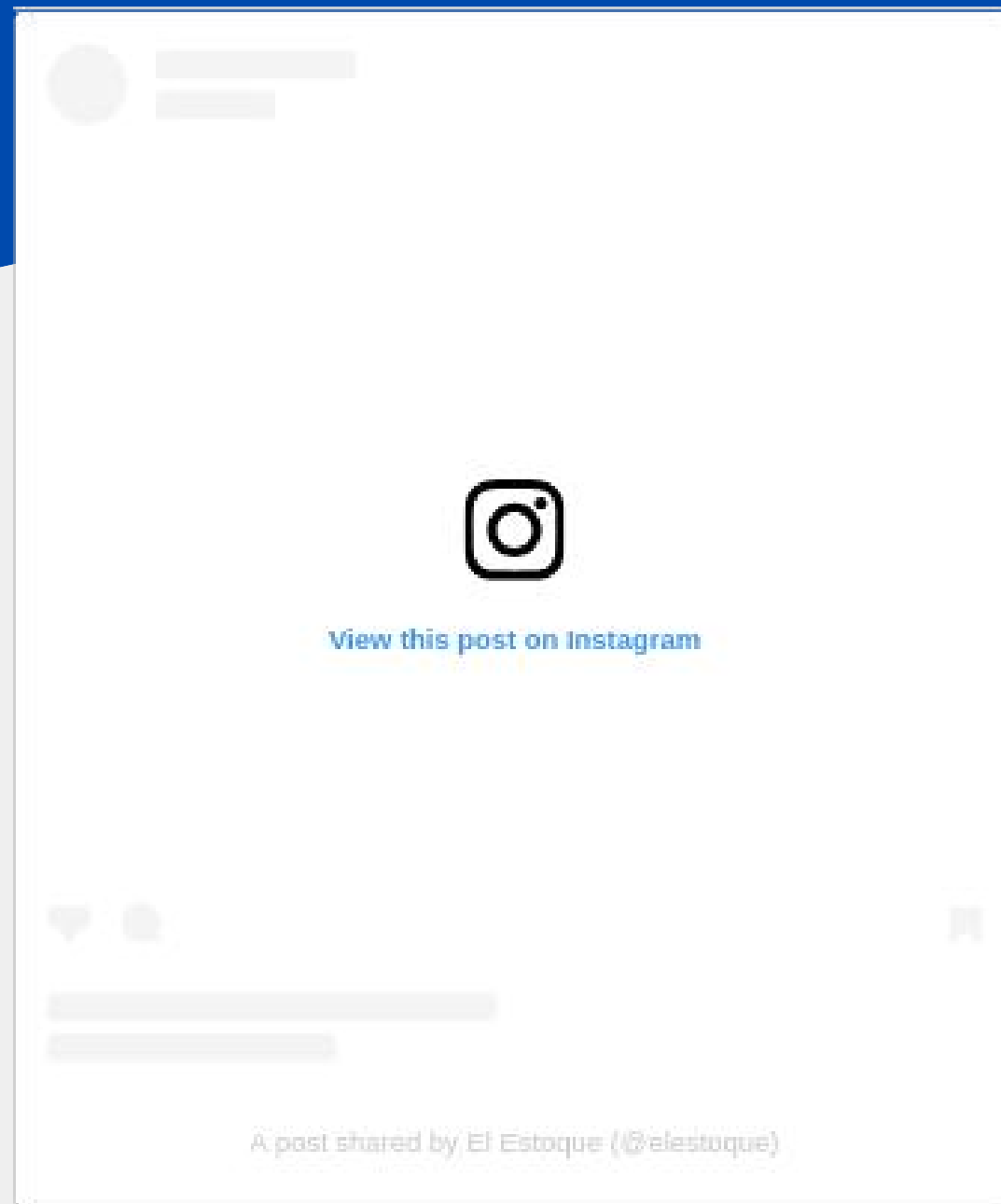
Raising close to \$200 at this fundraiser, we used the funds to help buy new mirrorless cameras for our publication, improving the quality of photos in our social media reporting.



# CLASS PROMO

During course selection, El Estoque released a video promoting our class to the school community. The video was humorous, making a joke referencing “Mean Girls” and included engaging cuts and background music. We purposely chose a trend that was popular in our school at the time to gain more attention from the student body.

As a result, the video was incredibly successful, being played **over 6,200 times** and reaching **over 2,000 accounts**. As a result, we received a large number of applications this year and recruited a number of talented staff members for the 2024-2025 school year.



6,205	148	7	17	2
<b>Overview</b> ⓘ				
Accounts reached				2,068
Reel interactions				174
Profile activity				1



**FACEBOOK PROMO**



# PACKAGE & STORY PROMO

Our publication cross posts Instagram and Facebook, in order to reach a larger audience. This has allowed for more interaction on our website and more views on articles, as more people are seeing story and package promos.

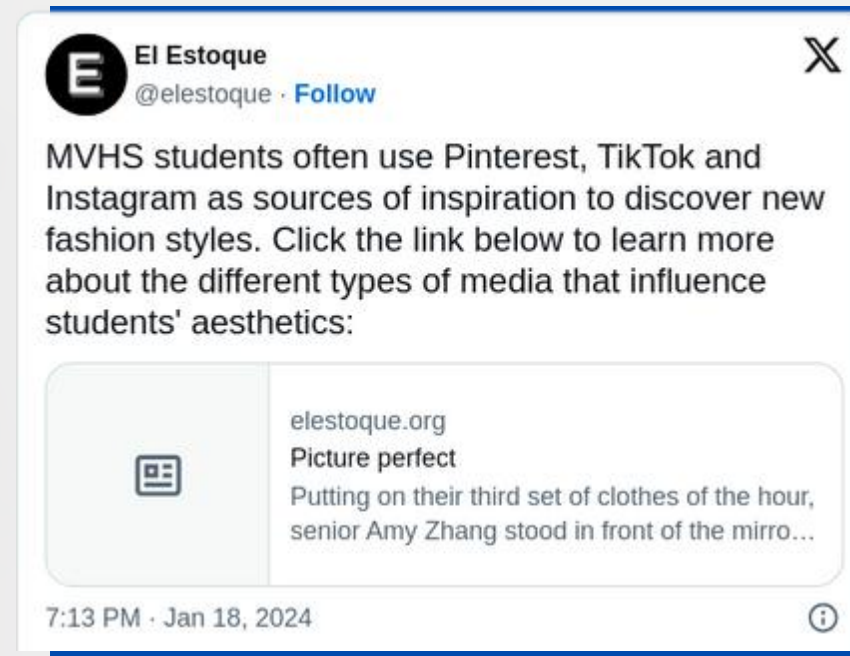
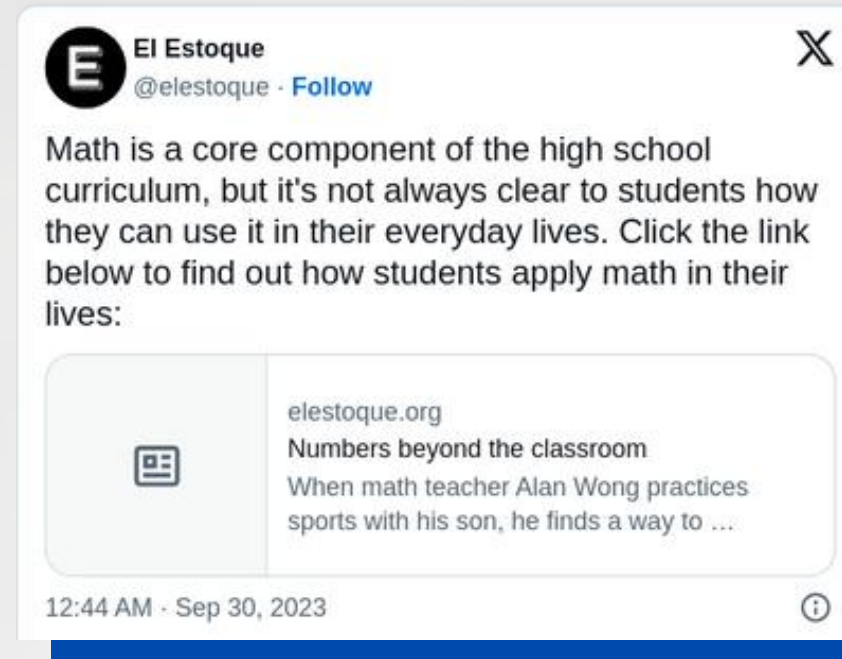


**X PROMO**





# STORY PROMO



El Estoque consistently promotes our online stories on X to direct traffic to the website. Each promotion contains a short blurb to grab readers' attention and a direct, easily accessible link to the story.

Our X page receives thousands of monthly impressions, making it an ideal place to promote a diverse range of stories from news reporting to sports coverage..

## 28 day summary with change over previous period

Post impressions

2,760 ↑31.7%

Followers

629

