

ODYSSEY Media Group

Social Media Reporting

Instagram: @odysseynewsmag

Facebook: ODYSSEY Media Group

TikTok: @odysseymediagroup

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OMG

Why social media?

The aspect of the ODYSSEY Media Group that impacts and matters the most to Clarke Central High School's students is our Instagram page, @odysseynewsmag. With more than 3,700 followers, our account has become the go-to source for students and community members seeking timely, relevant information. Whether it's schedule updates, sports results, or school district announcements, our audience knows they can turn to our page to find quick and reliable coverage.

While most high schoolers aren't likely to visit our website regularly, they are on Instagram, and that's exactly why social media is essential to our mission. By meeting our audience where they are, we ensure that our reporting is promoted, shared and trusted.

The OMG's approach:

This year, our approach to social media has been grounded in our motto: “Keeping Central Informed.” Platforms like Instagram, Facebook and TikTok are vital tools for connecting with and informing both our school and the broader Athens communities. We’ve placed a strong emphasis on consistent, varied content, posting at least once a day and covering everything from schedule changes and holidays to major breaking news stories. Our goal has been to establish a presence that students can rely on, one that never misses the important moments. Becoming a memorable and trusted account requires more than just creativity, it needs consistency, accuracy and commitment. This year, we’ve worked hard to deliver all those values.

See the results...

Follower growth:

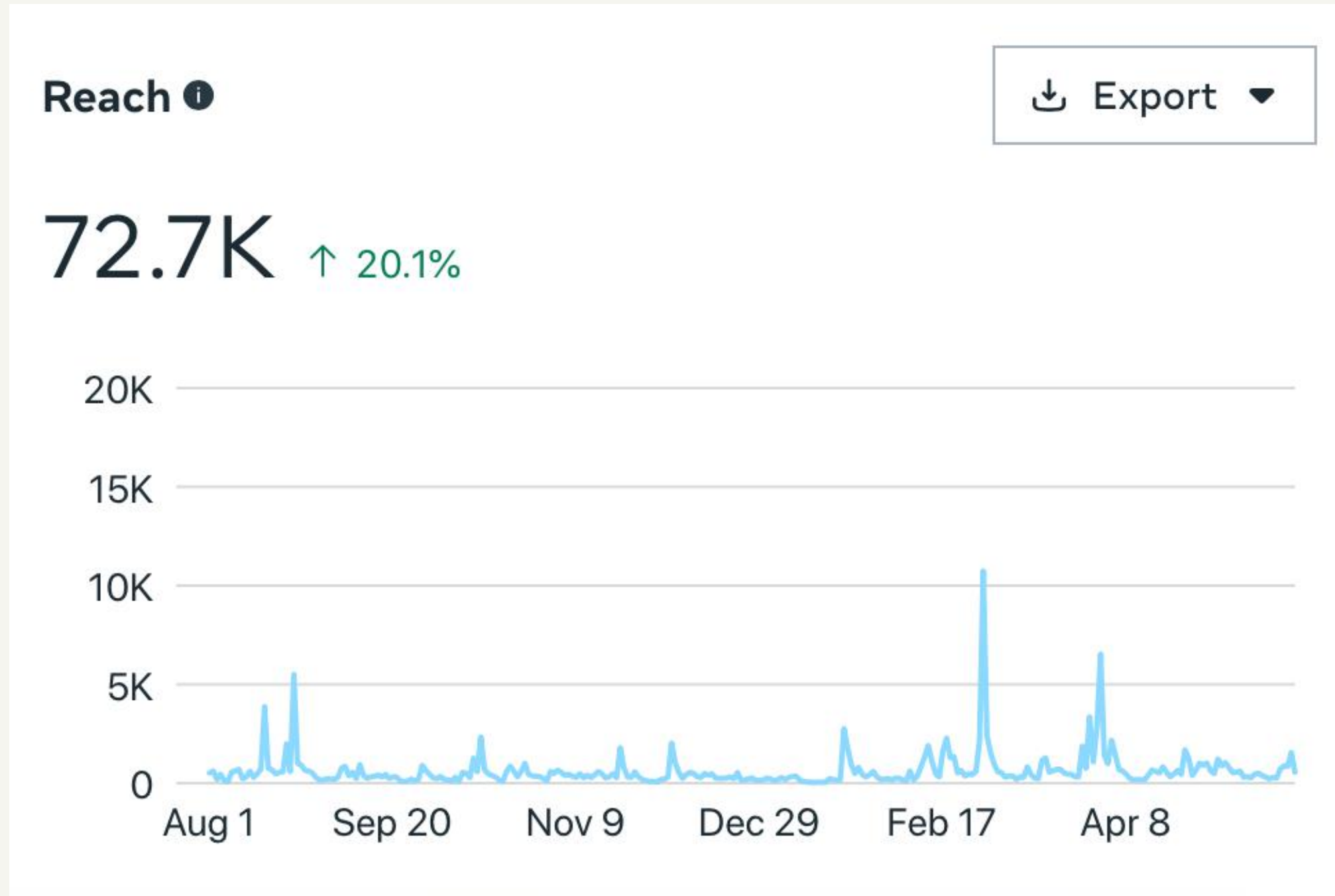
	Aug. 1, 2024	May 22	Net gain
Instagram	2,768	3,747	+979
TikTok	128	274	+146
Facebook	2,184	2,335	+151

Instagram reach:



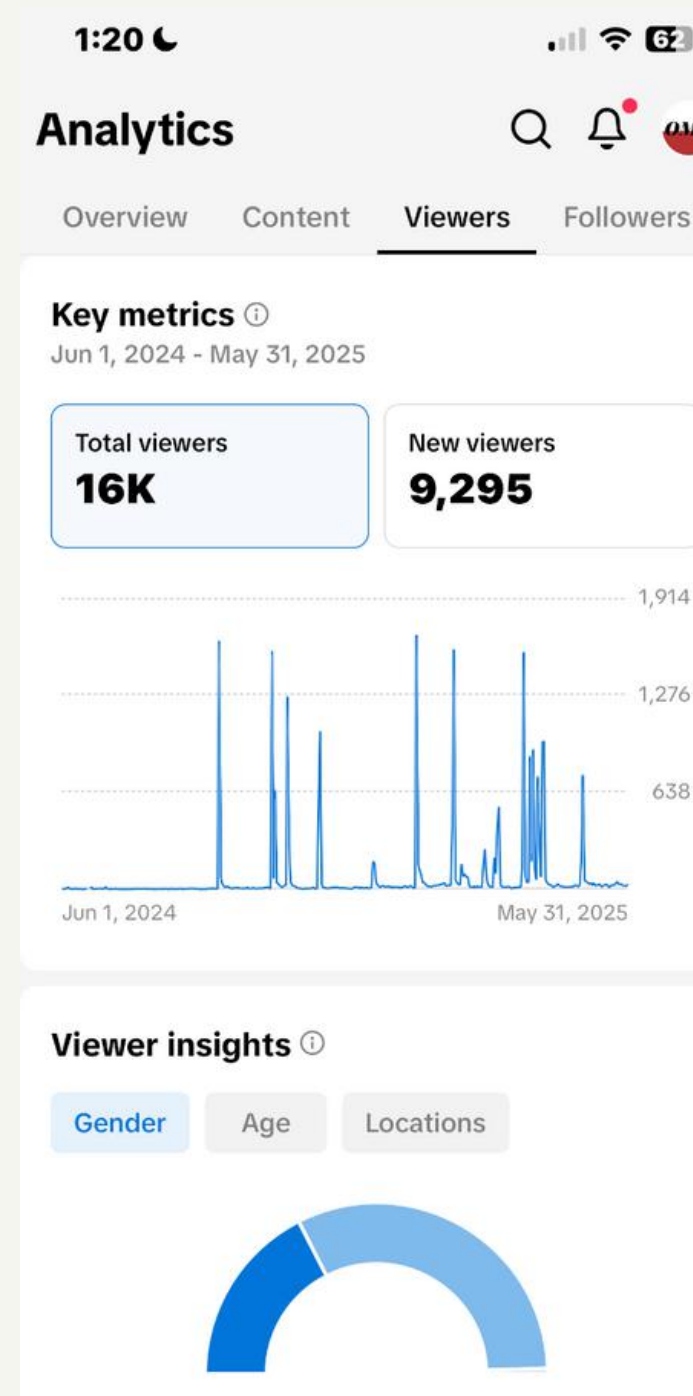
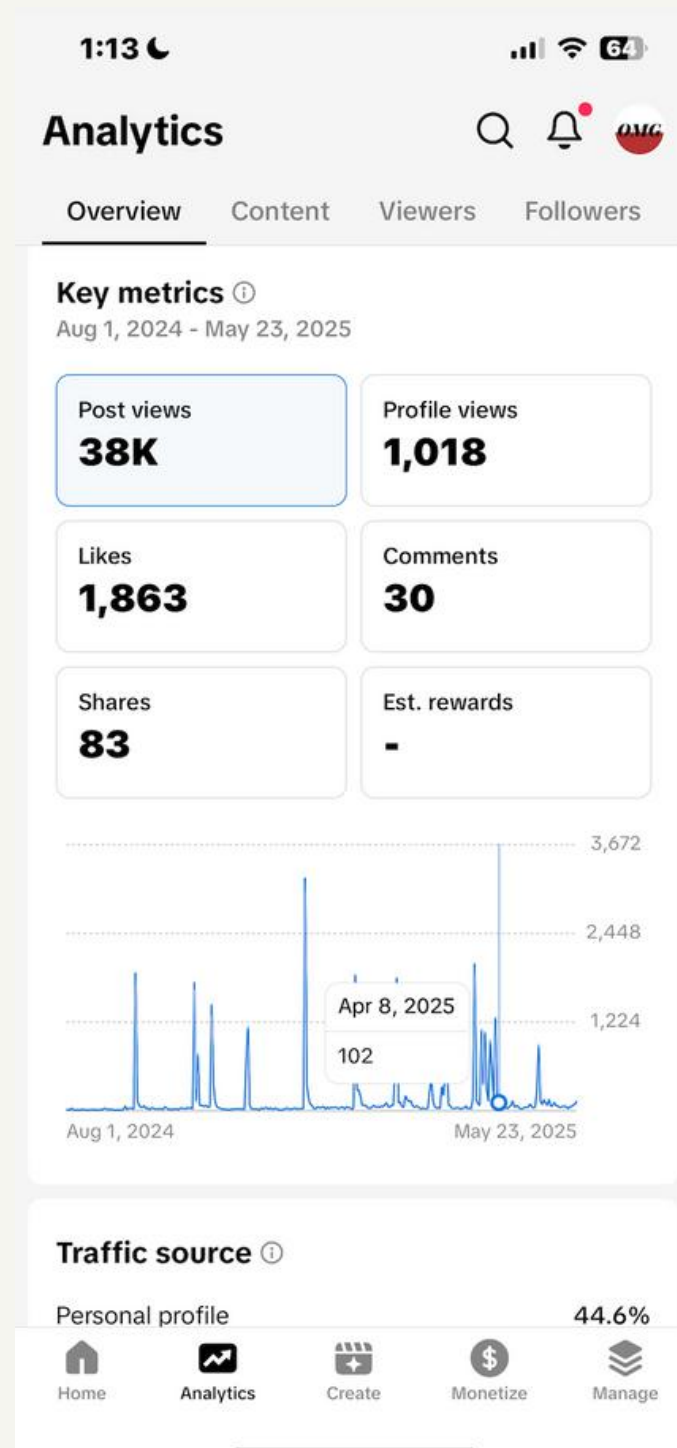
From Aug. 1, 2024, to May 22, our Instagram account's reach increased by 193.6%, reaching more than 164,000 people.

Facebook reach:



From Aug. 1, 2024, to May 22, our Facebook account's reach increased by 20.1%, reaching more than 72,000 people.

TikTok reach:



From Aug. 1, 2024 to May 23, 2025 our TikTok had 38,000 post views. From June 1, 2024 to May 31, 2025, we had 16,00 viewers, of which equates to 58% new viewers.

What we have done this year

From Aug. 1, 2024, to May 22, we posted more than 480 times on Instagram and Facebook, along with more than 20 posts on TikTok. While our content has covered a wide range of topics, we have organized it into five main categories to highlight how we use social media to report on news and events at the international, national, state and local levels. This structure reflects both the extent of our coverage and the intentional ways we keep “Central informed.”

1. Breaking News
2. Event Coverages
3. Student Life
4. Sports Coverage
5. What’s Happening Now? (Current events)

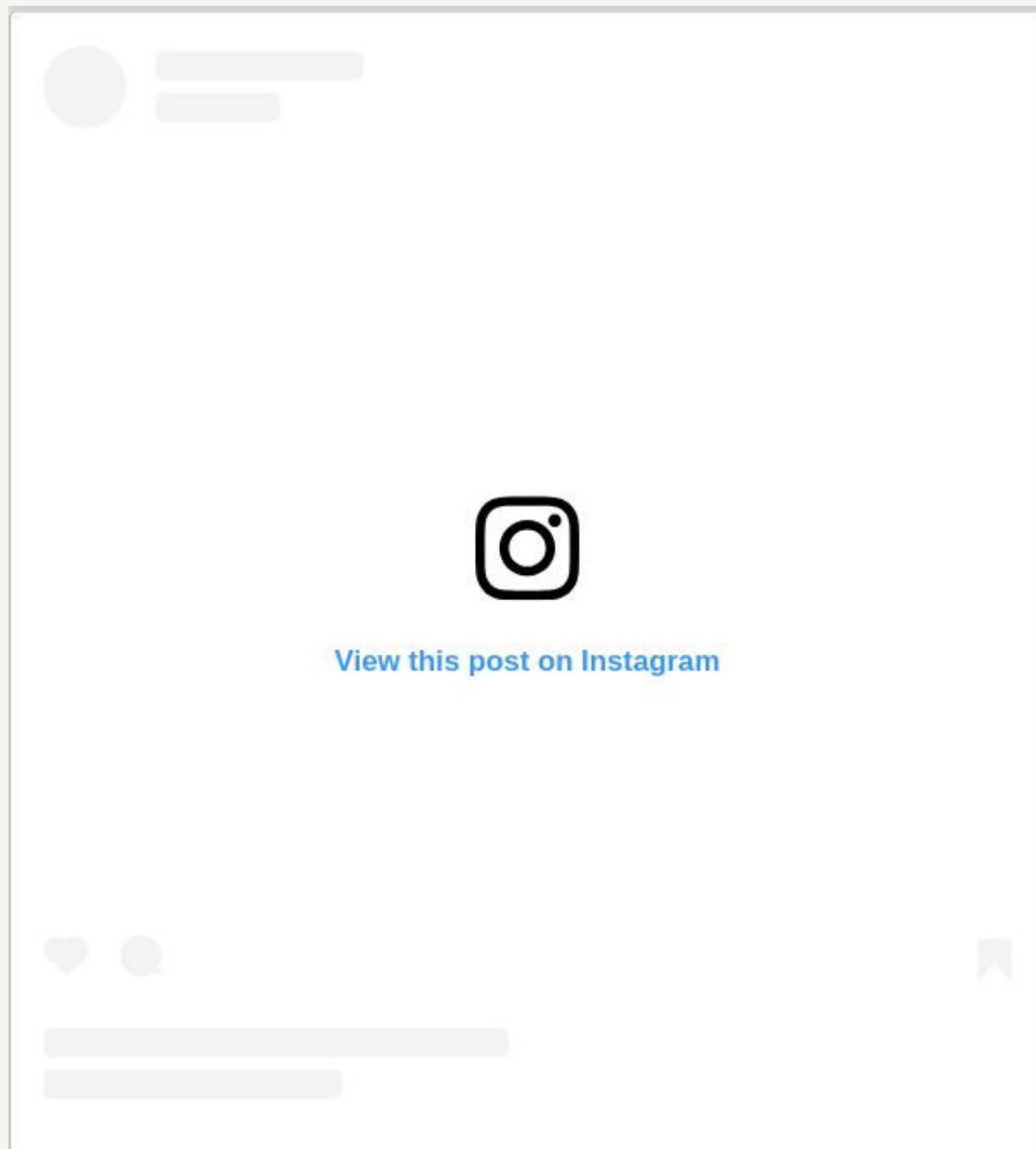


Breaking News

Click on the images to see the full post.

Breaking news

Breaking news coverage is where our role as a reliable news source for CCHS truly shines. Whether it's a last-minute schedule change, a school cancellation, a new district hire, or major national headlines, we prioritize speed and accuracy to keep our audience informed. These posts represent the core of journalism, delivering timely, relevant information when it matters most. Our goal is to share breaking news posts on social media within two hours of the event to ensure our content remains current and useful. These consistent posts have helped build trust with our followers and solidify our presence as a go-to source for important updates in both our school and community.



[See post here](#)

Analytics:

Post likes: 389

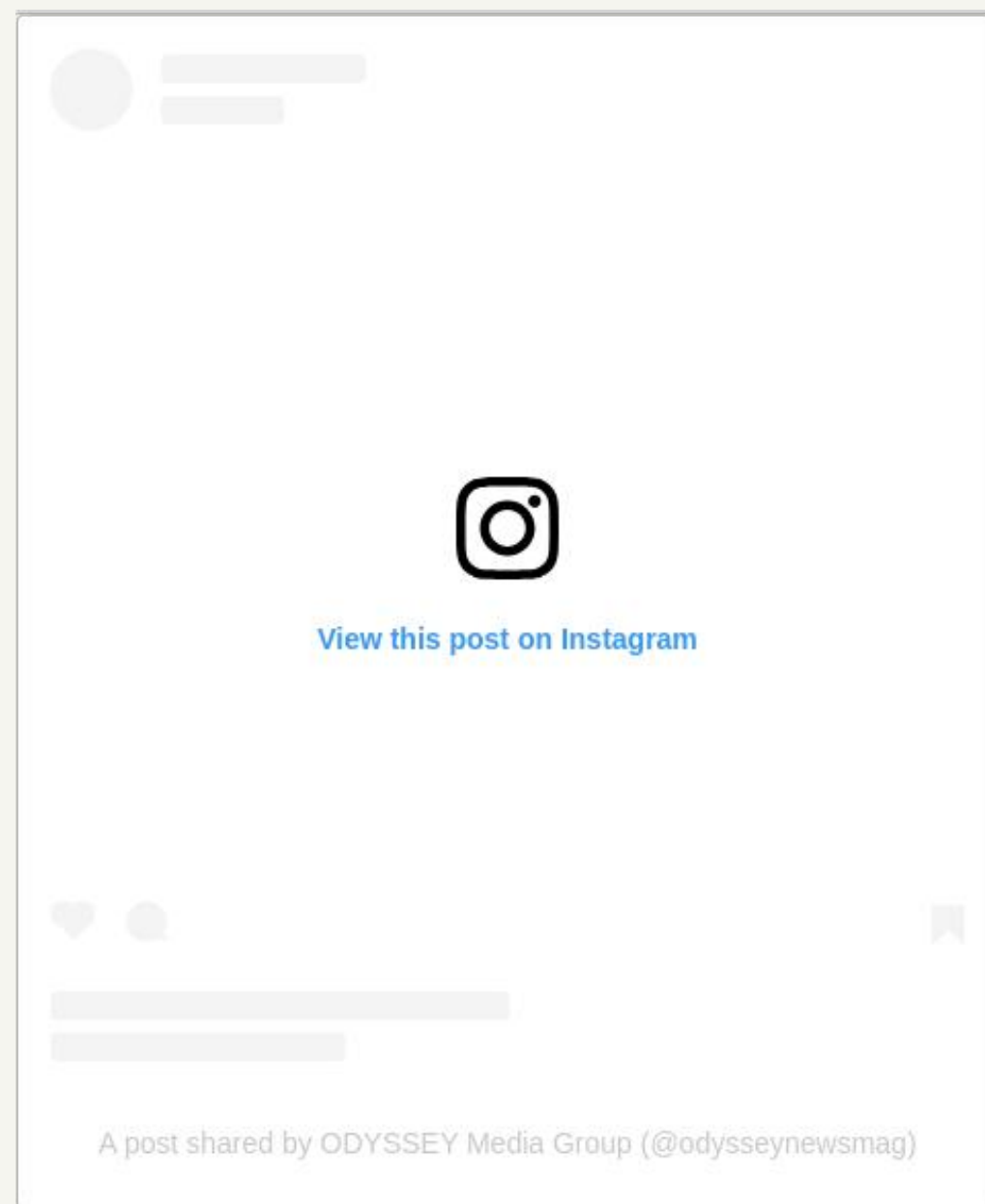
Post shares: 177

Post comments: 7

Post views: 12,330

Sept. 13, 2024

The day a lockdown drill took place, we went around the building and gave students the opportunity to speak on how they felt about it. By asking students directly, we ensured that we were giving firsthand, and therefore accurate, reactions to the event.



Analytics:

Post likes: 120

Post shares: 10

Post comments: 0

Post views: 3,866

Sept. 25, 2024

A hurricane threat led to the cancellation of all afternoon activities across the district. As new developments and cancellations arose, we made sure to provide coverage in as timely a manner as possible.

[See post here](#)

Analytics:

Post likes: 267

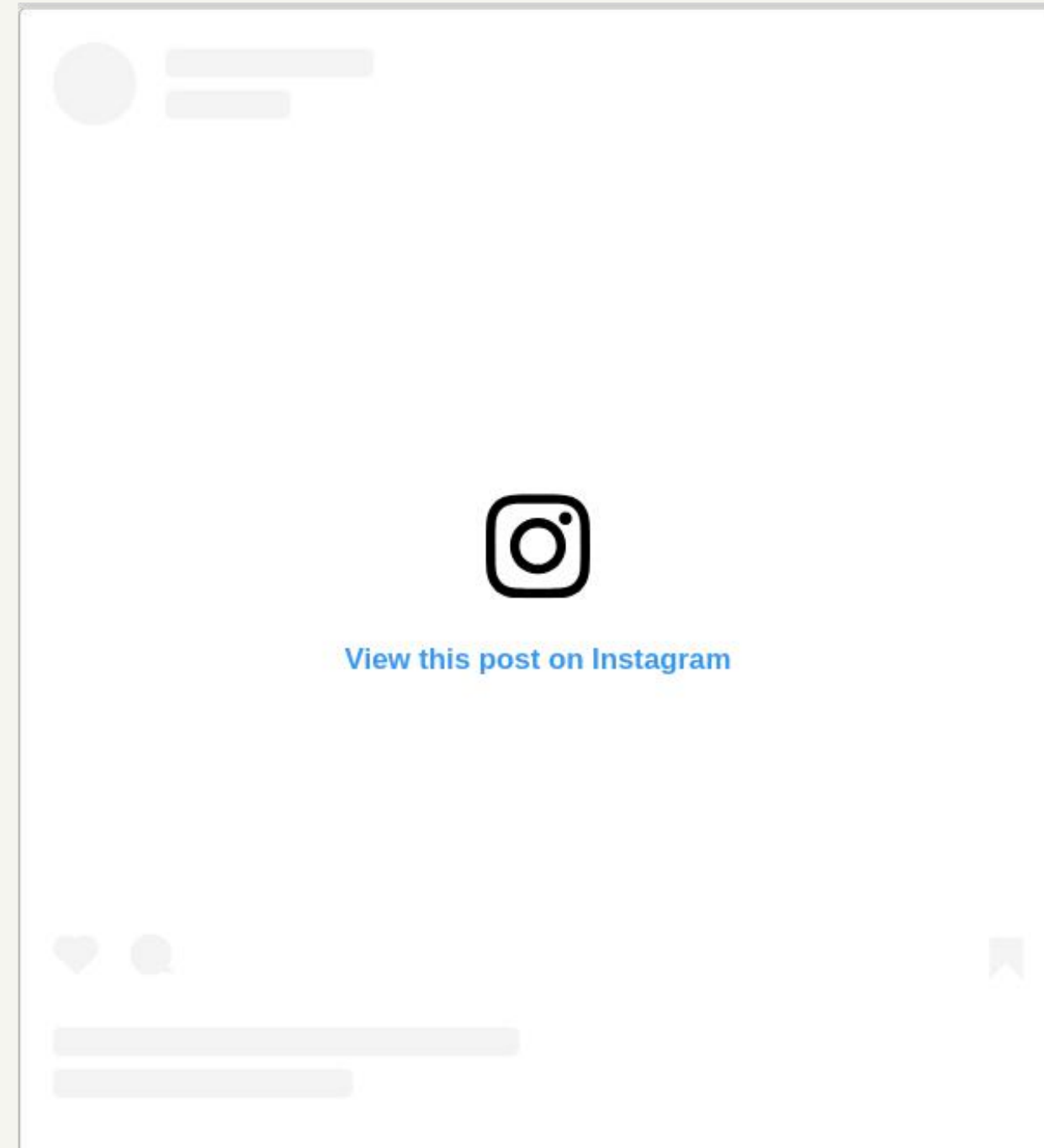
Post shares: 2

Post comments: 5

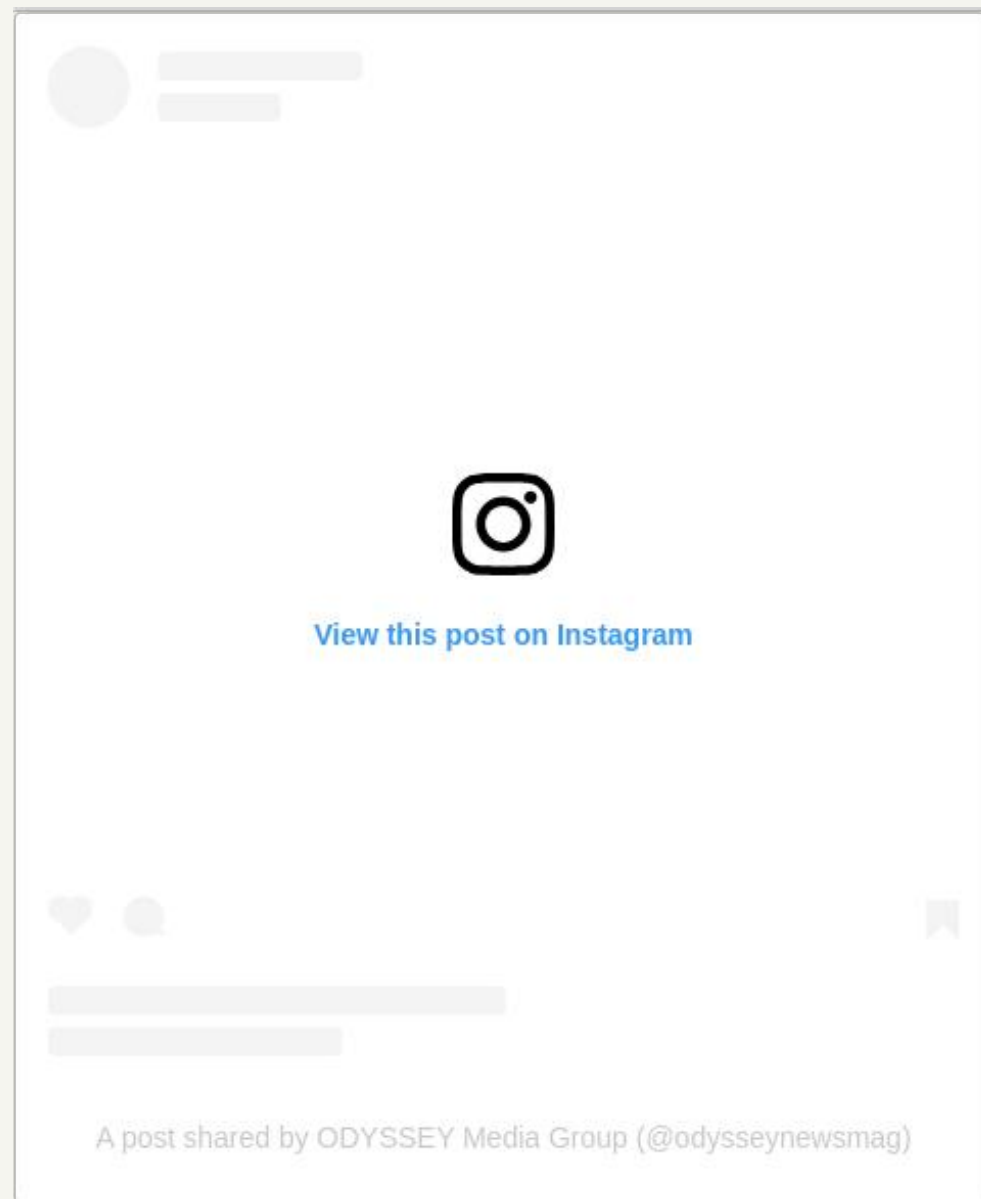
Post views: 3,154

Oct. 25, 2024

When it was announced that a prominent staff member at our school was named the district Support Professional of the Year, we immediately went to his office to secure photos and an interview with him to compile this post.



[See post here](#)



[See post here](#)

Analytics:

Post likes: 119

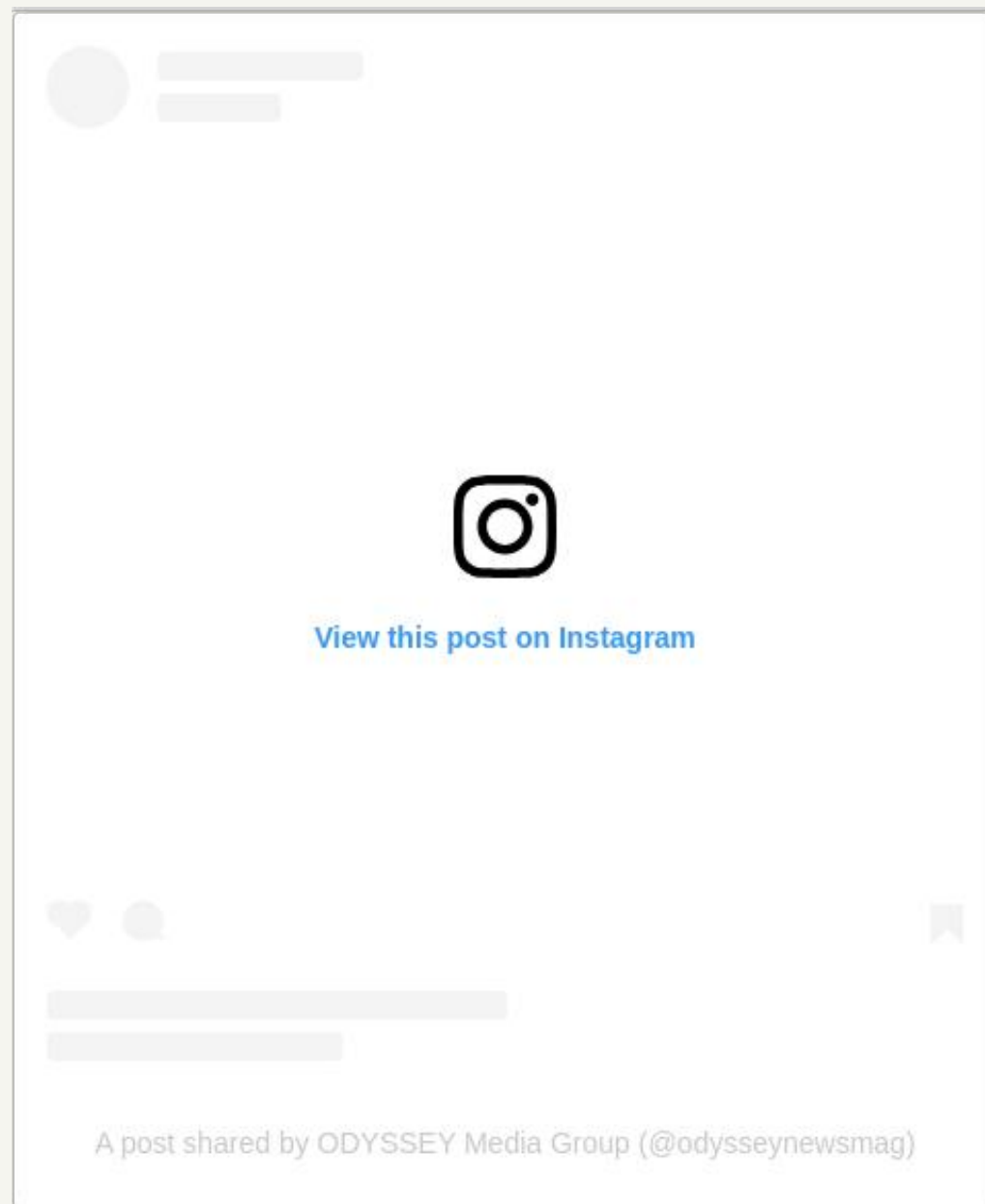
Post shares: 15

Post comments: 0

Post views: 4,272

Nov. 19, 2024

When the schedule for registration conferences and the start of the Thanksgiving Break were announced, we made sure to get the information to students and staff as fast as possible.



[See post here](#)

Analytics:

Post likes: 111

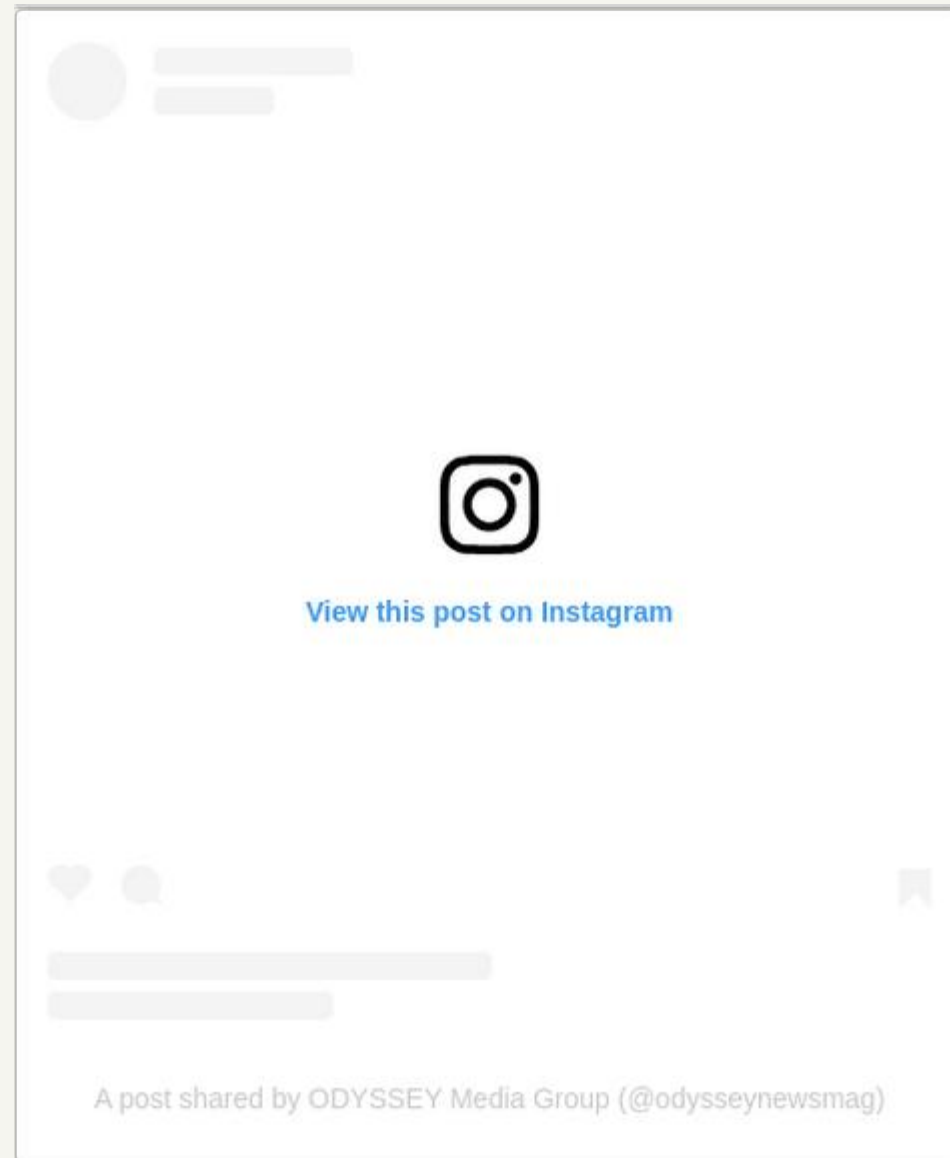
Post shares: 22

Post comments: 0

Post views: 4,336

Dec. 6, 2024

We were already planning to do a game coverage on the first Rock Lobsters game of the season and quickly pivoted when it was cancelled the day of. In combination with the caption, we used the graphics to give the details behind the cancellation in a digestible way to capitalize on audience engagement.



Analytics:

Post likes: 120

Post shares: 10

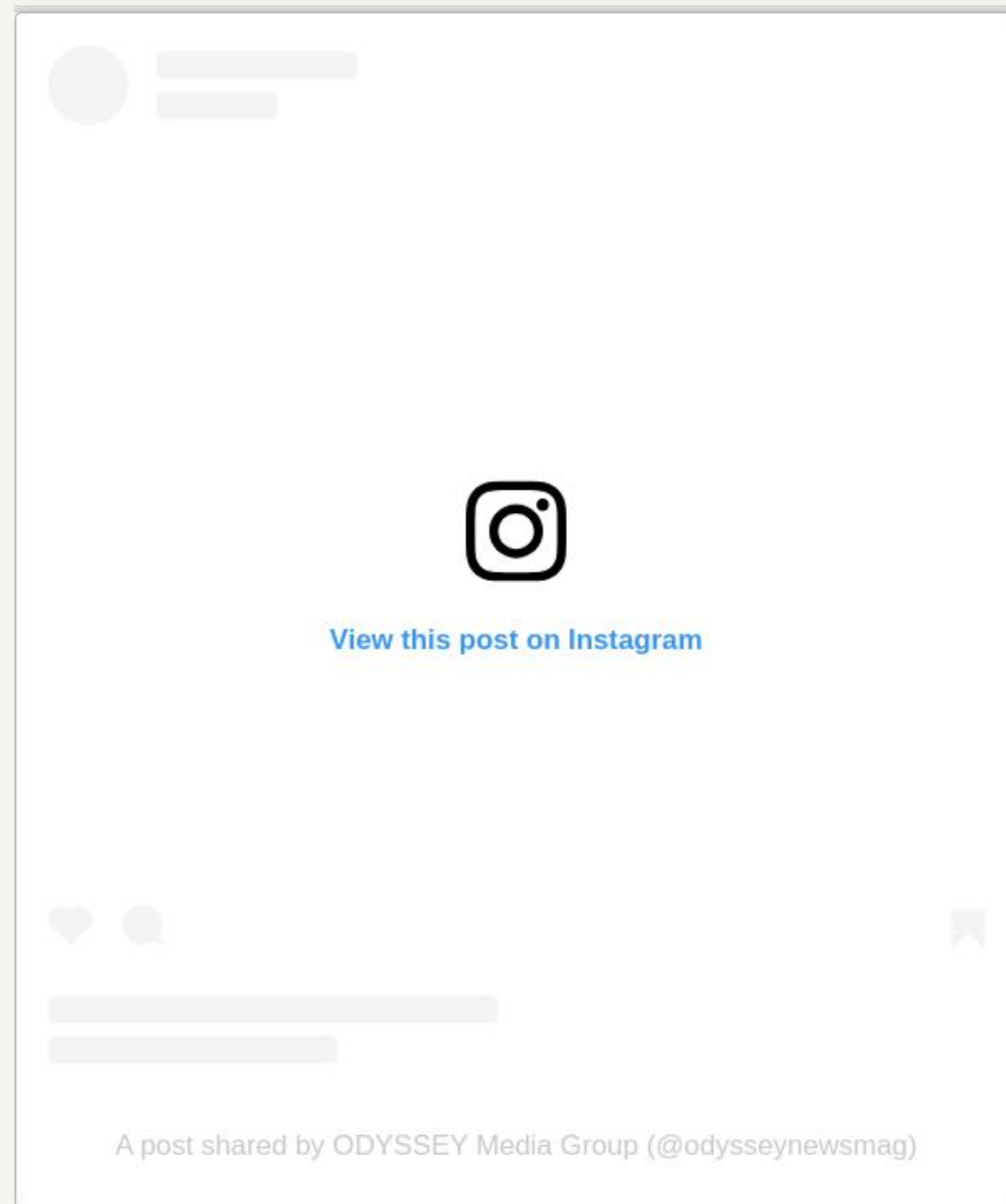
Post comments: 0

Post views: 3,866

Dec. 29, 2024

[See post here](#)

Although not directly related to our school community, when President Jimmy Carter died, it was important for us to inform our audience. This helps with keeping the OMG national and not just a local news outlet.



[See post here](#)

Analytics:

Post likes: 139

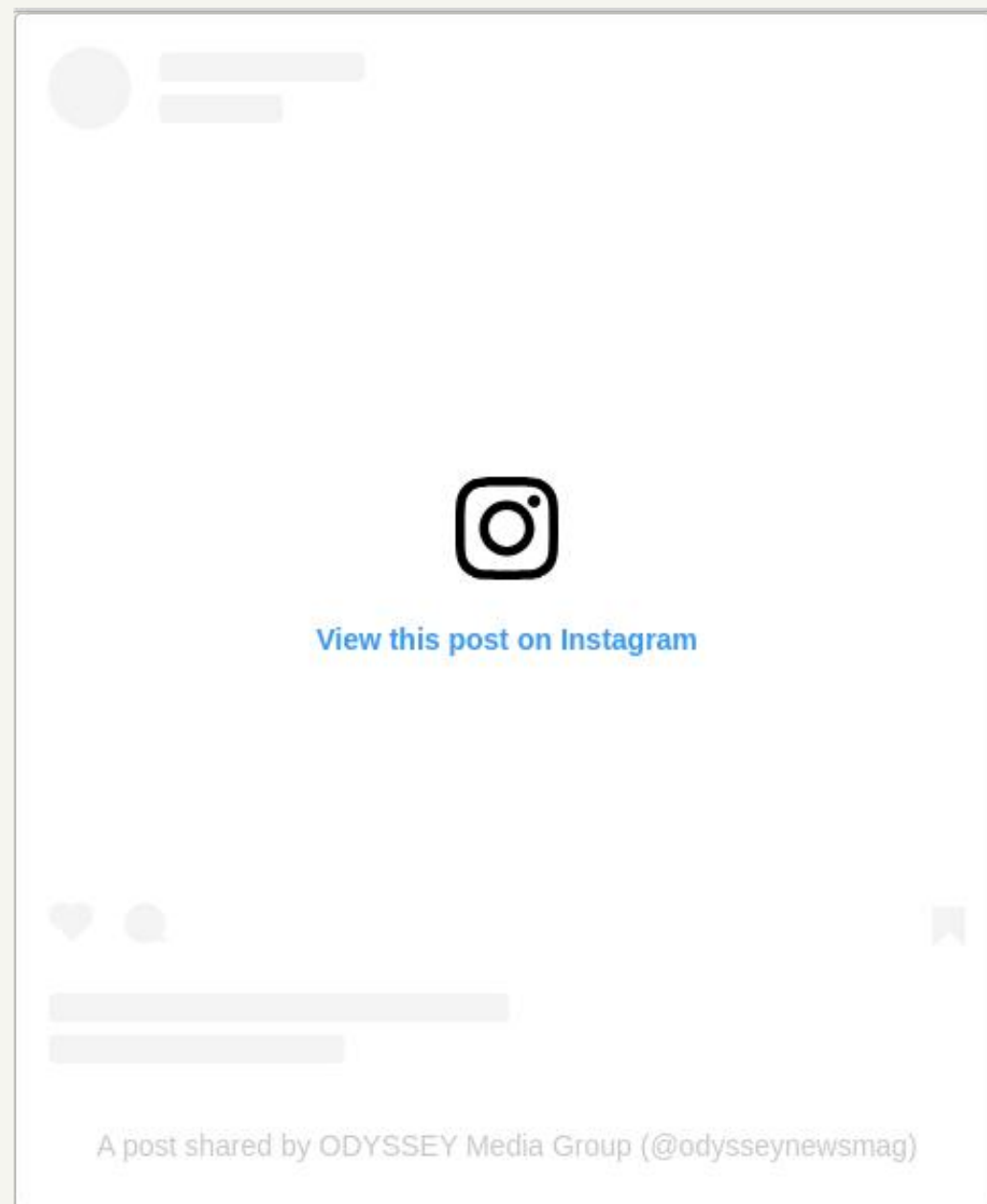
Post shares: 5

Post comments: 4

Post views: 2,900

Jan. 21, 2025

This post was to highlight our principal receiving an award from the Southern Interscholastic Press Association, especially since he's such a longstanding and prominent member of the school community.



[See post here](#)

Analytics:

Post likes: 227

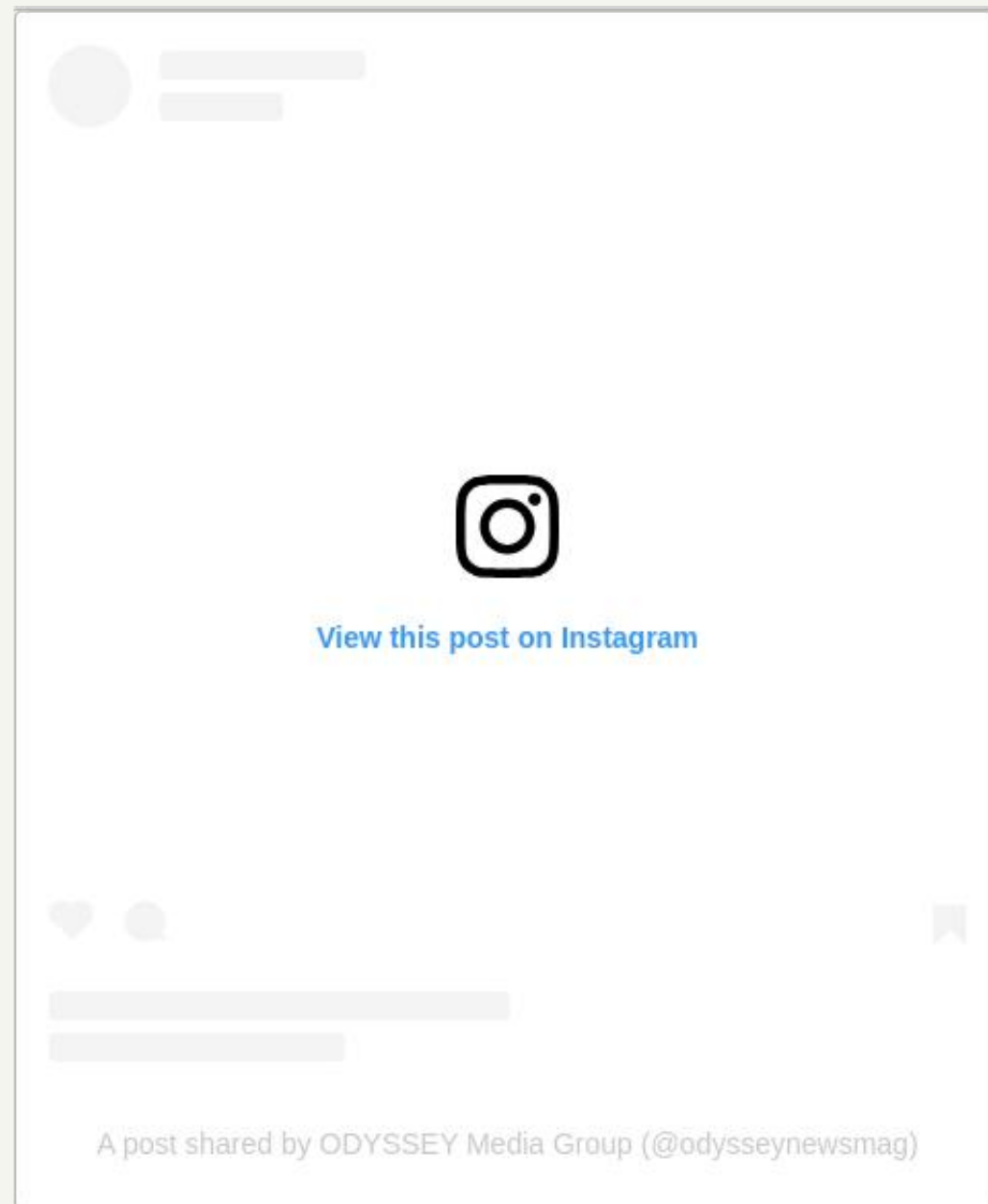
Post shares: 28

Post comments: 3

Post views: 6,138

Jan. 22, 2025

When snow hit Georgia in January, our school had cancellations and delayed starts. These announcements were critical for us to post as soon as we could, so we ensured they were posted within 30 minutes.



[See post here](#)

Analytics:

Post likes: 283

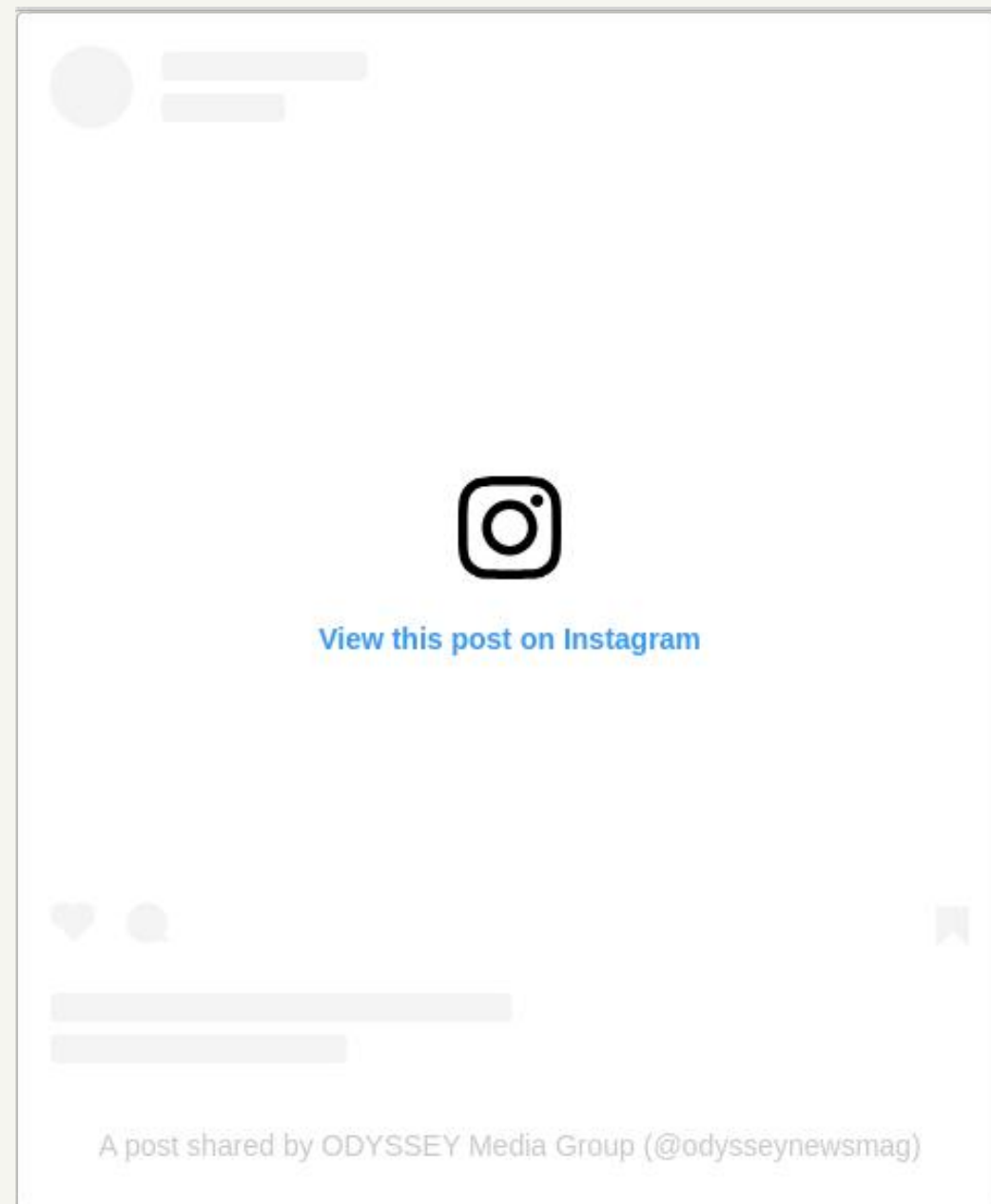
Post shares: 23

Post comments: 4

Post views: 6,334

Feb. 1, 2025

One of the members of the varsity wrestling team was named an Area Champion, the first CCHS female wrestler to do so. This was a story we worked to post quickly, using photos from the event and a reaction quote from the athlete.



Analytics:

Post likes: 234

Post shares: 86

Post comments: 10

Post views: 6,796

March 27, 2025

[See post here](#)

On the day it was scheduled to occur, our Spring Pep Rally was suddenly cancelled. Most people had no idea that was the case, so right away, we made sure to post breaking news to inform our student body.

Analytics:

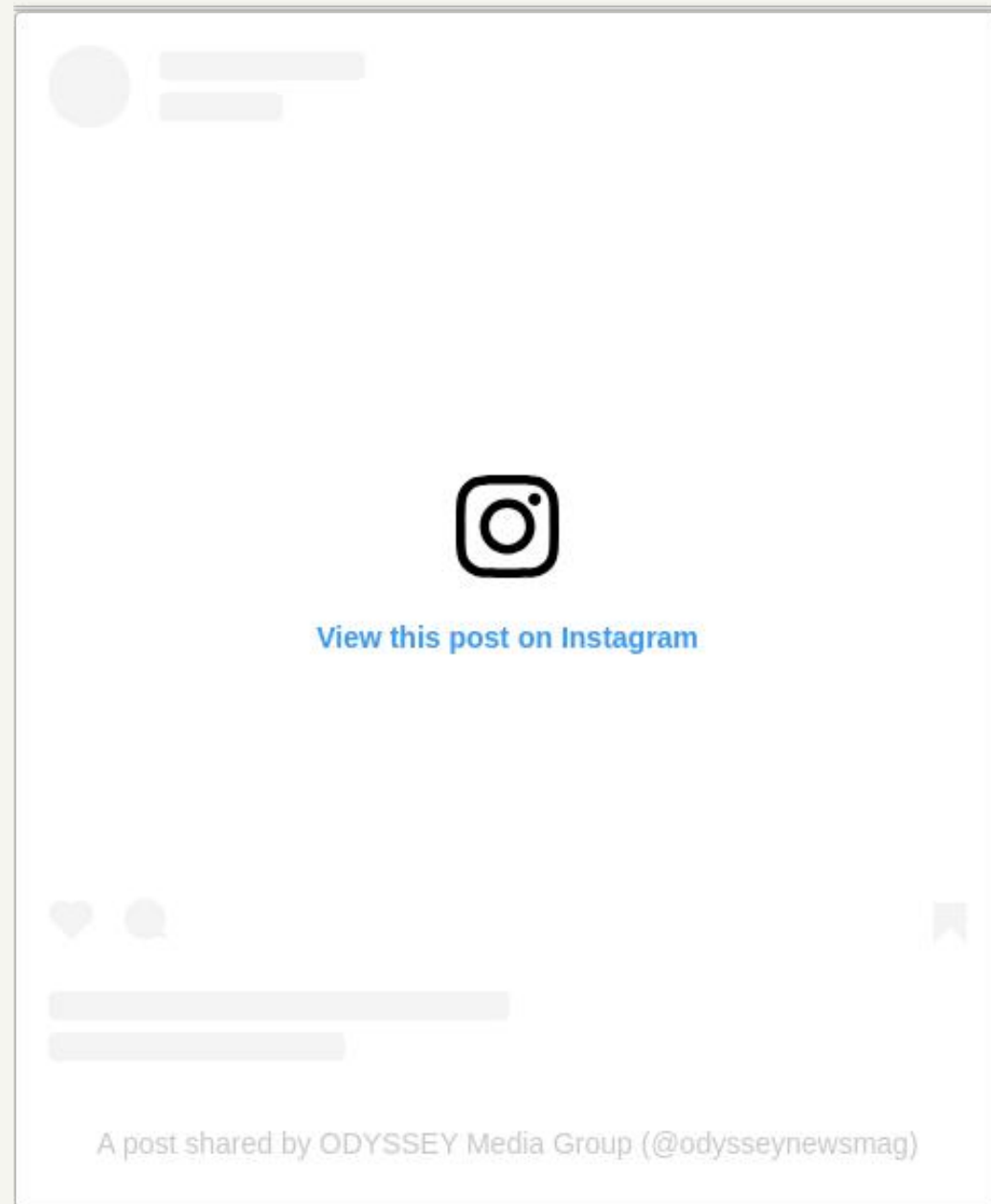
Post likes: 230

Post shares: 58

Post comments: 4

Post views: 7,201

March 31, 2025



[See post here](#)

When our superintendent retired, we knew we needed to post as soon as possible. We quickly gathered photos from our archives and compiled this breaking news post within a quick time frame.

Analytics:

Post likes: 251

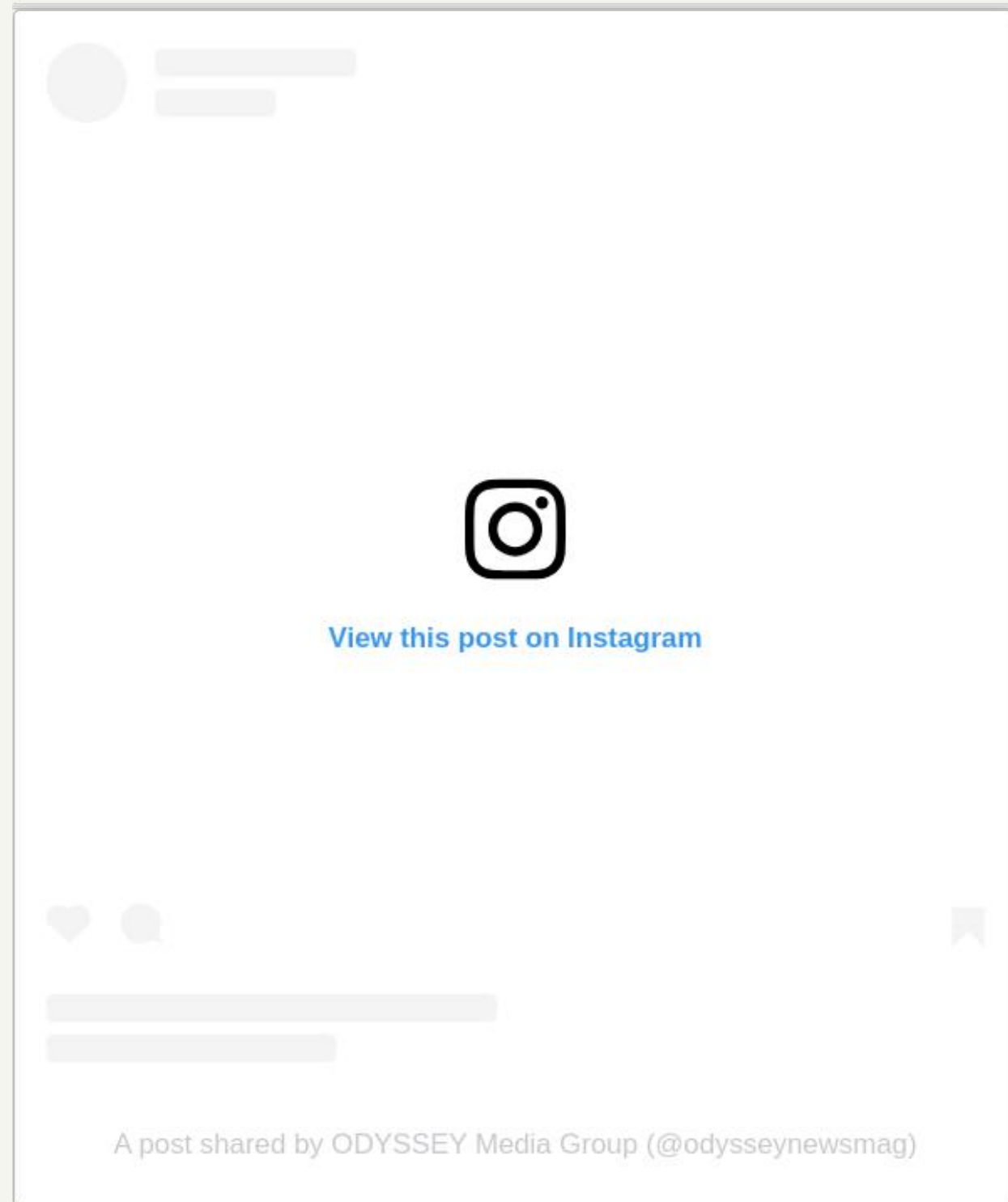
Post shares: 41

Post comments: 2

Post views: 5,119

May 23, 2025

To accompany the story on our website, we also posted a carousel of graphics and photos when the valedictorian and salutatorian were named. We ensured that a balance of coverage was given to the two in highlighting their achievements.



[See post here](#)

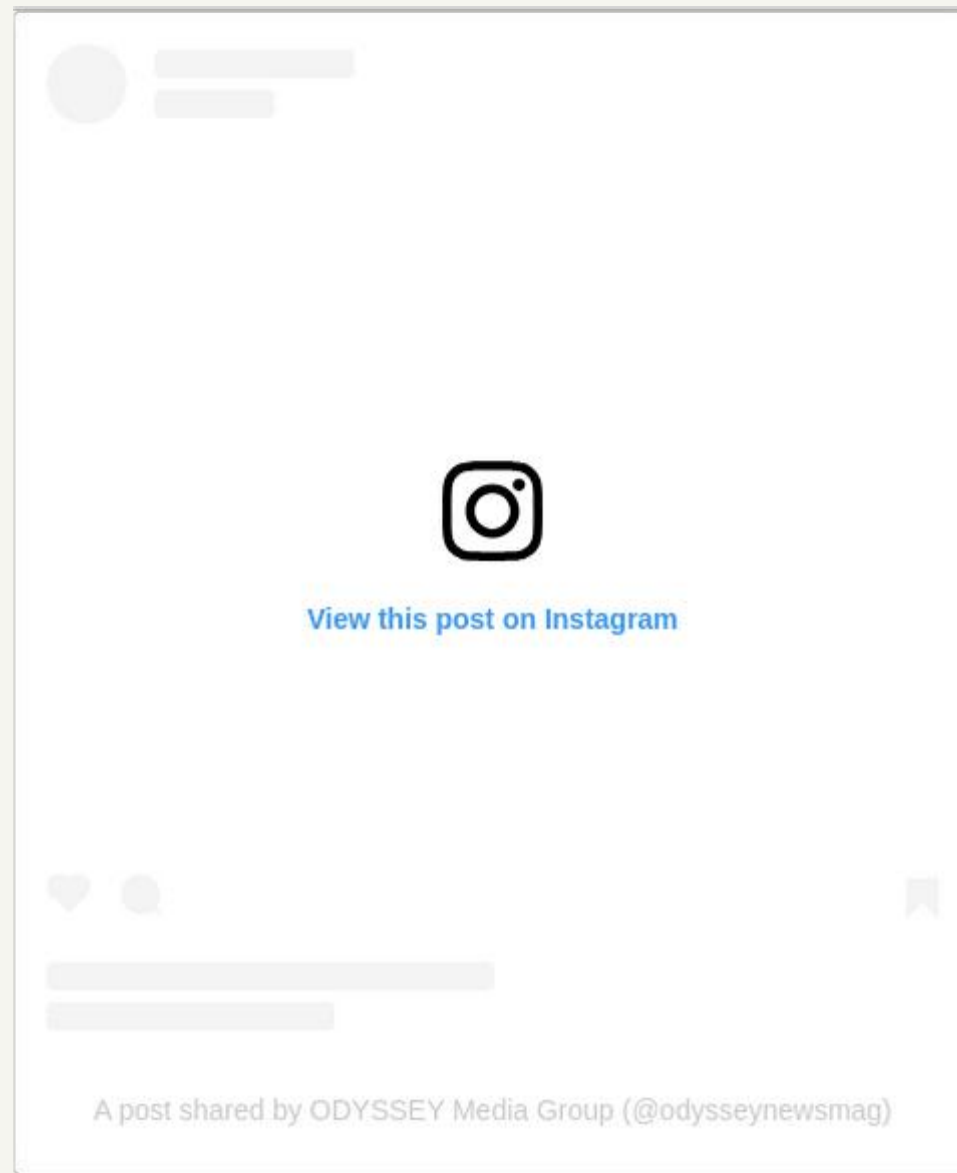


Event Coverage

Click on the images to see the full post.

Event coverage

Event coverage is one of the most important aspects of our social media reporting because it captures the spirit of both CCHS and the larger Athens community. From major school events like pep rallies, prom and graduation to city-wide happenings like campaign visits and vintage markets, our posts help document moments that matter. This reporting gives our audience a sense of connection and awareness, which is why these posts consistently receive high engagement. We typically cover events through detailed photo carousels with 20 pictures, as well as reels that highlight key moments. Further to our mission as a convergence platform, these posts are meant to be freestanding and informative, but provide the opportunity for viewers to engage more fully on our online platforms.



Analytics:

Post likes: 153

Post shares: 25

Post comments: 1

Post views: 3,827

Sept. 12, 2024

[See post here](#)

This photo carousel and accompanying caption gave a dynamic look at a monthly event at a local coffee shop. By posting a variety of performers and audience members, we were able to maximize community engagement.

Analytics:

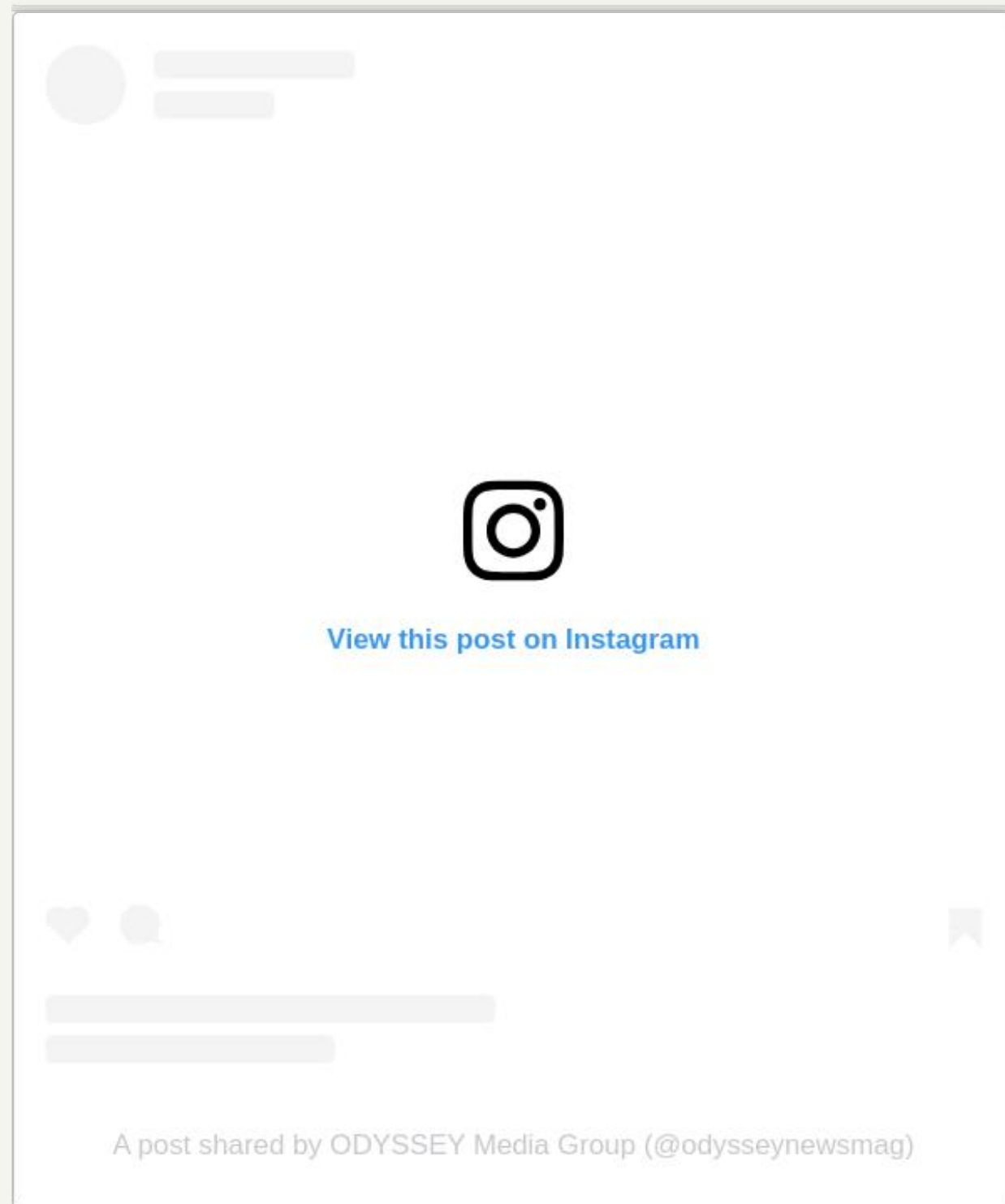
Post likes: 121

Post shares: 9

Post comments: 1

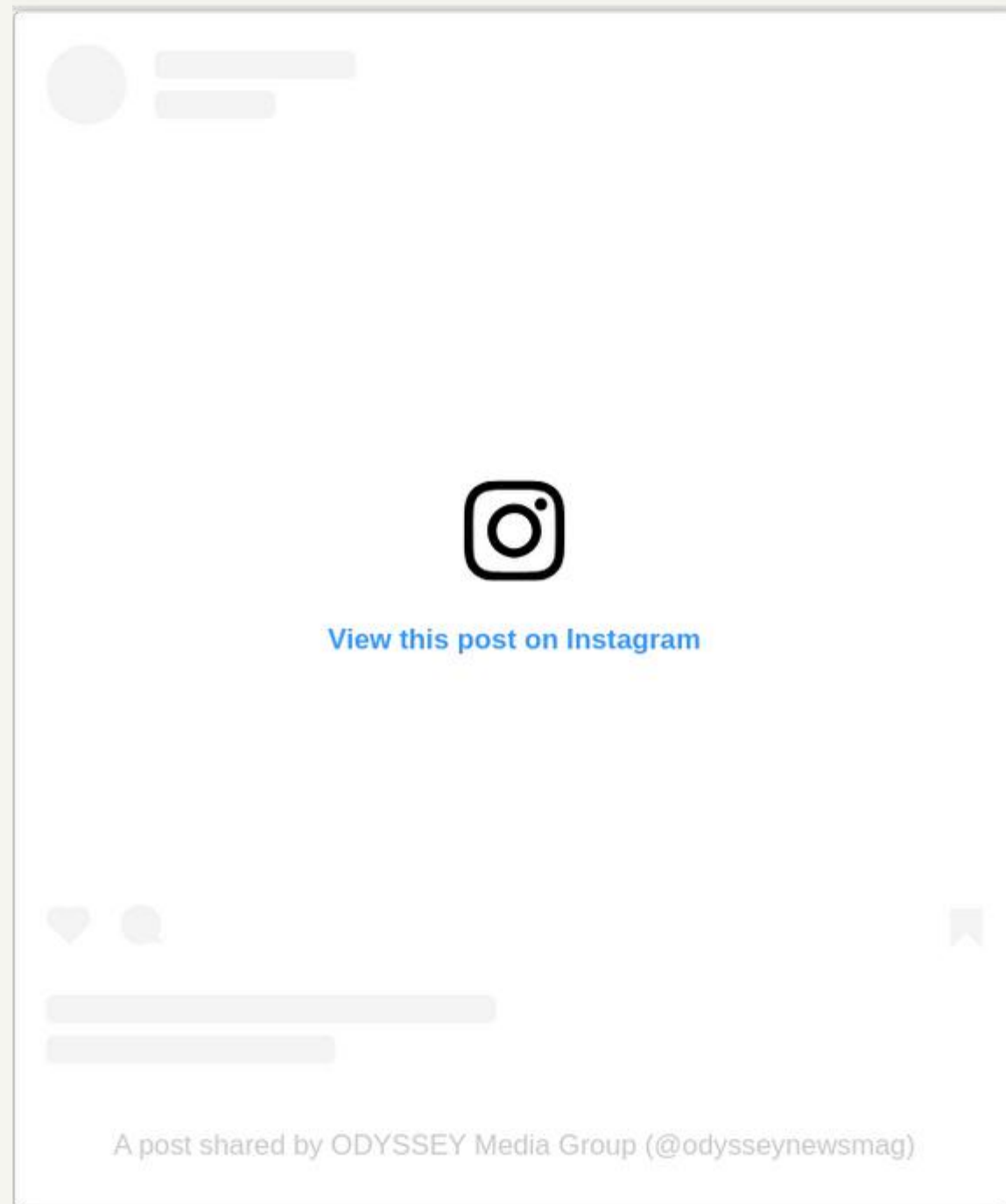
Post views: 5,051

Sept. 14, 2025



[See post here](#)

After the shooting at nearby Apalalachee High School, community members spoke about school safety at the following Board of Education meeting. By posting photos and quotes from the event, we were able to give a comprehensive look at the community's thoughts on school safety.



[See post here](#)

Analytics:

Post likes: 418

Post shares: 71

Post comments: 4

Post views: 11,700

Sept. 21, 2024

When CCHS students began planning a walkout to bring light to the need for gun safety laws, it became prominent school news. So, we assembled a team of photographers and reporters to cover the event for the community.

Analytics:

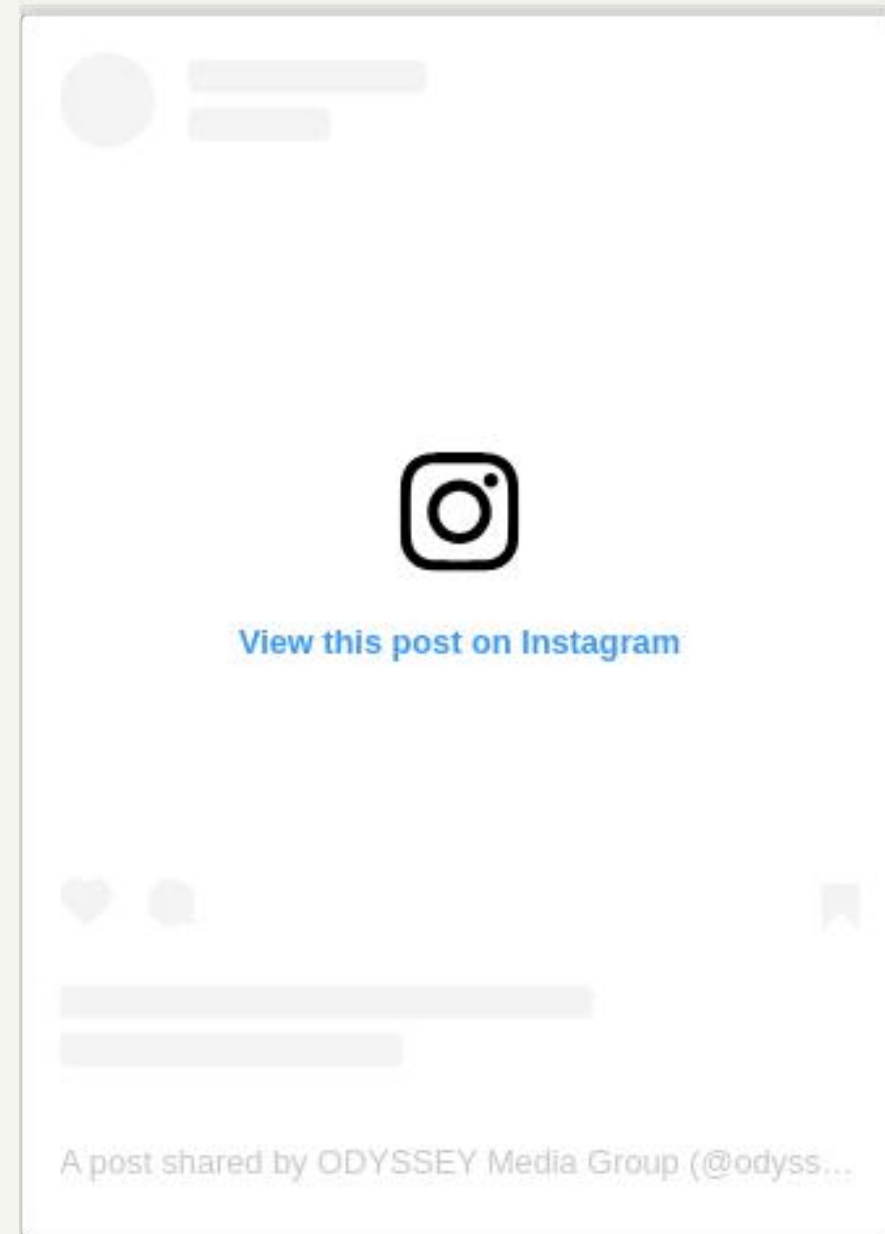
Reel likes: 153

Reel shares: 255

Reel comments: 64

Reel views: 11,293

Oct. 4, 2024



[See post here](#)

When the Team Trump Bus Tour came to Athens, we worked fast to provide on-the-spot coverage. The prominence and controversial nature of this event led to high audience engagement from both school and Athens community members.

Analytics:

Trump

Likes: 193

Shares: 19

Comments: 10

Views: 4, 760

Oct. 5, 2024

Emhoff

Post likes: 126

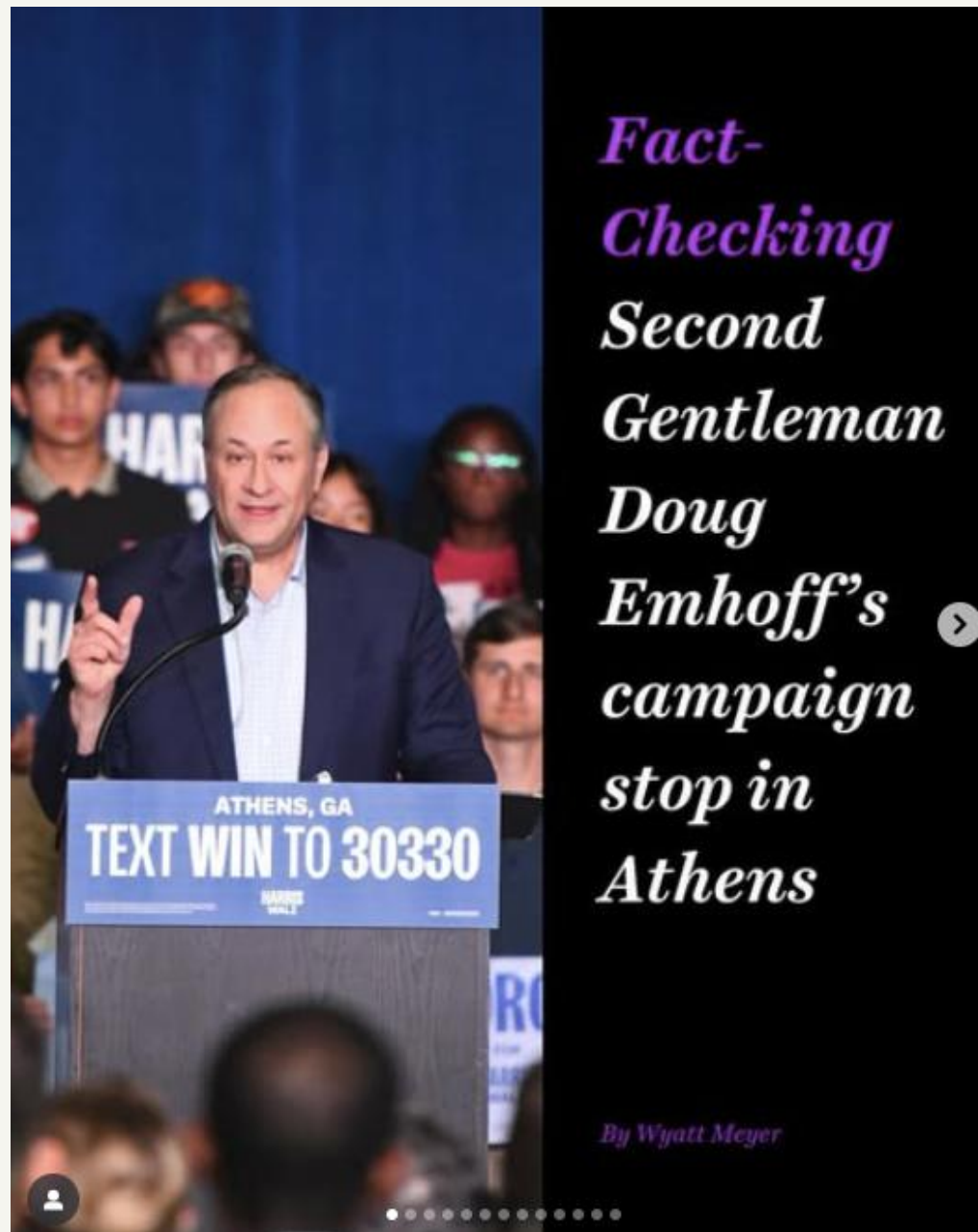
Post shares: 2

Post comments: 0

Post views: 2,571

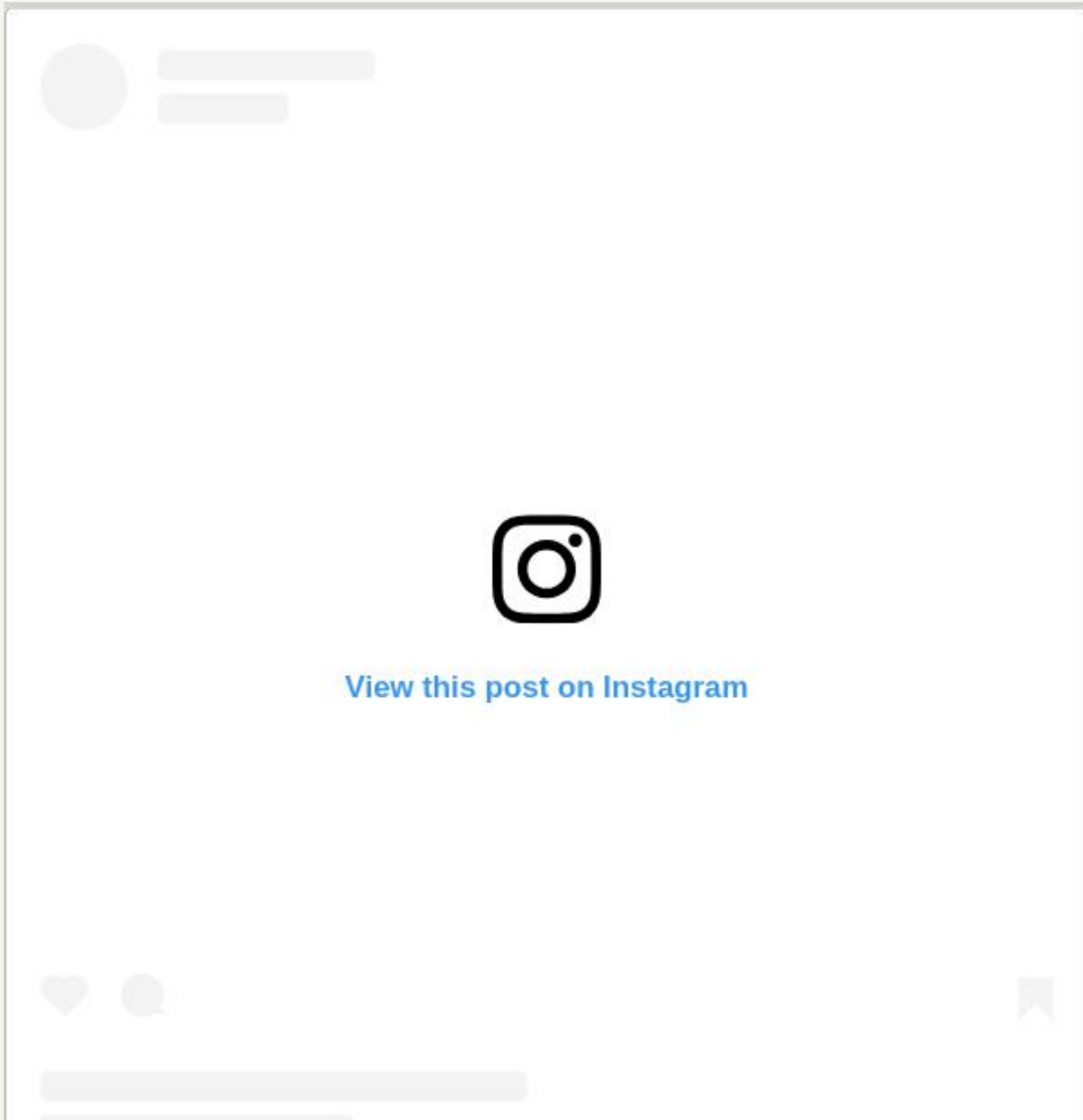
Oct. 11, 2024

After each rally, we conducted a fact check of the most prominent claims made at each event. This promoted news literacy while continuing to use engaging photographs.



[See post here](#)
[See post here](#)





[See post here](#)

Analytics:

Post likes: 353

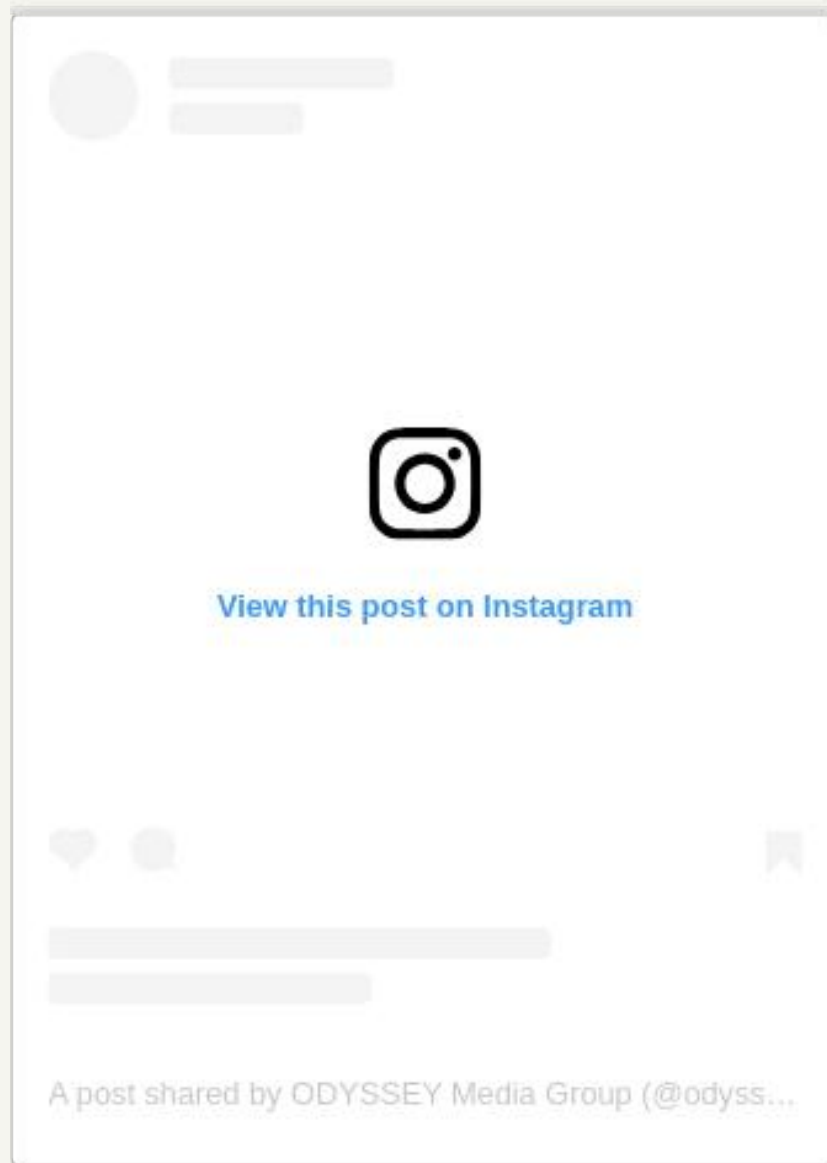
Post shares: 80

Post comments: 7

Post views: 8,012

Oct. 7, 2024

As a way to highlight both an on-campus event and community involvement, we posted a carousel of photos from our school's annual Hispanic Heritage Festival. The variety of faces and organizations posted helped bring more engagement.



[See post here](#)

Analytics:

Reel likes: 192

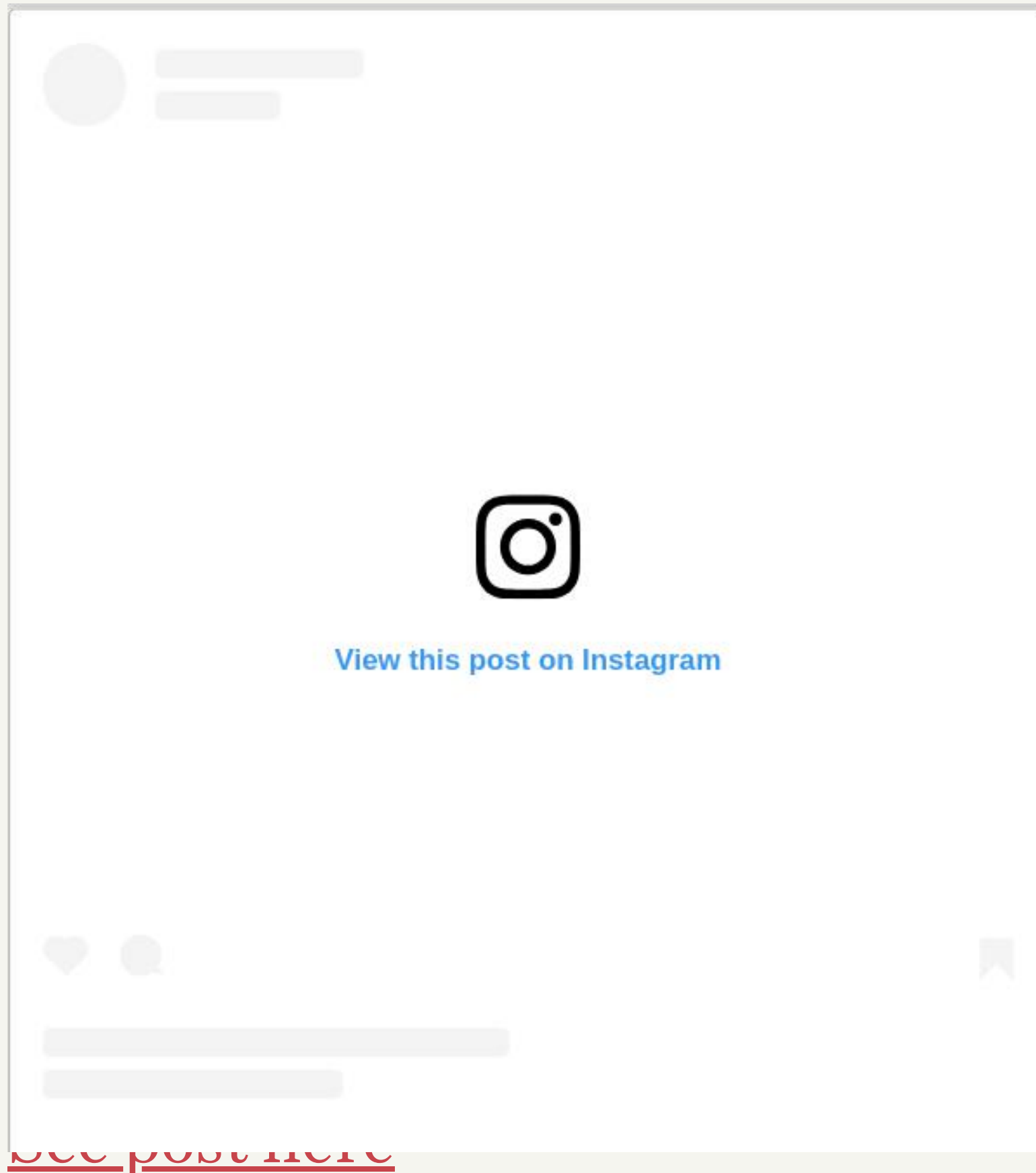
Reel shares: 17

Reel comments: 7

Reel views: 4, 129

Oct. 10, 2024

After covering the Republican rally, we knew we had to do something similar when former Second Gentleman Doug Emhoff made a campaign appearance in Athens. This ensured that we were providing balanced coverage of our town's political scene.



Analytics:

Post likes: 586

Post shares: 123

Post comments: 5

Post views: 16,405

Oct. 26, 2024

We compiled a carousel of photos from the crowning of the Homecoming Royalty during the football game in the fall. By including a variety of students and quoting a well-known senior, we were able to bring in high engagement.

Analytics:

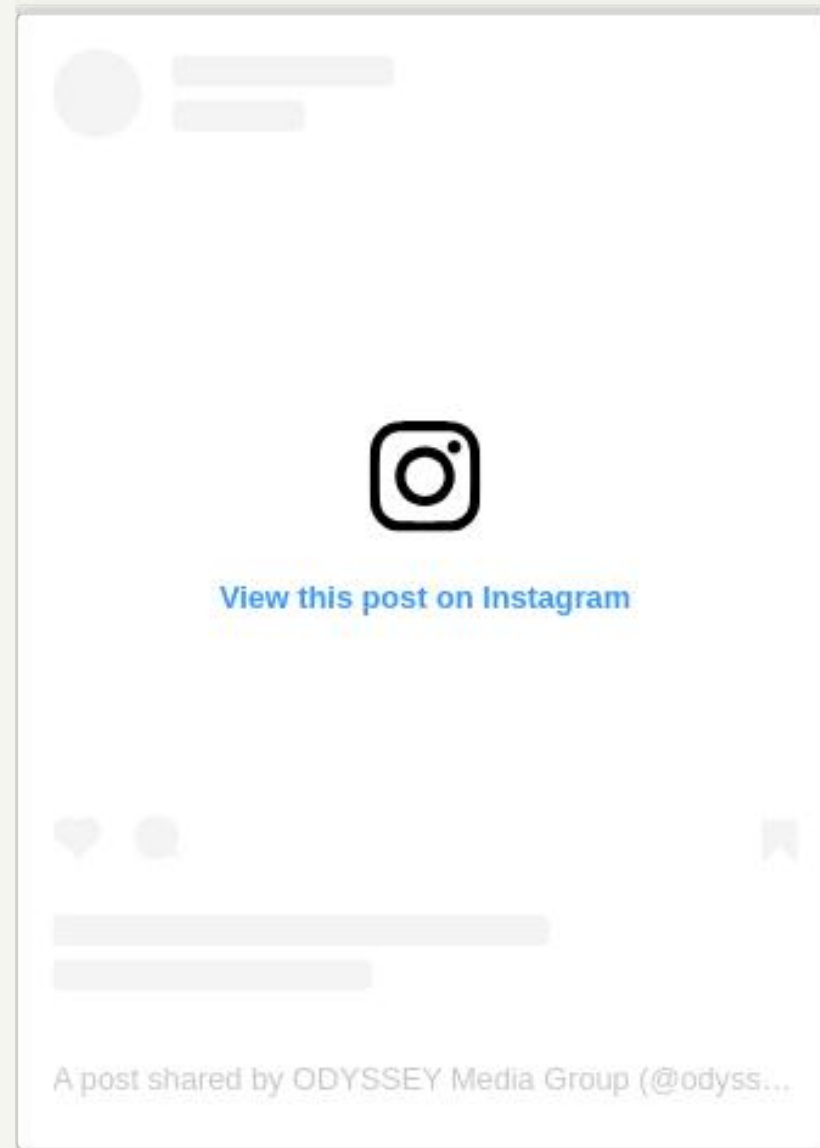
Reel likes: 193

Reel shares: 10

Reel comments: 3

Reel views: 5,645

Feb. 7, 2025



[See post here](#)

With student-athletes being a large part of our student body, we want to be involved in their events as much as possible. So, we chose to create a reel that highlights several athletes signing to their respective universities.

Analytics:

Post likes: 214

Post shares: 14

Post comments: 1

Post views: 3,649

Feb. 10, 2025



[View this post on Instagram](#)

[See post here](#)

On the first Friday of every month, CCHS faculty engage in breakfast and fellowship. To cover this behind-the-scenes portion of our school community, we sent a photographer to the event.

Analytics:

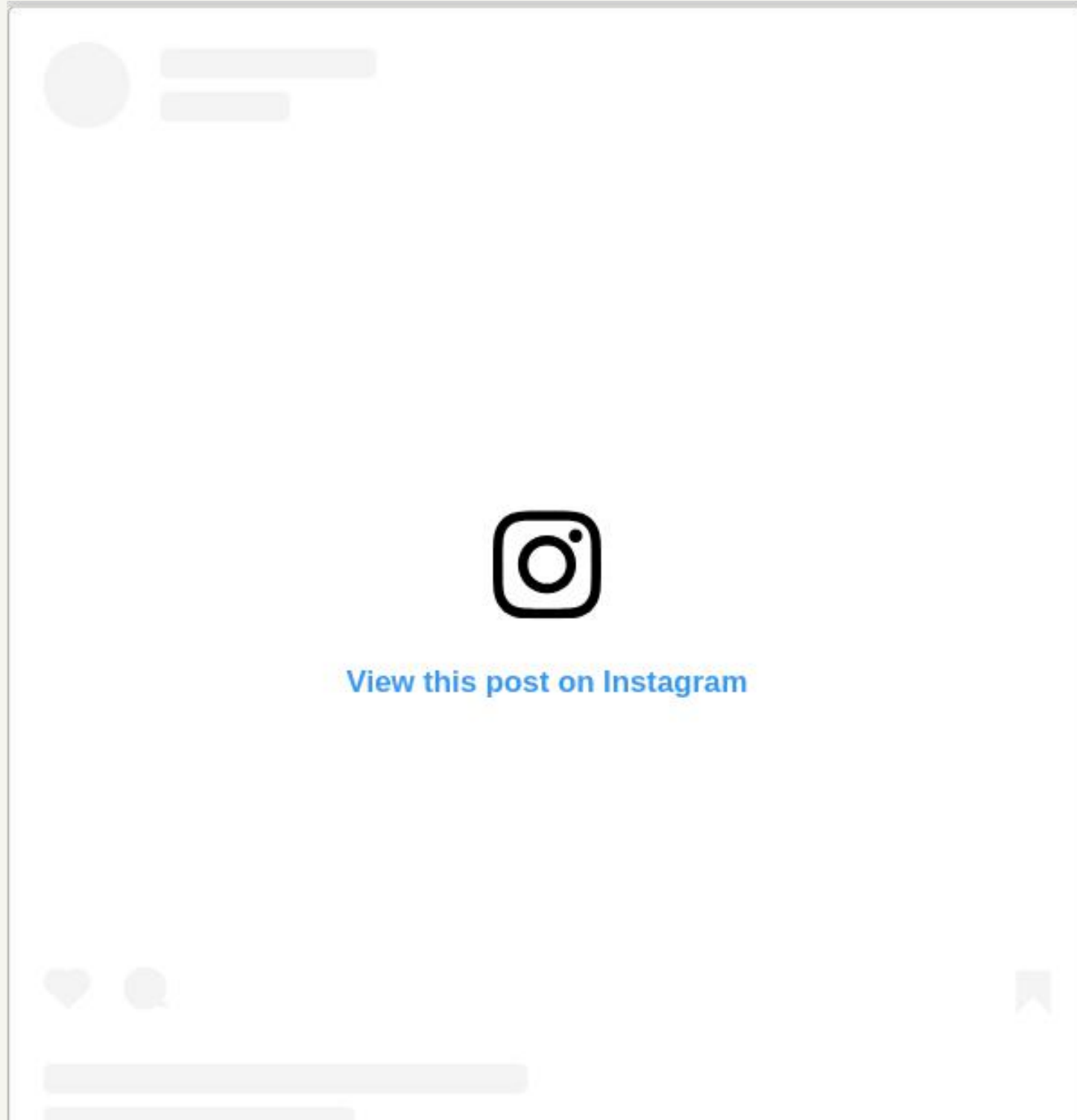
Post likes: 69

Post shares: 4

Post comments: 0

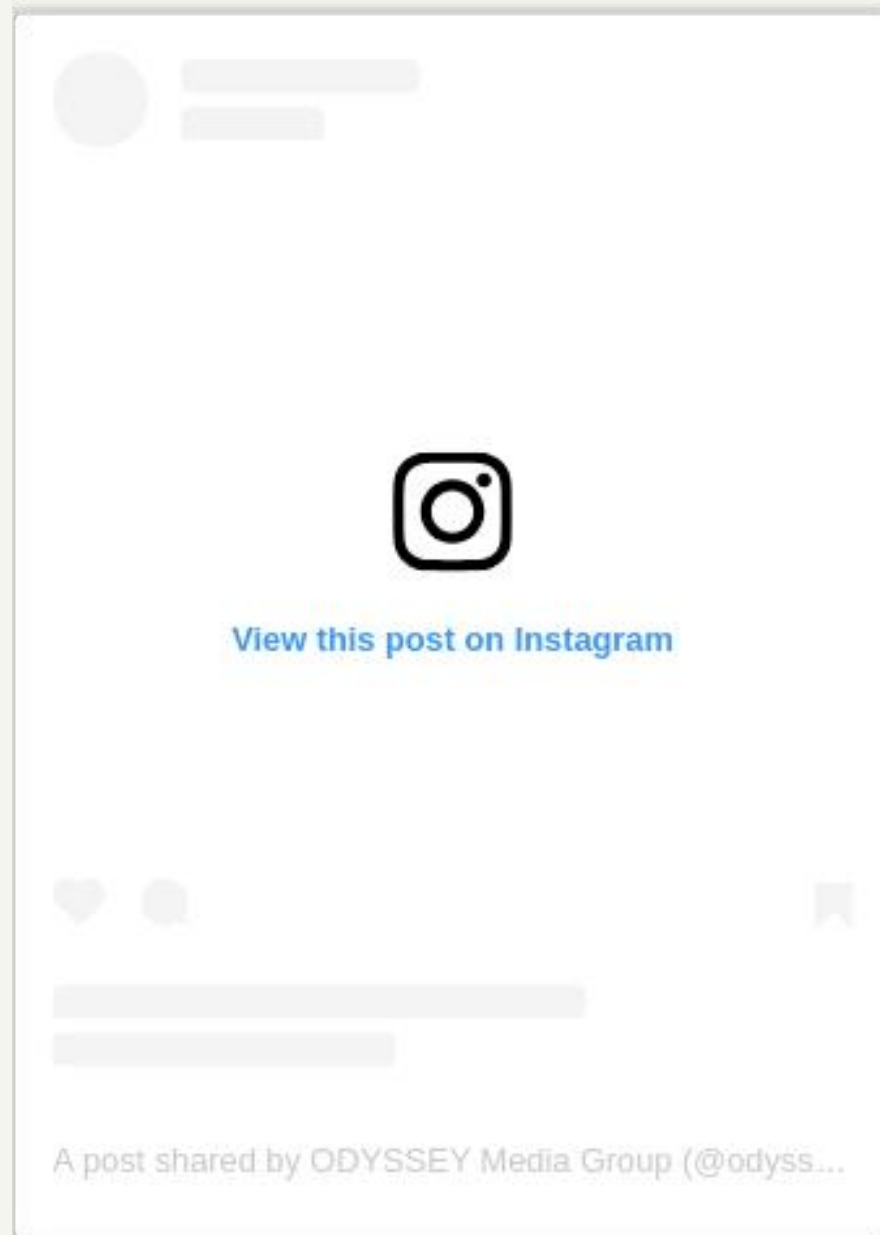
Post views: 2,914

April 30, 2025



[See post here](#)

To better engage with the wider Athens community, we attended a CCSD Mental Health Town Hall. We wanted to highlight an issue that is not often talked about and our district's approach to tackling it.



[See post here](#)

Analytics:

Reel likes: 815

Reel shares: 90

Reel comments: 10

Reel views: 16,716

May 22, 2025

After getting 1,000+ likes on a reel similar to this one for the Class of 2024 Graduation Ceremony, we knew we had to do one for the Class of 2025. With more than 800 likes and 16,000 views, this was our most metrically successful post of the year.

Analytics:

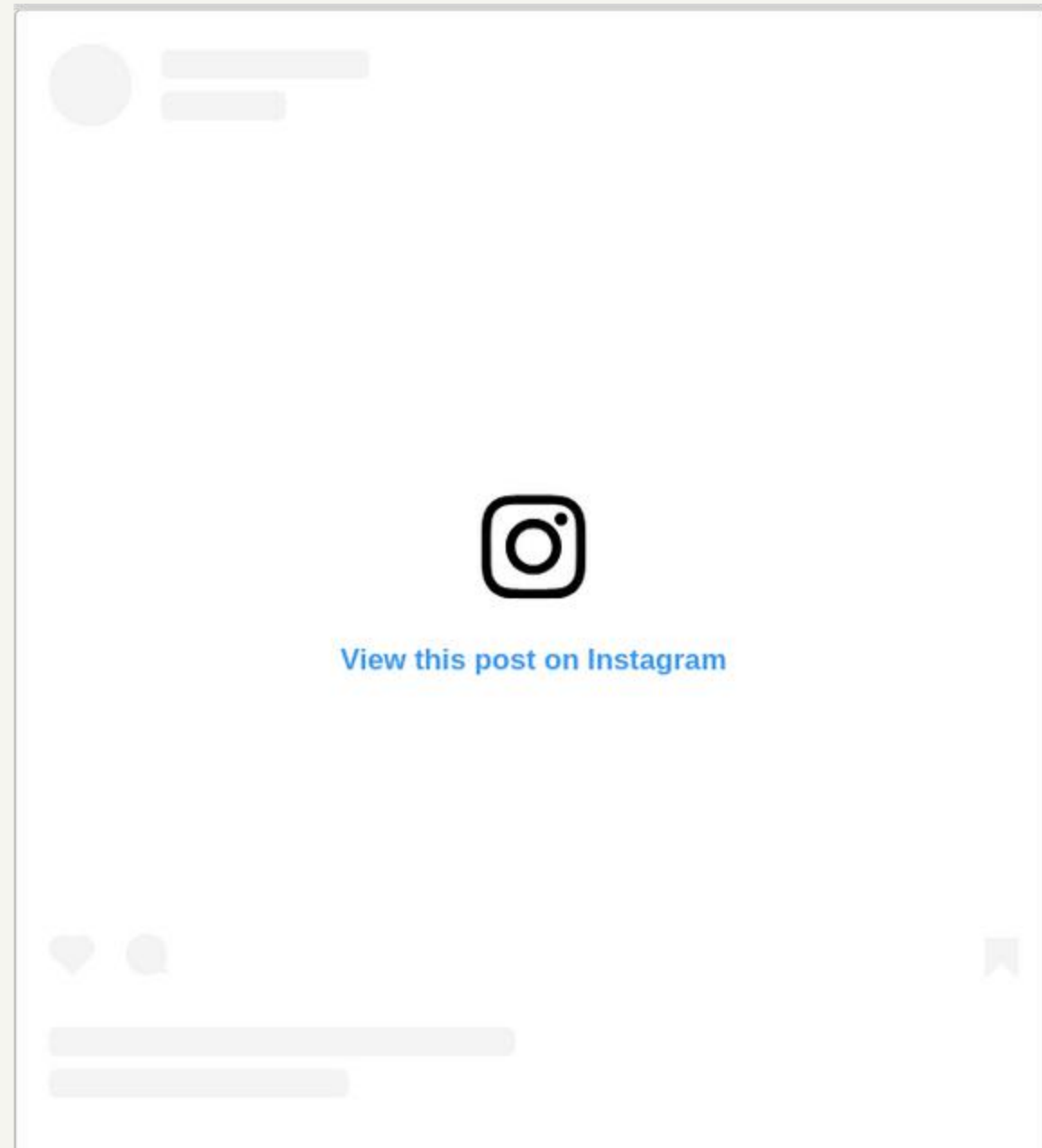
Post likes: 495

Post shares: 91

Post comments: 2

Post views: 13,699

May 22, 2025



[See post nere](#)

We compiled a carousel of photos from our 2025 Graduation ceremony. By including majority student faces and high profile teachers we were able to bring in a high amount of engagement.

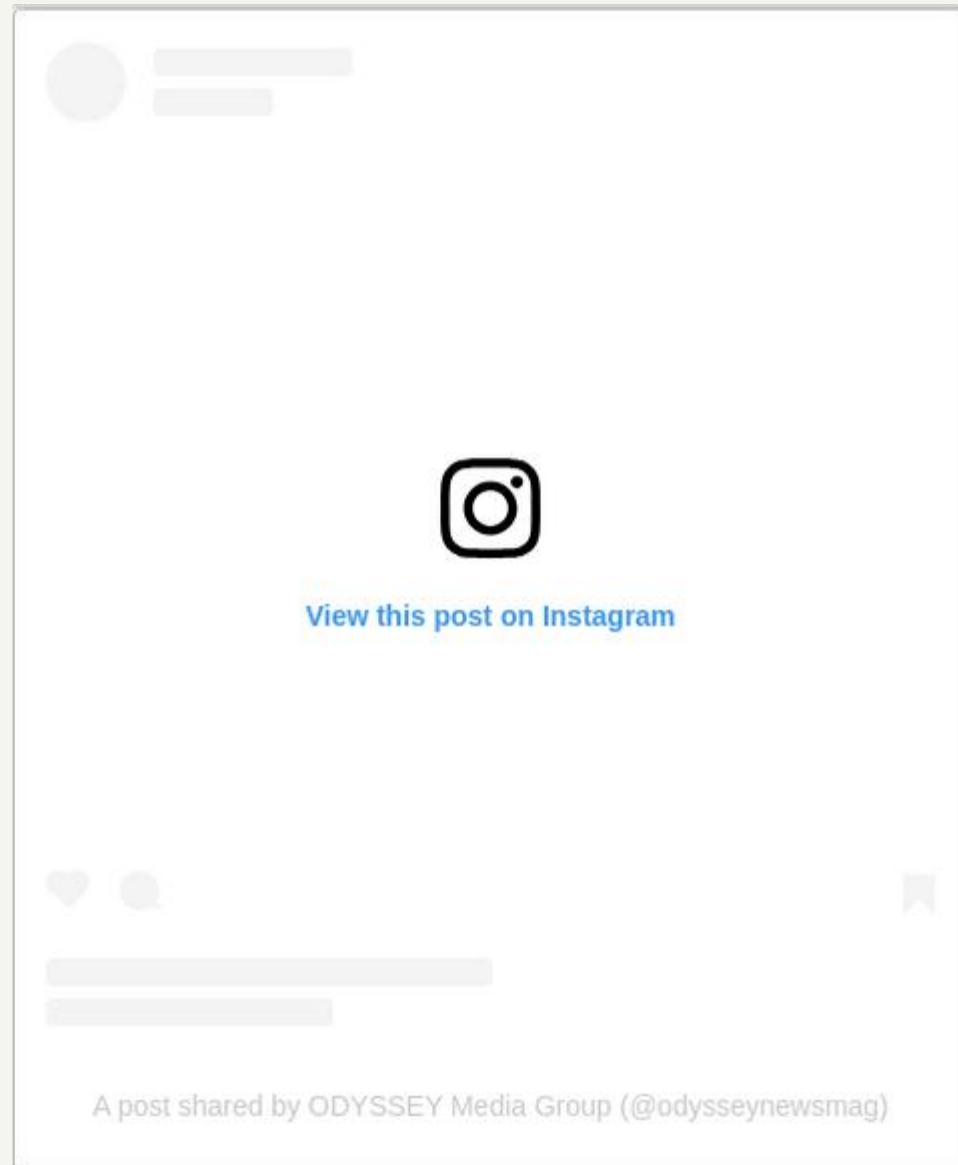


Sports Coverage

Click on the images to see the full post.

Sports coverage

Sports reporting is a vital component of high school journalism, helping to build school spirit, recognize student-athletes, and keep the community informed and engaged. Throughout this school year, the OMG has consistently featured sports coverage as part of our social media reporting. We use gameday cards to report upcoming matchups, scorecards to share timely results and posts to highlight any other awards, milestones, or important moments. When we have photographers present at games, we ensure to capture important moments, like Senior Night. Through this multifaceted approach, our program treats sports journalism as more than just reporting; it's a platform for storytelling, celebration, and community building within our school.



Analytics:

Post likes: 312

Post shares: 0

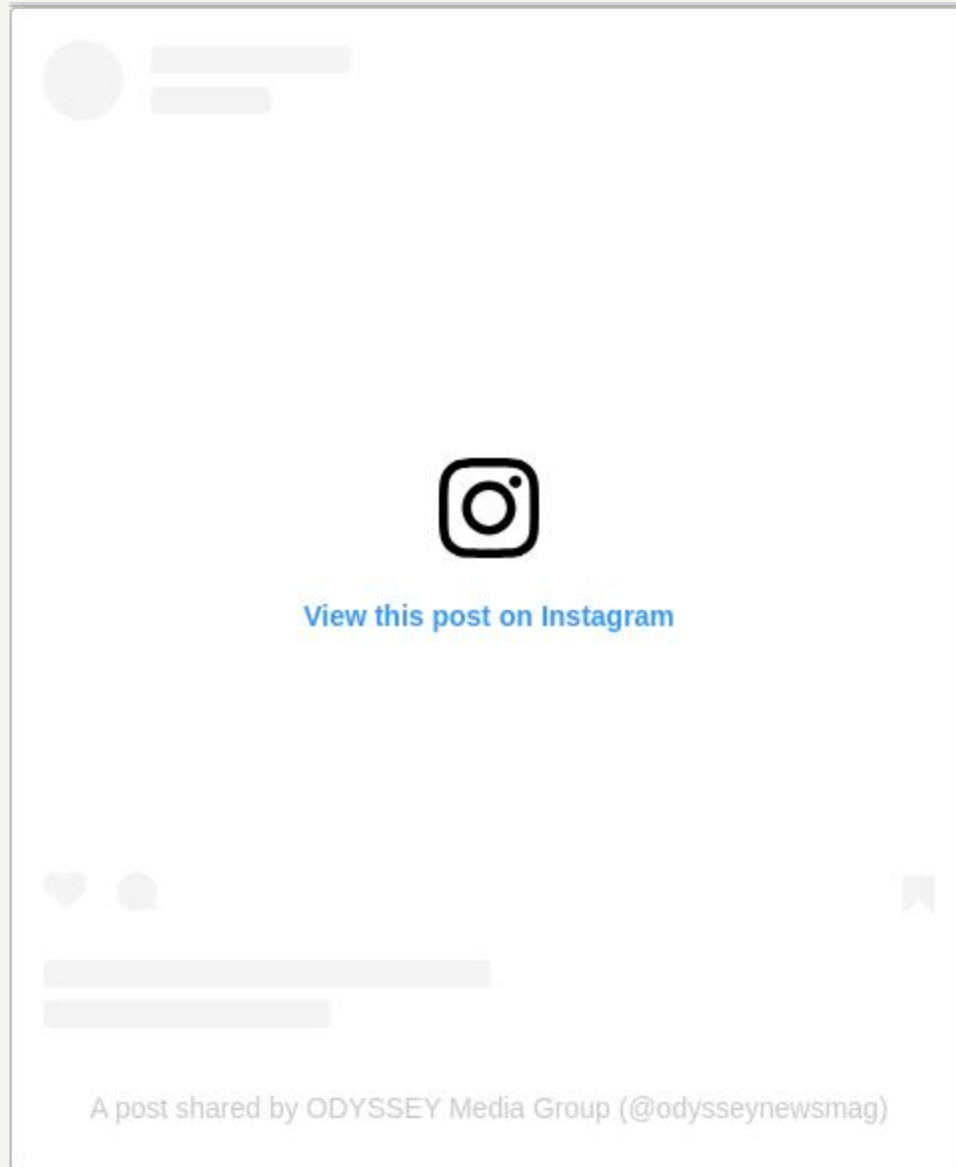
Post comments: 13

Post views: 10,381

Aug. 23, 2024

[See post here](#)

This was a scorecard posted within one hour after a home football game had finished. This game was tightly contested and high-intensity, resulting in the scorecard receiving strong engagement.



[See post here](#)

Analytics:

Post likes: 435

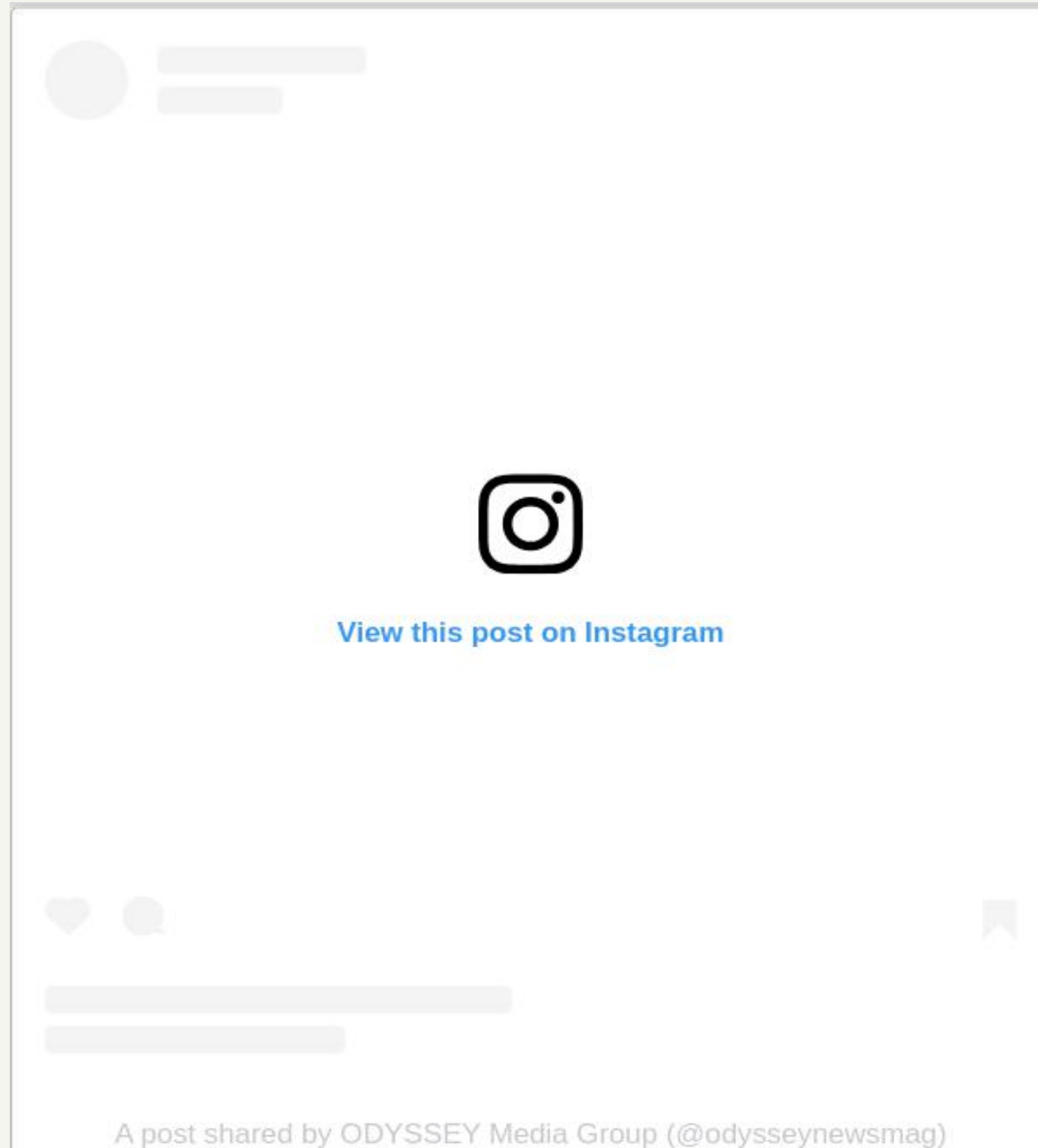
Post shares: 1

Post comments: 3

Post views: 9,161

Aug. 25, 2024

Unlike a regular scorecard, this post was a collection of photos capturing our first home football game of the season. The score was reported in the caption to let the photos shine and tell the story.



[See post here](#)

Analytics:

Post likes: 566

Post shares: 346

Post comments: 4

Post views: 22,850

Oct. 27, 2024

To highlight out football, cheer and band senior night, we posted a collection of photos. This post did not include anything about the game itself and instead solely focused on the graduating athletes.

Analytics:

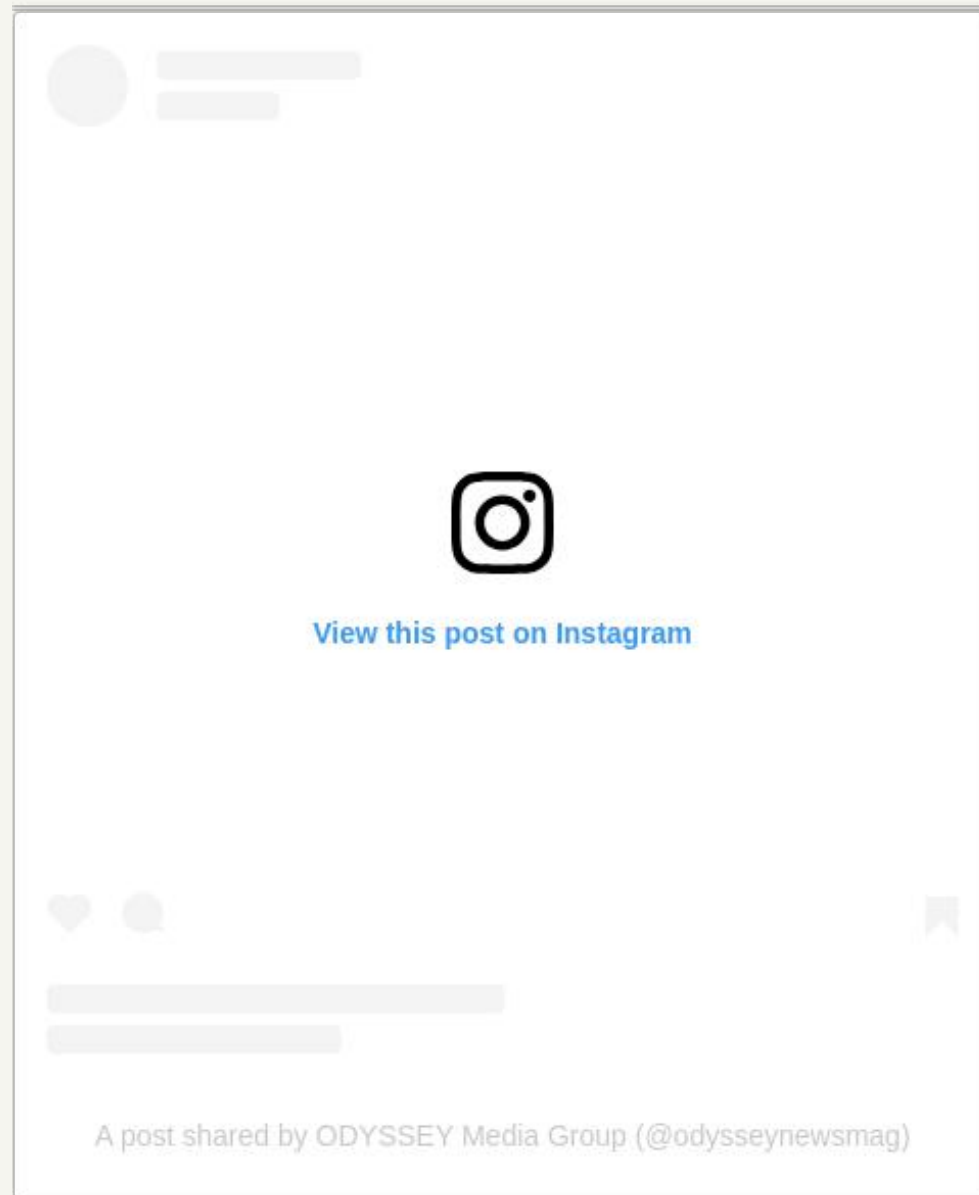
Post likes: 257

Post shares: 30

Post comments: 0

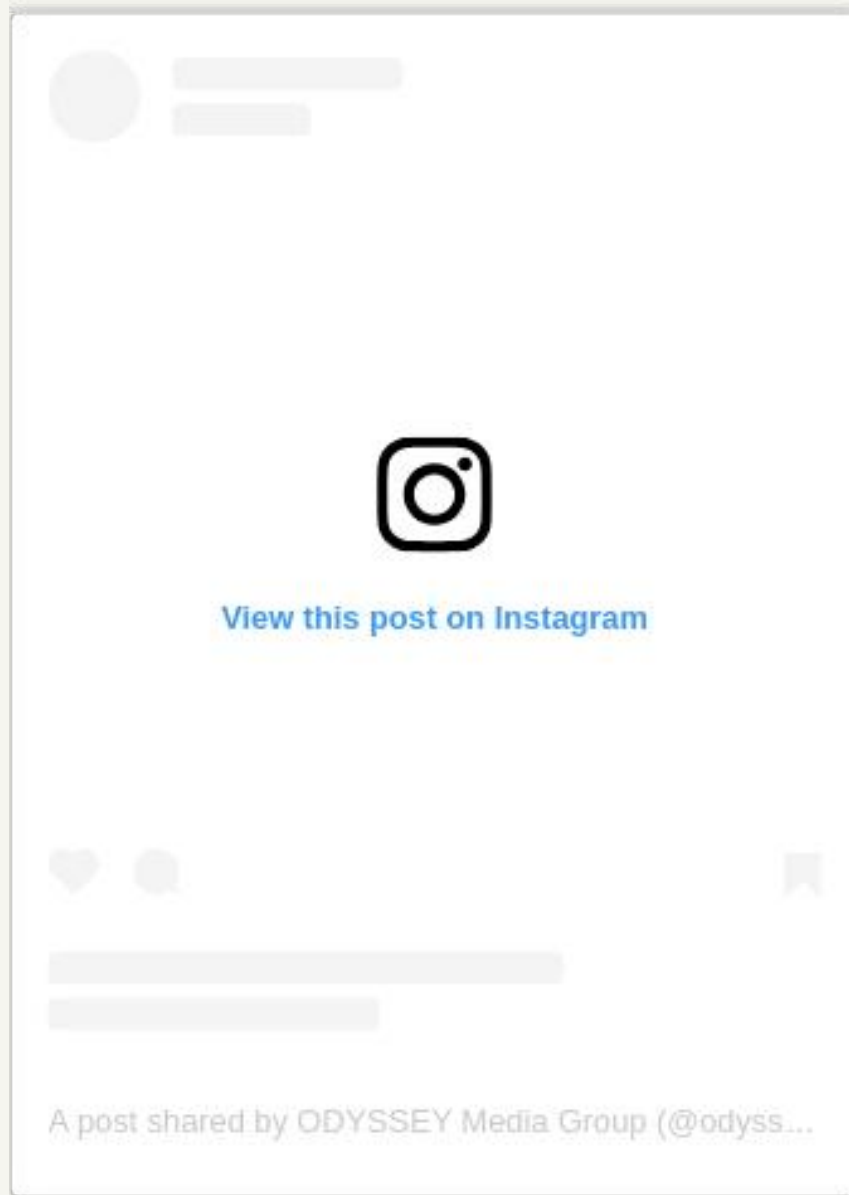
Post views: 7,939

Nov. 25, 2024



[See post here](#)

After football season had ended, many of our players received awards. Using Canva and some creativity, we put together this graphic to highlight and inform our community about these athlete's accomplishments.



[See post here](#)

Analytics:

Reel likes: 329

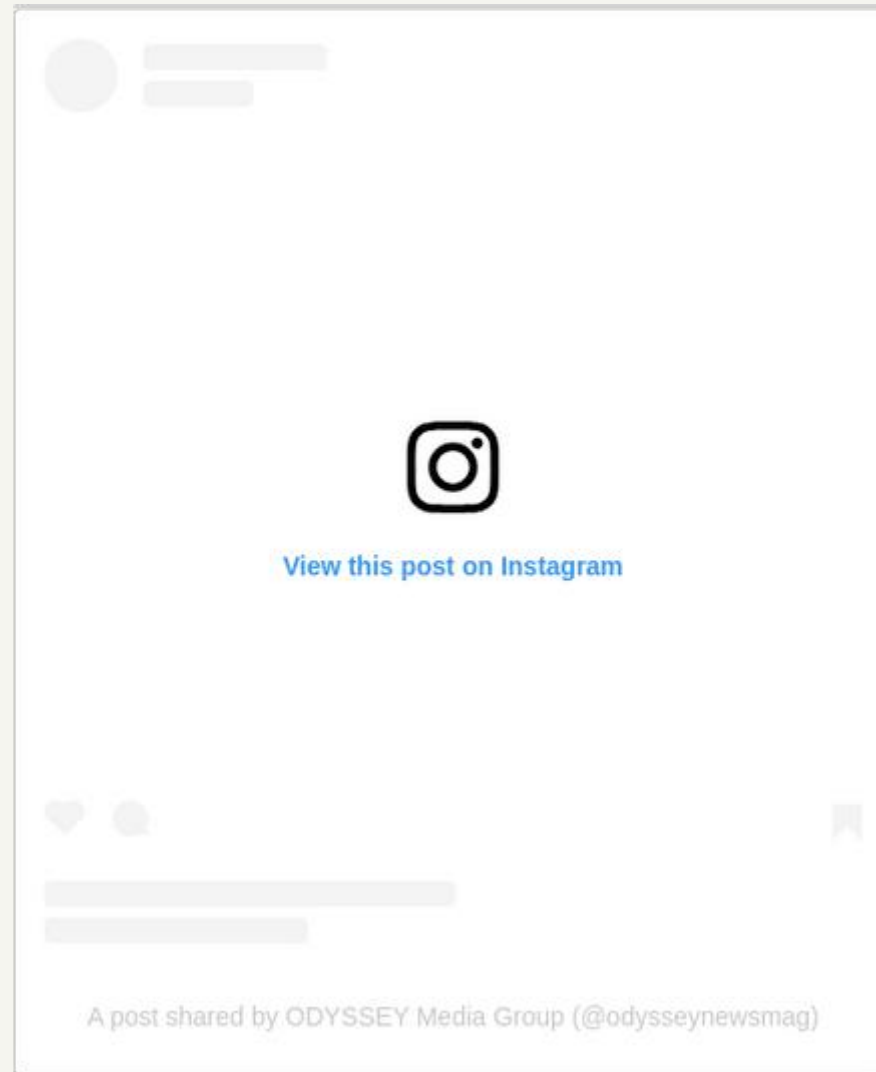
Reel shares: 333

Reel comments: 0

Reel views: 6,000

Dec. 4, 2024

In addition to a photo slideshow post, we posted this reel of our quarterback signing to UGA on Signing Day. The prominence of his signing encouraged us to spotlight this athlete, using a reel to complement the earlier post so as to feel less repetitive.



Analytics:

Post likes: 153

Post shares: 43

Post comments: 3

Post views: 7,875

Feb. 13, 2025

[See post here](#)

This game day card promoted our school's home soccer game against our cross-town rival, Cedar Shoals High School. The prominence of the game called for enhanced coverage.

Analytics:

Post likes: 167

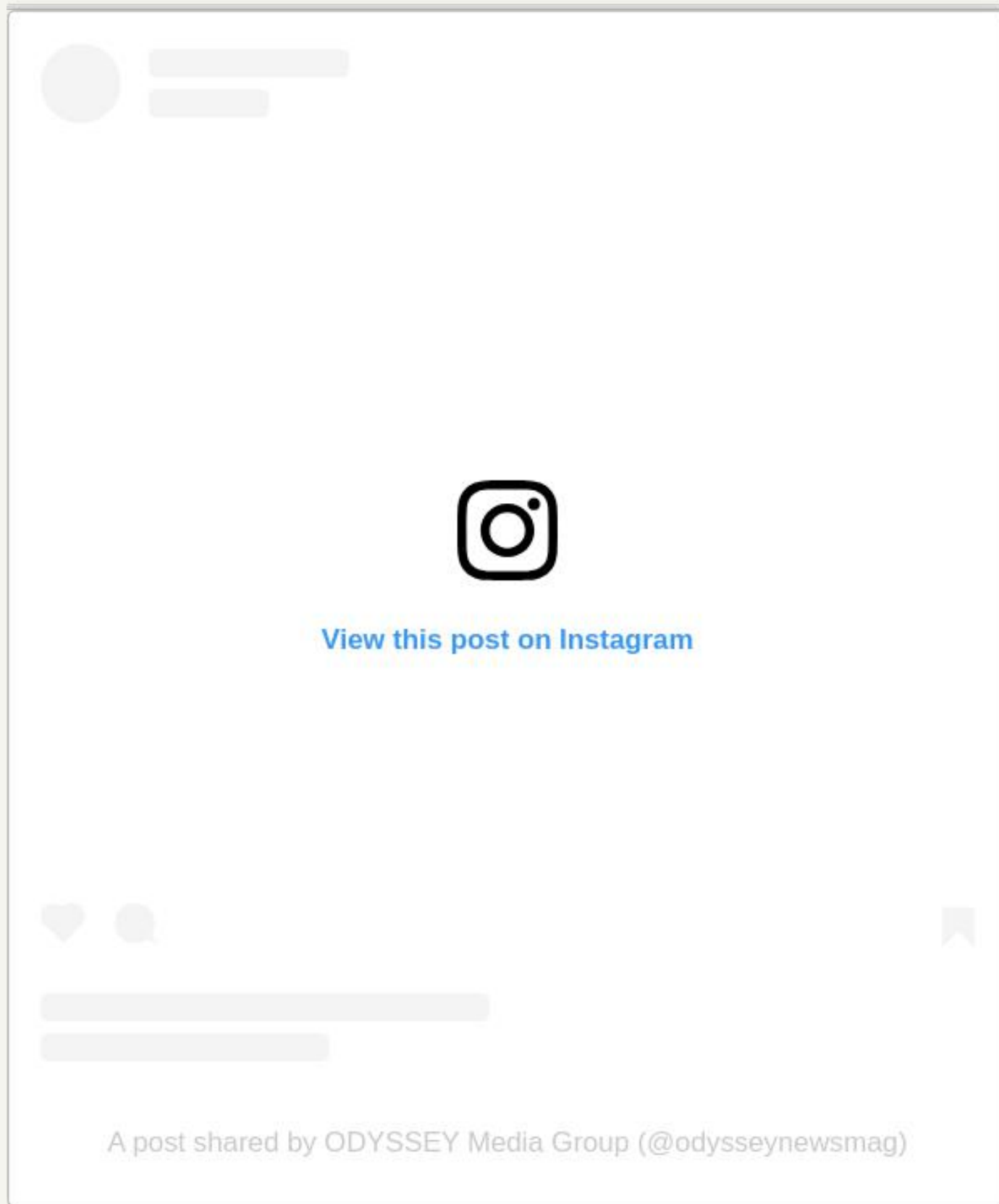
Post shares: 21

Post comments: 1

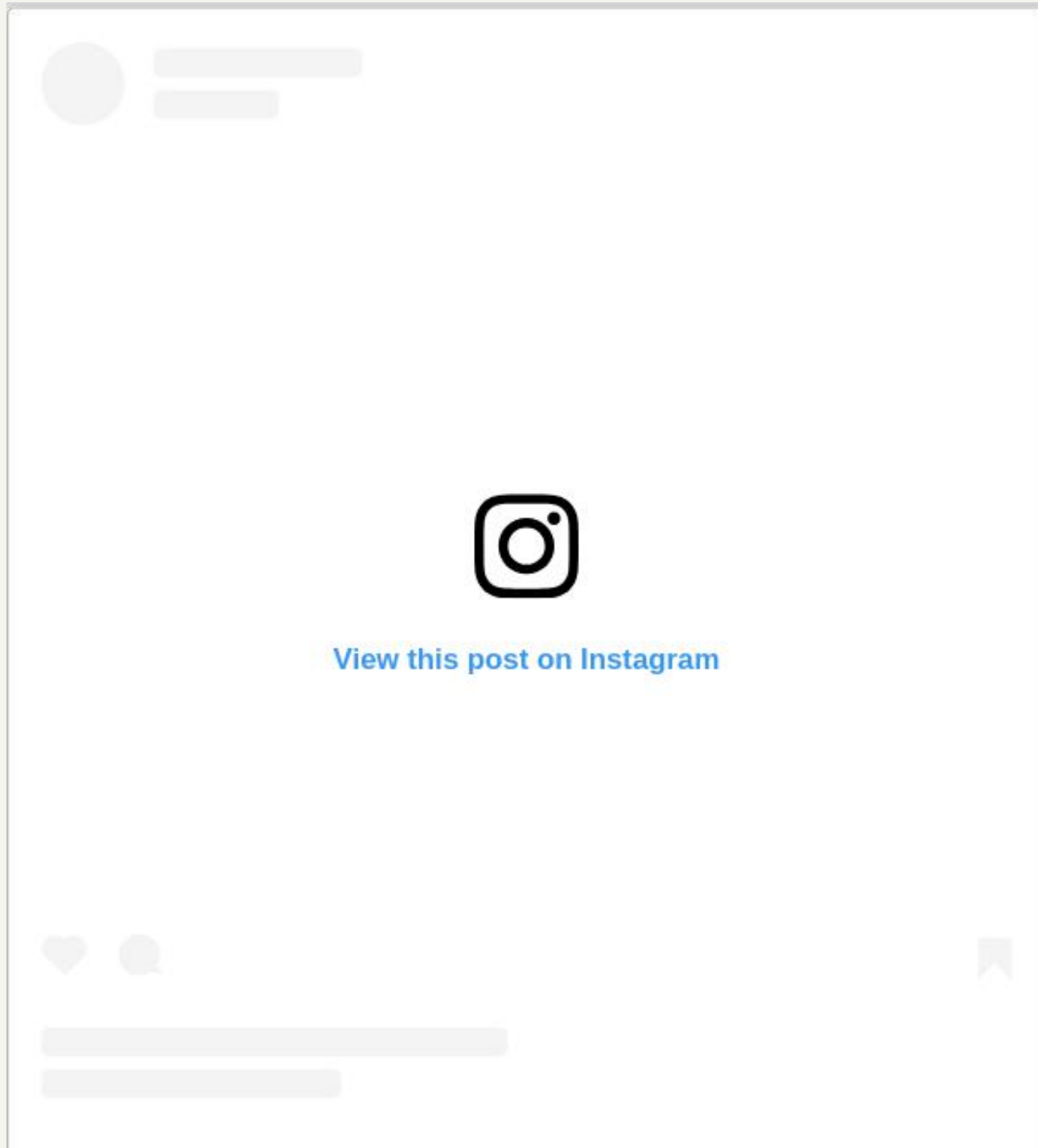
Post views: 4,659

March 23, 2025

While we were unable to physically go and cover this track meet, we tried to ensure we were providing coverage of the team's accomplishments. Using a photo from the coach and results from the event, we put together this coverage within 24 hours of the meet.



[See post here](#)



[See post here](#)

Analytics:

Post likes: 173

Post shares: 7

Post comments: 1

Post views: 5,116

April 15, 2025

To preview the upcoming Senior Night and highlight a prominent runner on the team, we did a spotlight on one of the track team's graduating seniors. While this didn't directly focus on season records, it helped spotlight a prominent athlete's journey.

Analytics:

Post likes: 310

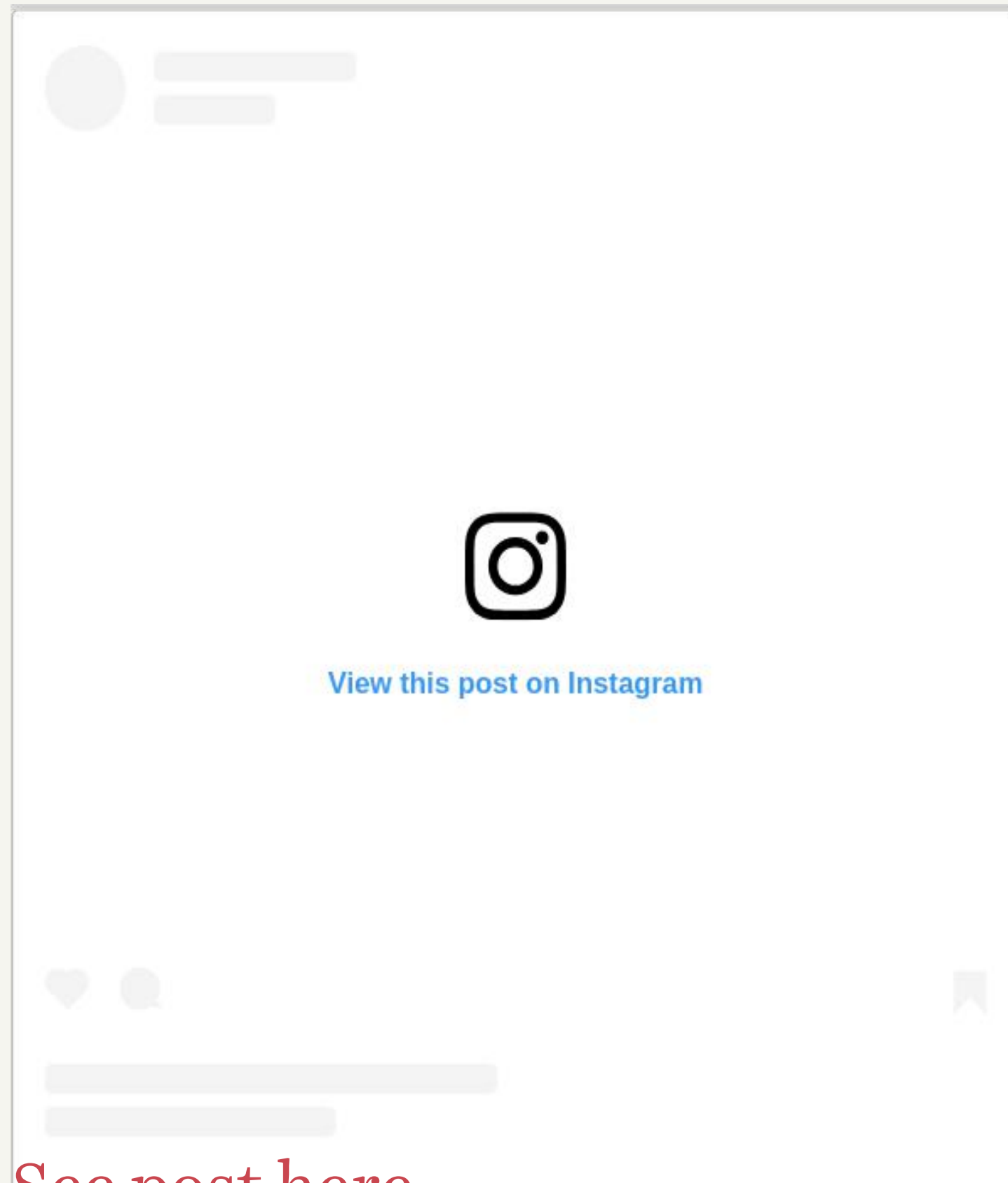
Post shares: 111

Post comments: 4

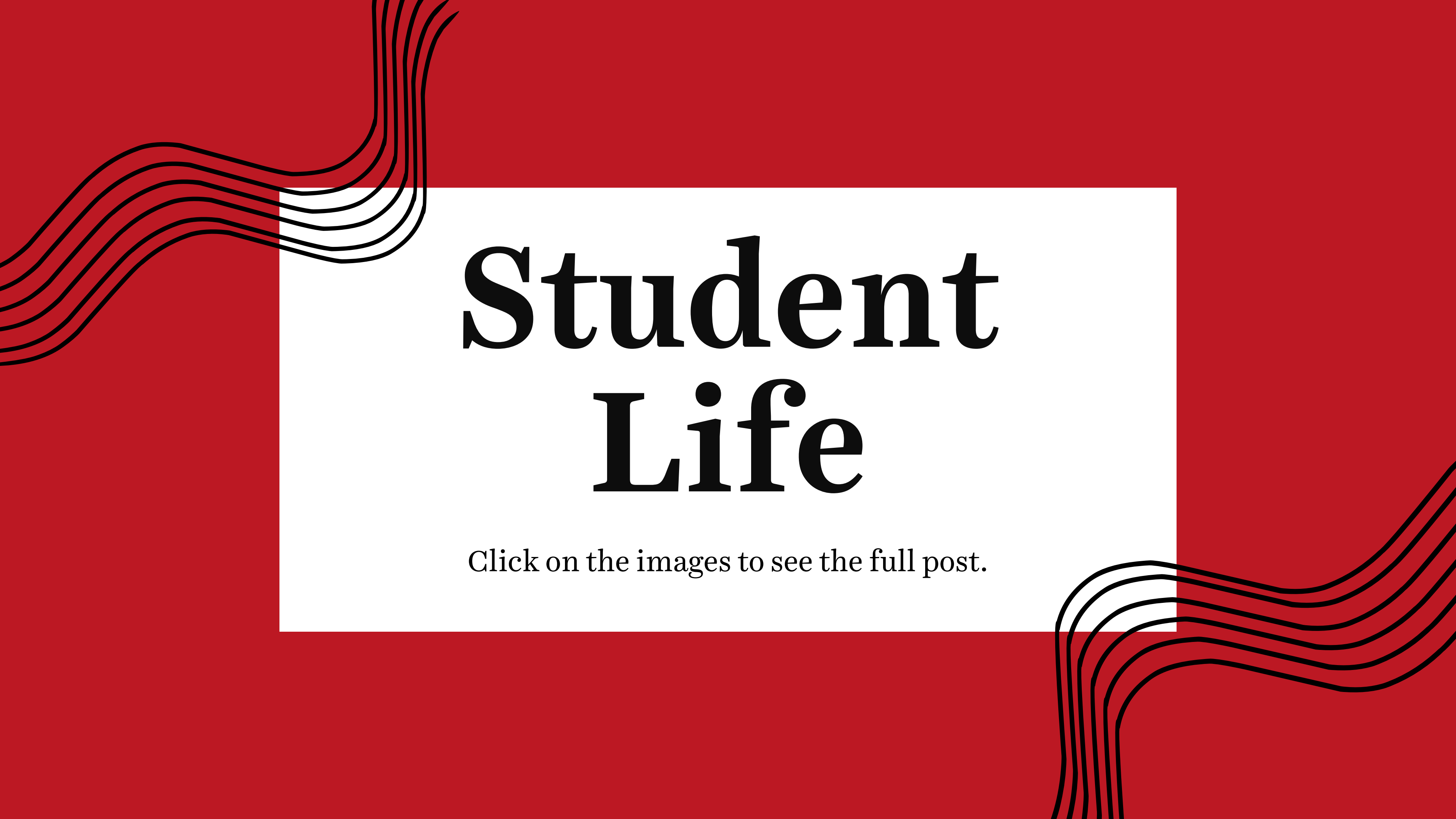
Post views: 9,830

May 1, 2025

We posted a photo carousel to highlight the boys varsity soccer team making it to the second round of the Georgia High School Association AAAA playoffs, in addition to a scorecard. We included a combination of players and audience members to maximize engagement.



[See post here](#)

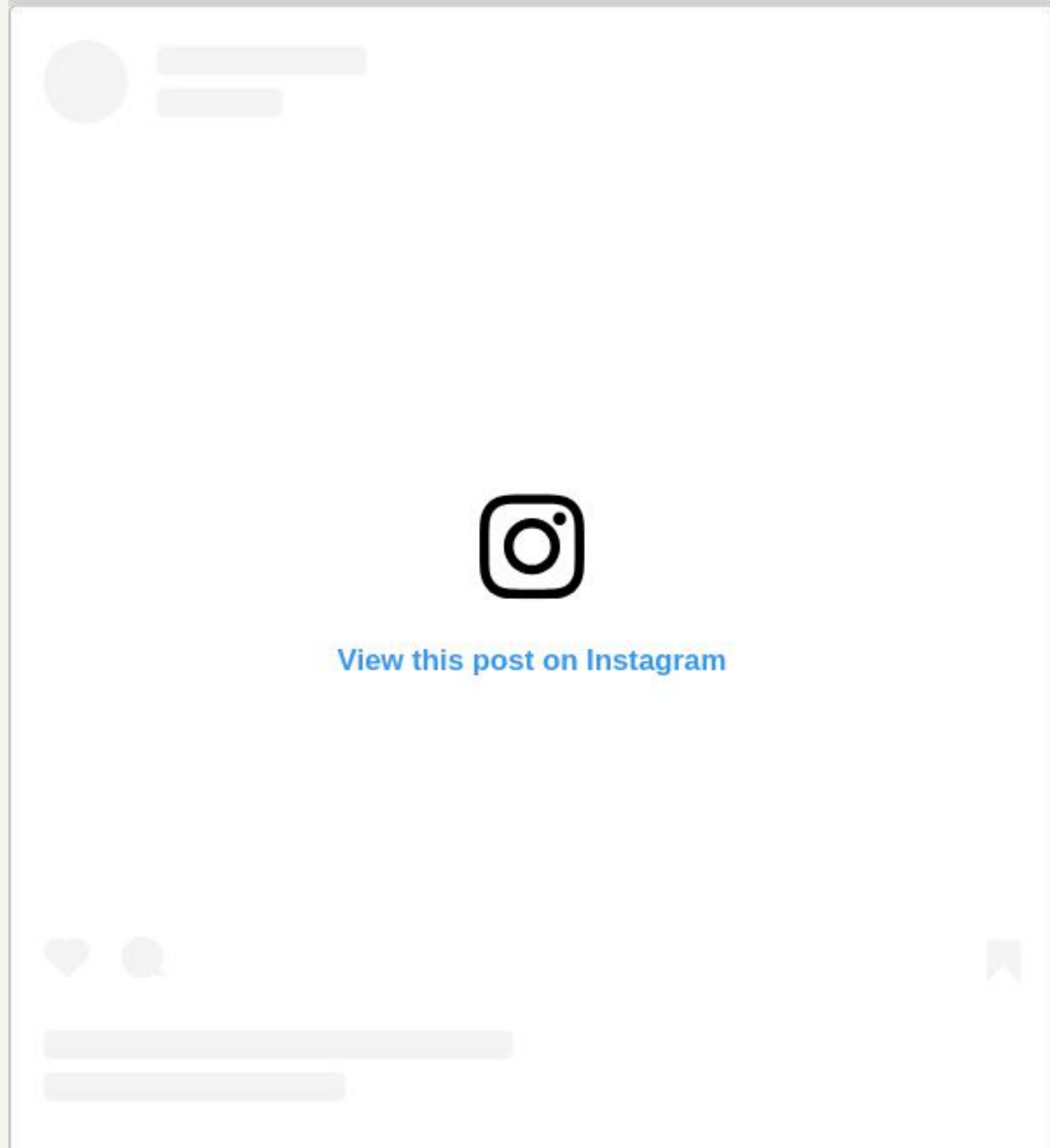


Student Life

Click on the images to see the full post.

Student life

Student life coverage captures the everyday experiences that make up the heart of the CCHS community. By showcasing what it's like to be a student at CCHS, we produce content that feels personal and relatable. Throughout the year, we have shared posts about summer plans, how students prepare for final exams, exchange student spotlights and much more. These stories give a voice to a wide range of students and showcase the diversity of our school experiences. They also tend to receive high engagement because when students see their friends featured, they're more likely to share, comment and repost. This type of reporting helps strengthen our school identity and makes our feed feel like a true reflection of CCHS' student body.



[See post here](#)

Analytics:

Post likes: 310

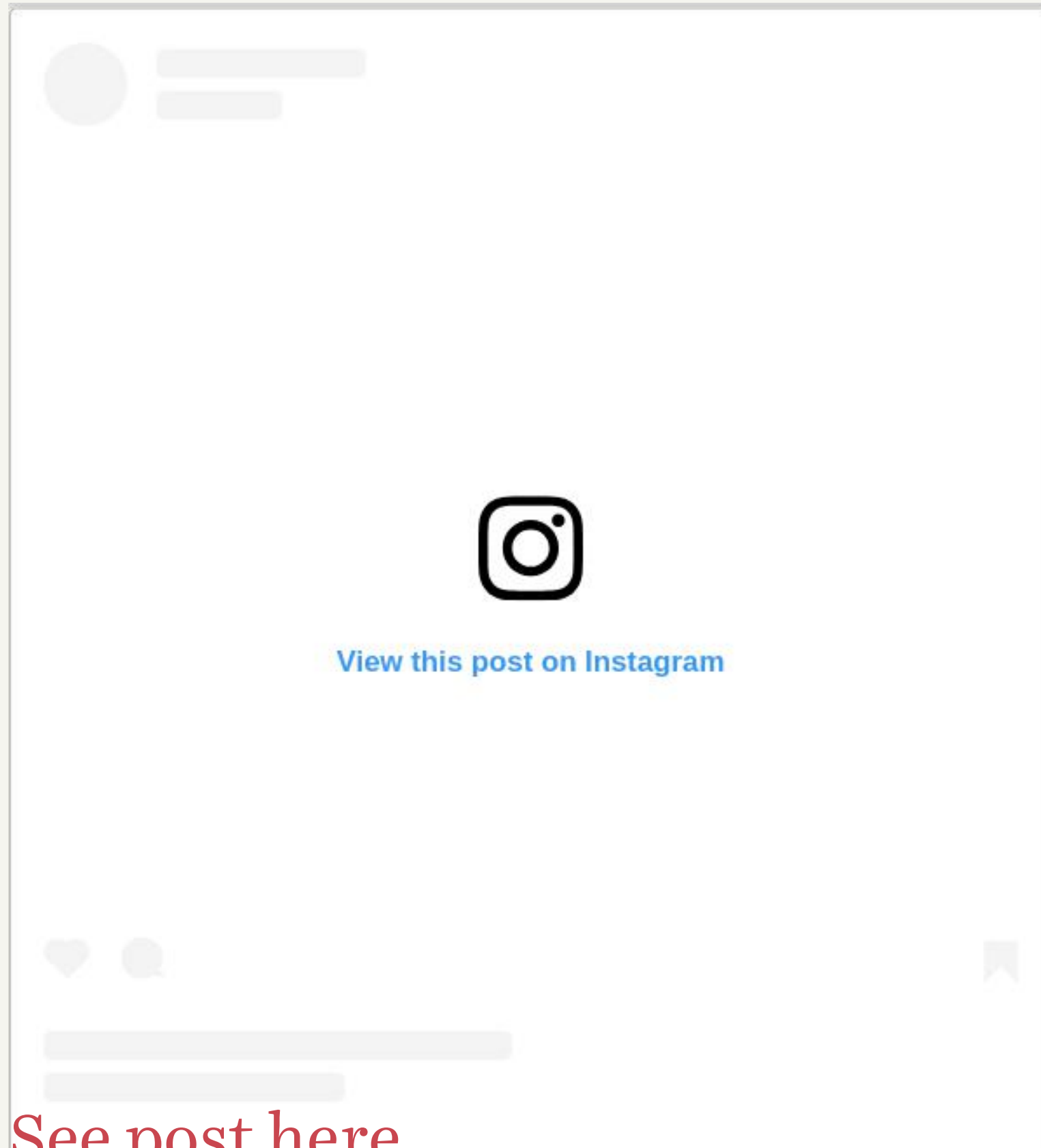
Post shares: 18

Post comments: 3

Post views: 9,289

Aug. 21, 2024

To showcase everyday student life, we posted this spotlight on a senior looking ahead to his last year at CCHS. With a strong quote and strong photos, this post performed strongly with analytics.



[See post here](#)

Analytics:

Post likes: 574

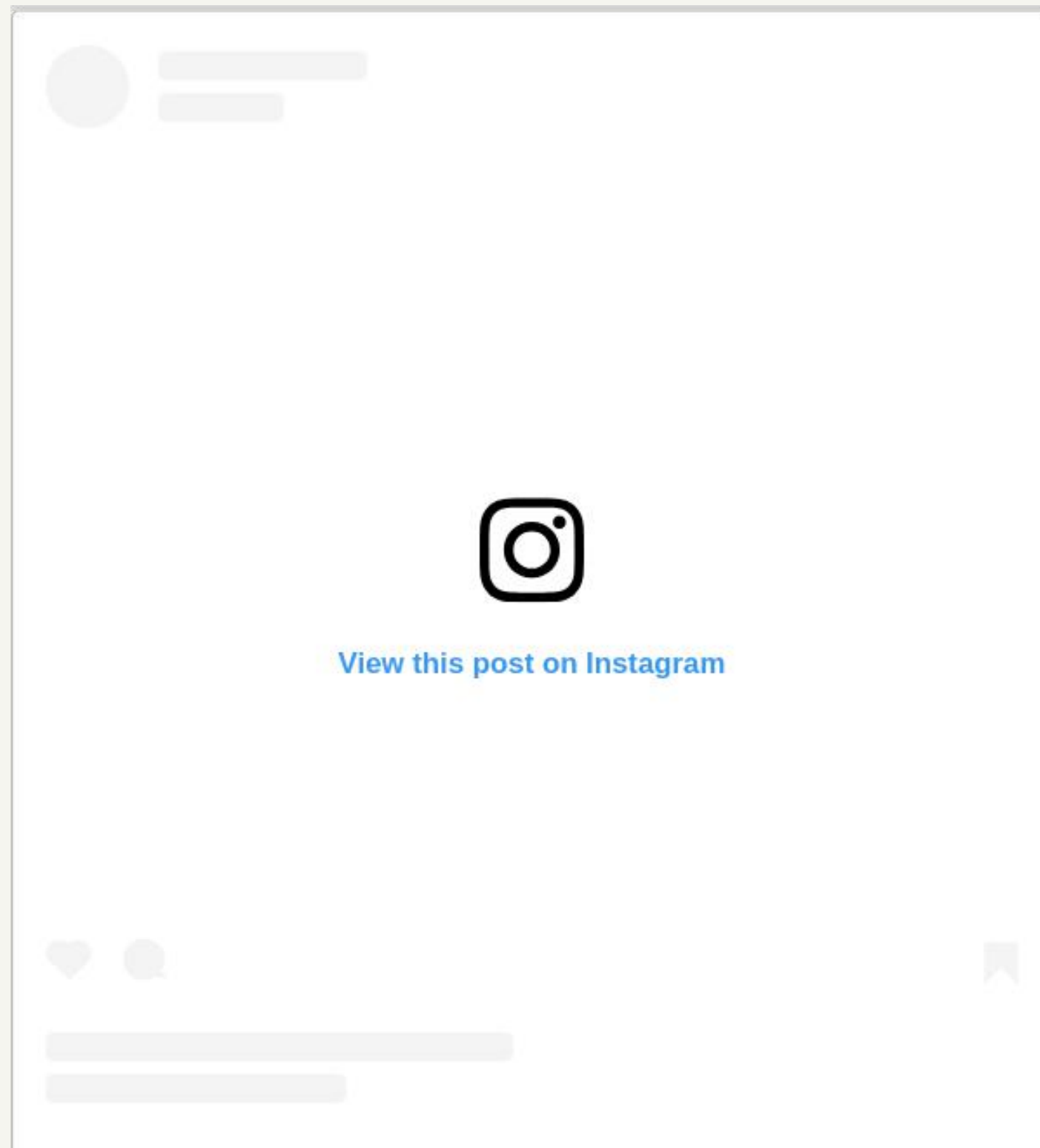
Post shares: 226

Post comments: 5

Post views: 15,159

Oct. 23, 2024

This carousel of 20 photos focused on the faces in attendance at our Fall Pep Rally. To ensure high engagement, we made sure to post within a few hours of the event. The variety of faces led to high shares.



[See post here](#)

Analytics:

Post likes: 304

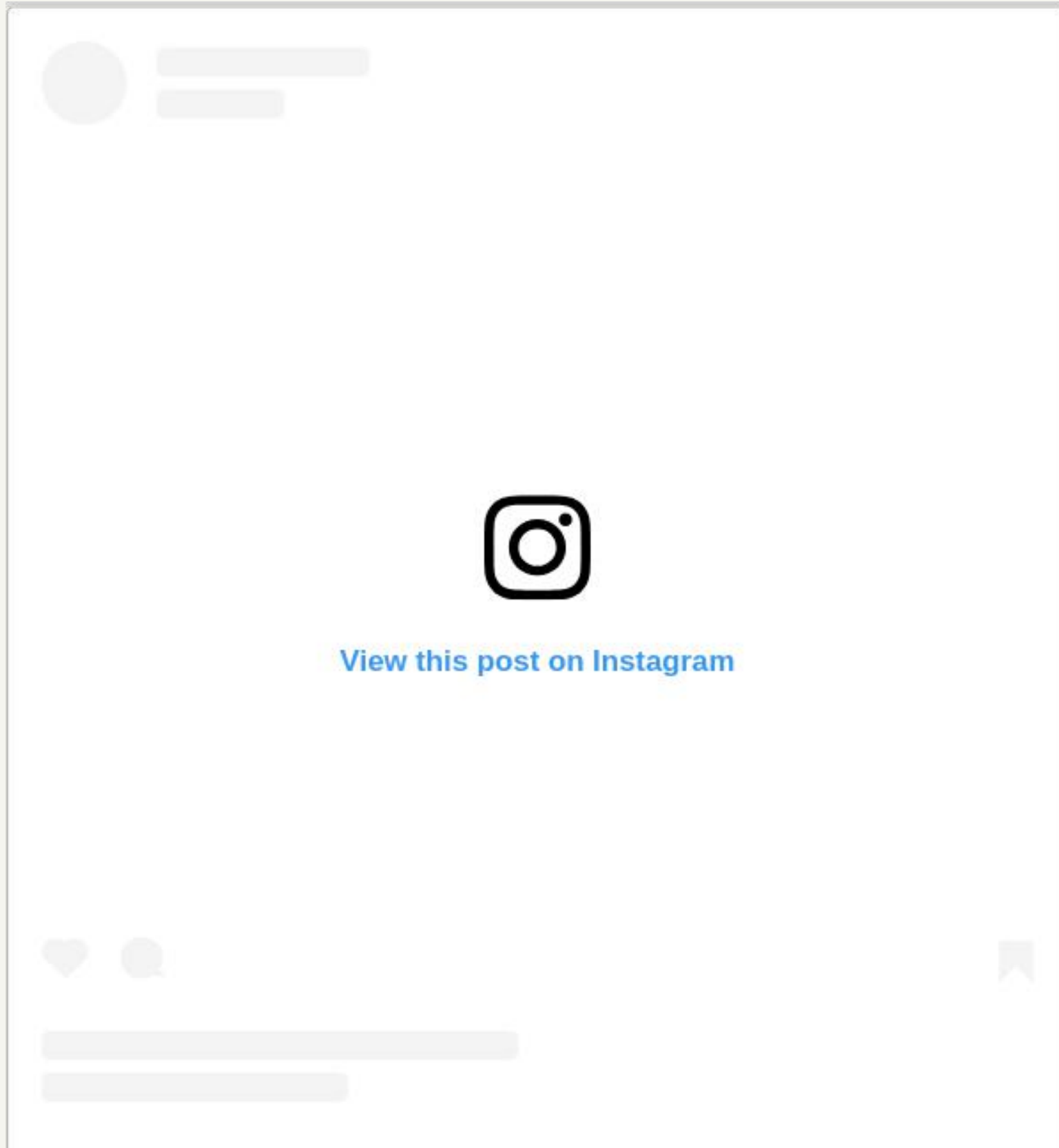
Post shares: 19

Post comments: 4

Post views: 7,516

Nov. 8, 2024

During the fall semester, we posted a “Scene” (spotlight) on every exchange student at CCHS. These scenes consistently received solid engagement due to their interesting stories and appealing photos.



[See post here](#)

Analytics:

Post likes: 511

Post shares: 180

Post comments: 10

Post views: 11,430

Dec. 9, 2024

At the end of the first semester, we posted a collection of 20 teachers advising seniors on their life. With lots of faces, humorous feedback and prominent teachers, this post received high engagement.

Analytics:

Post likes: 361

Post shares: 264

Post comments: 2

Post views: 10,413

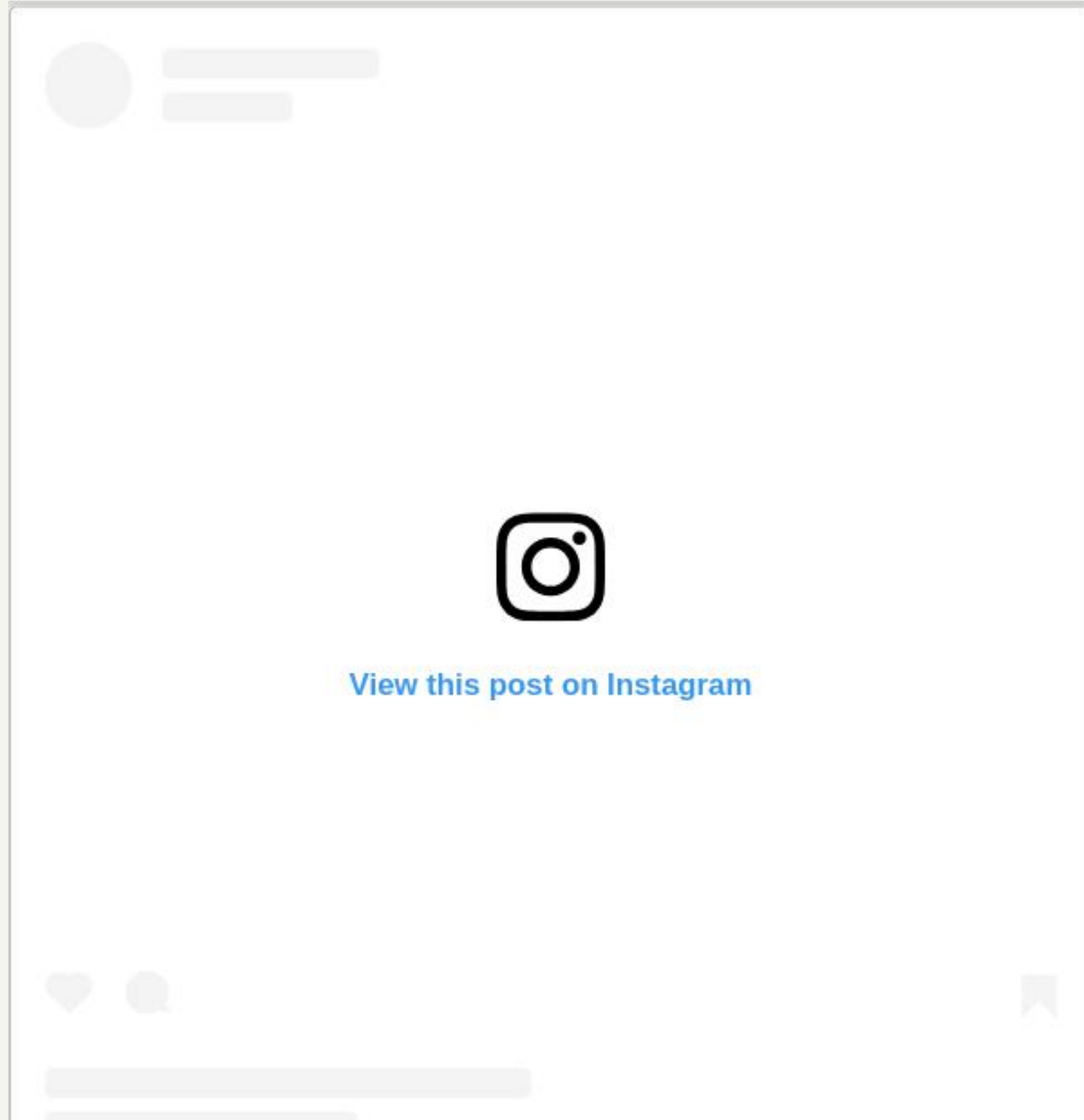
Jan. 6, 2025

After returning to school for the second semester, we posted a carousel of 20 photos from the day to highlight being back. With a wide variety faces included, we received solid engagement on this post, particularly in terms of shares.



[View this post on Instagram](#)

[See post here](#)



Analytics:

Post likes: 398

Post shares: 159

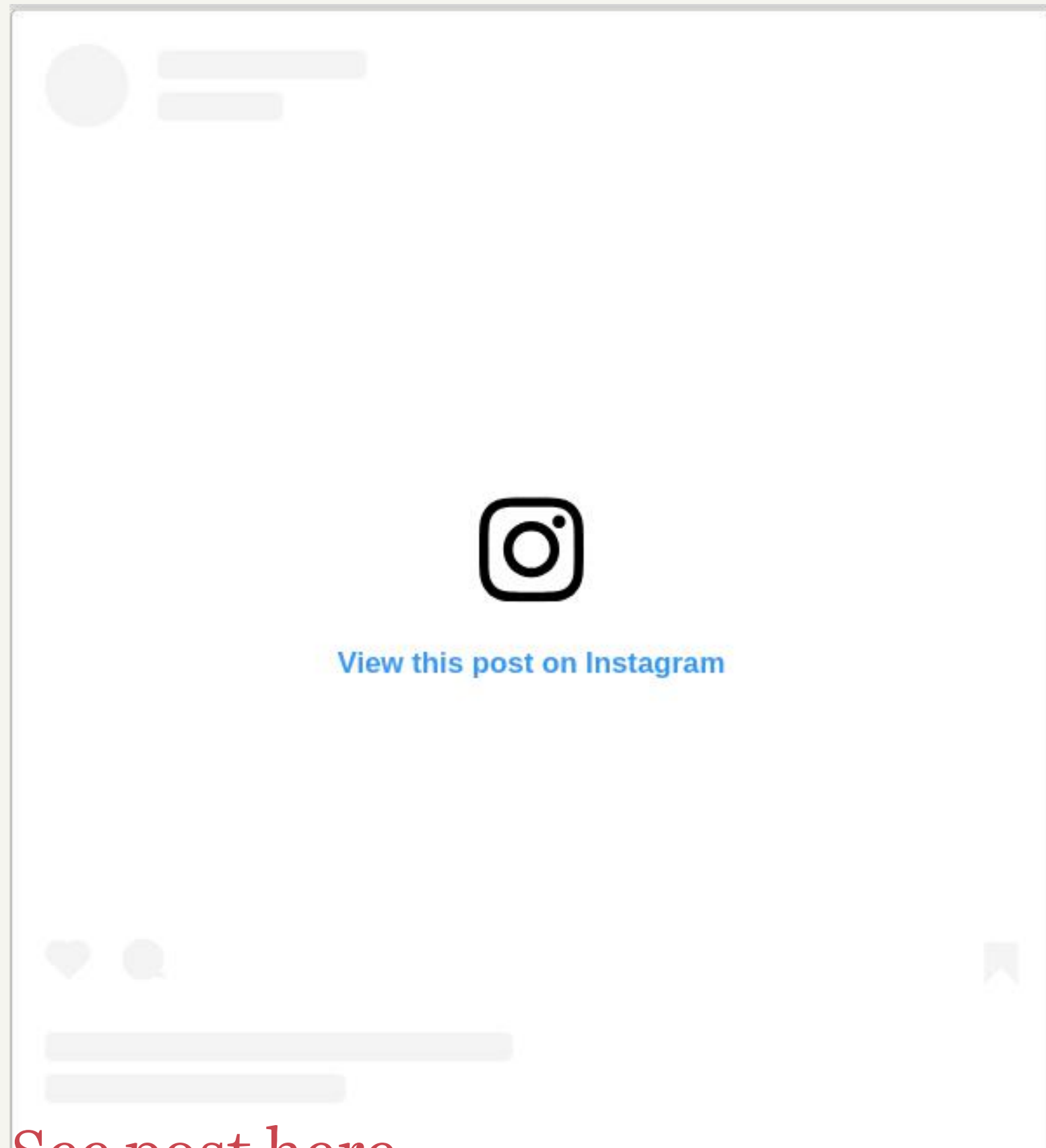
Post comments: 0

Post views: 9,861

April 18, 2025

To cover Senior Brunch, we posted a carousel of 20 photos, ensuring diverse coverage by including a variety of faces. This resulted in many people reposting and great engagement overall.

[See post here](#)



[See post here](#)

Analytics:

Post likes: 321

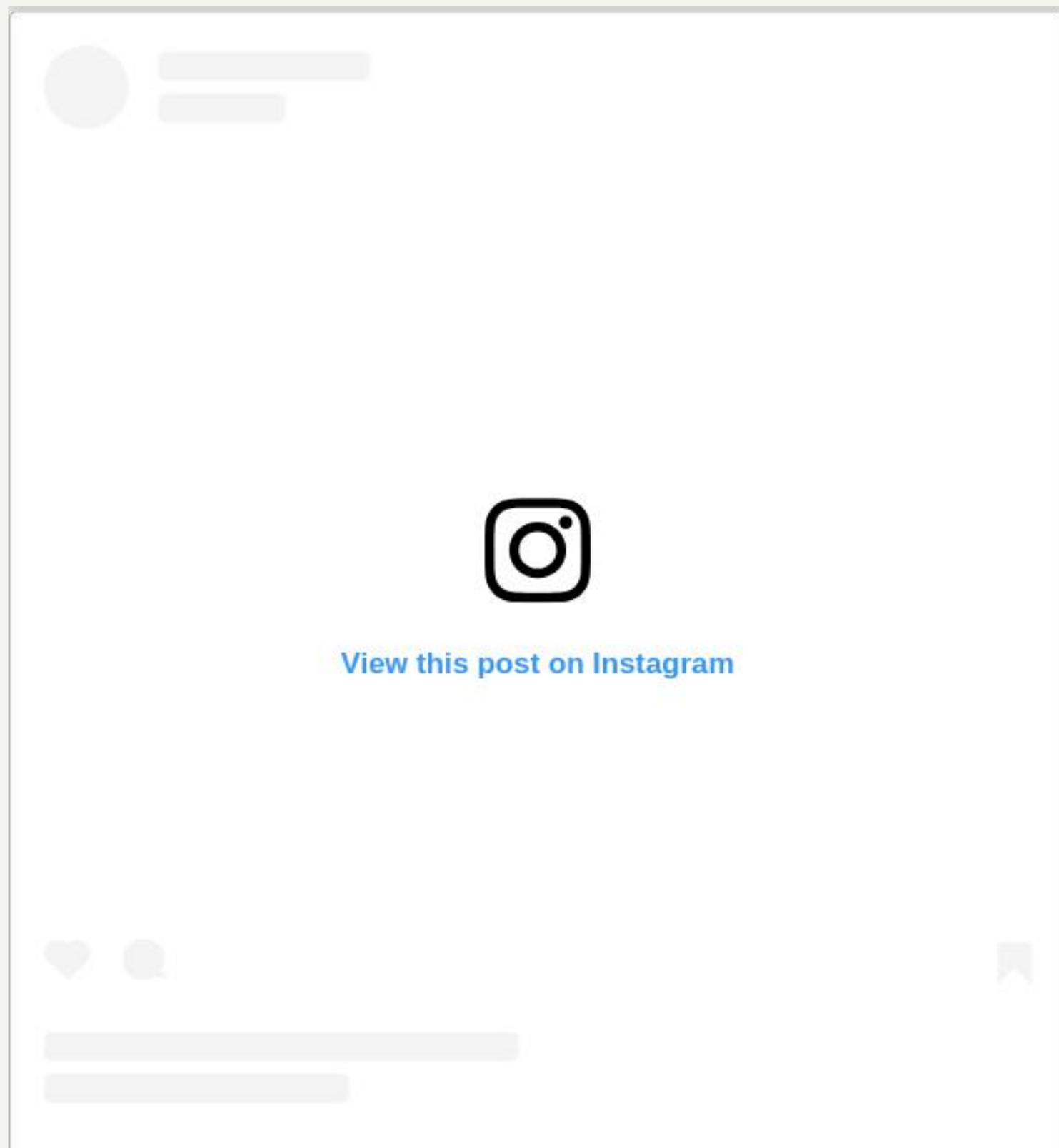
Post shares: 166

Post comments: 4

Post views: 10,840

May 1, 2025

Along with posting a Reel/TikTok to cover “The Big Event” at our school, we posted a carousel of photos. These photos showed kids playing, laughing and having fun, overall telling a story of the day.



[See post here](#)

Analytics:

Post likes: 400

Post shares: 117

Post comments: 3

Post views: 8,063

May 6, 2025

For Teacher Appreciation Week, we posted this collection of 20 students shouting out a teacher they love. After receiving high engagement initially, we took this concept and posted it three more times during the week as the year wrapped up.

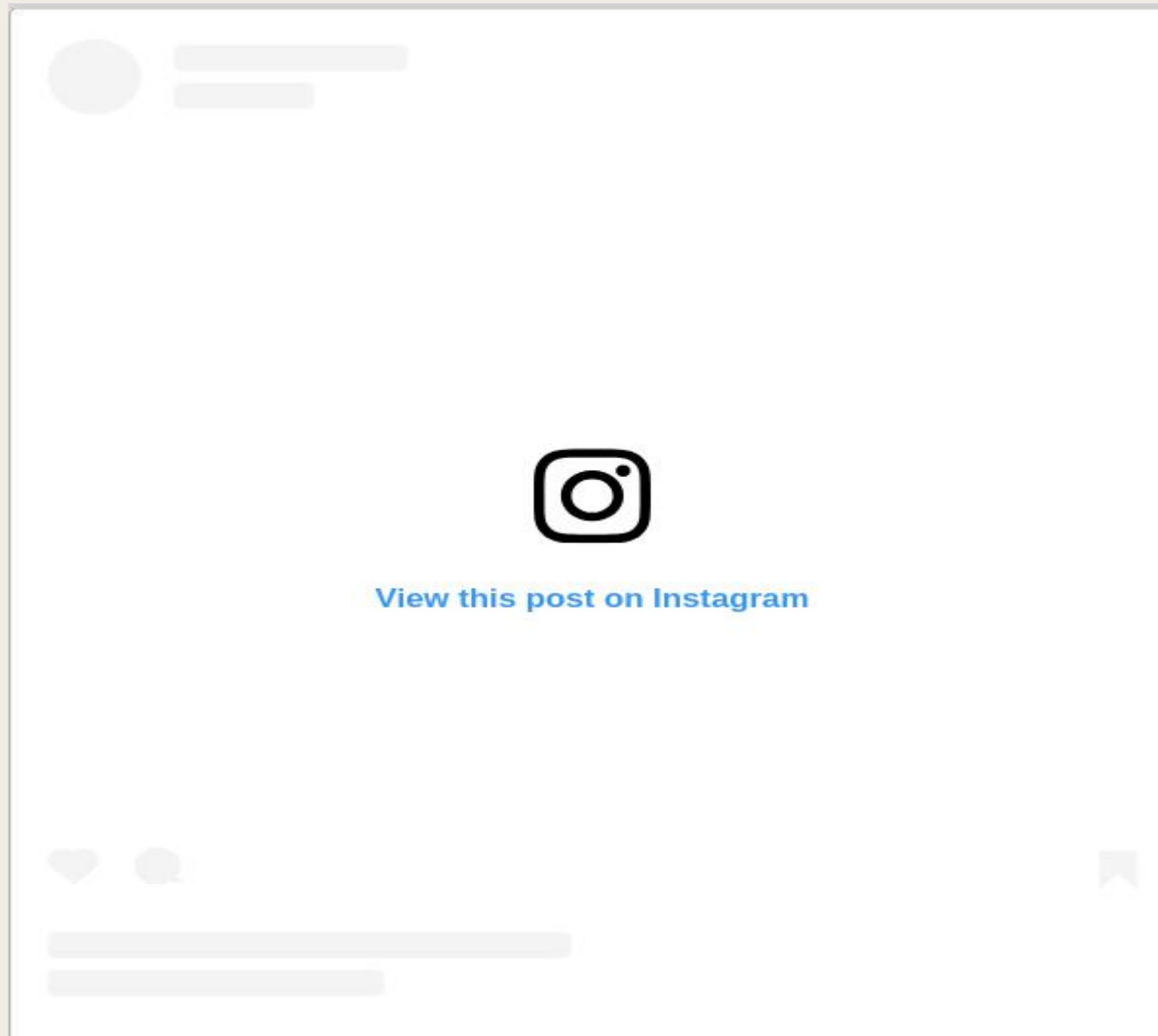


What's Happening Now?

Click on the images to see the full post.

What's happening now

This year, we introduced a feature to our social media that had previously been a website exclusive: our weekly “What’s Happening Now?” series. Every Friday, we post a roundup of five news events from that week covering local, national and global stories. These posts promote news literacy by encouraging students to engage with current events in a clear, accessible format, when they might not otherwise do so. While they may not receive the same level of engagement as more entertainment-focused content, we continue to post them consistently because of their educational value and long-term impact on our school community. To be ethical, we use fair-use images found on the internet for all photos.



Analytics:

Post likes: 84

Post shares: 3

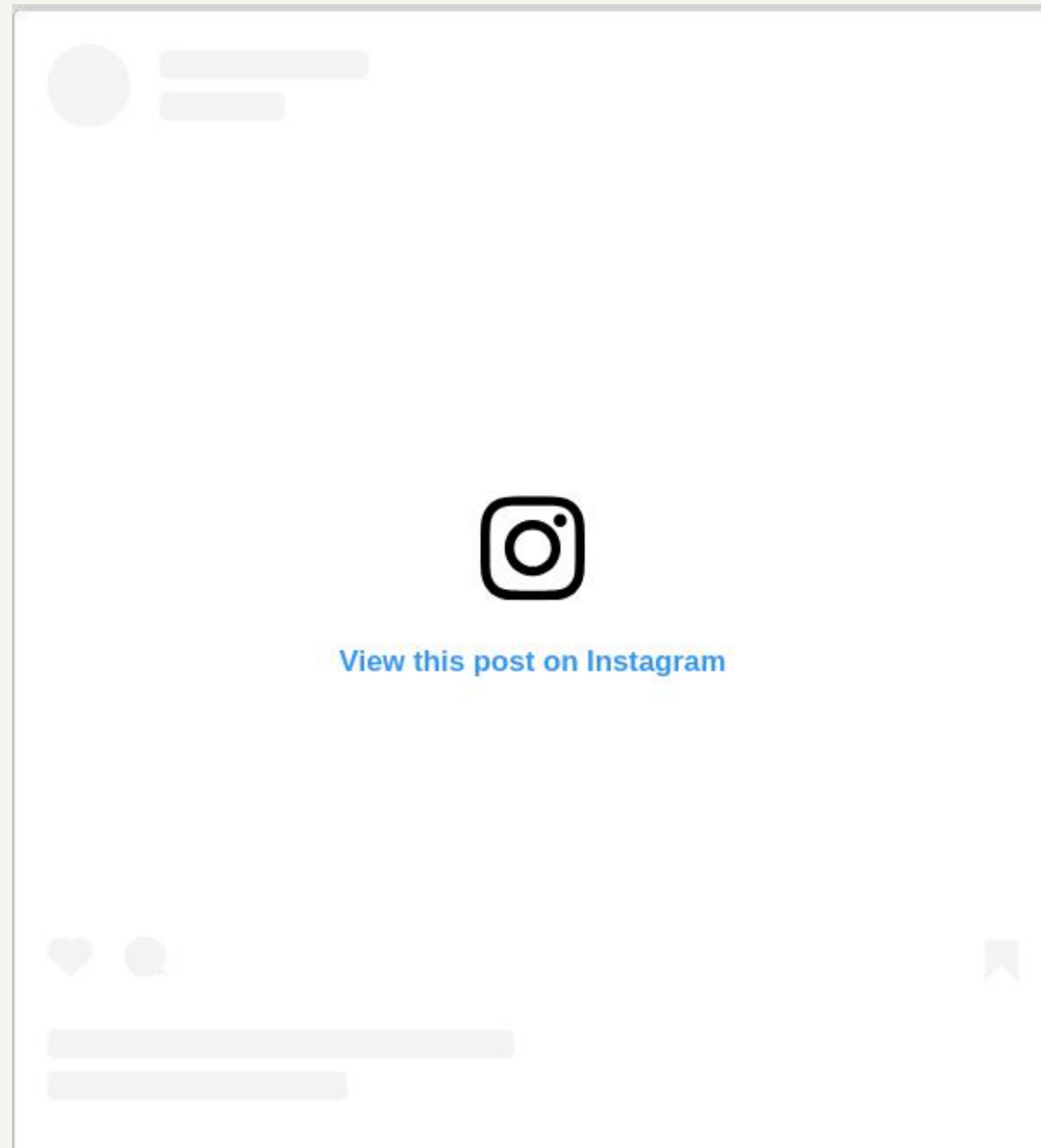
Post comments: 1

Post views: 2,193

Aug. 16, 2024

From earthquakes to lawsuits, this edition of “What’s Happening Now?” showcased a variety of global, national and state stories.

[See post here](#)



[See post here](#)

Analytics:

Post likes: 57

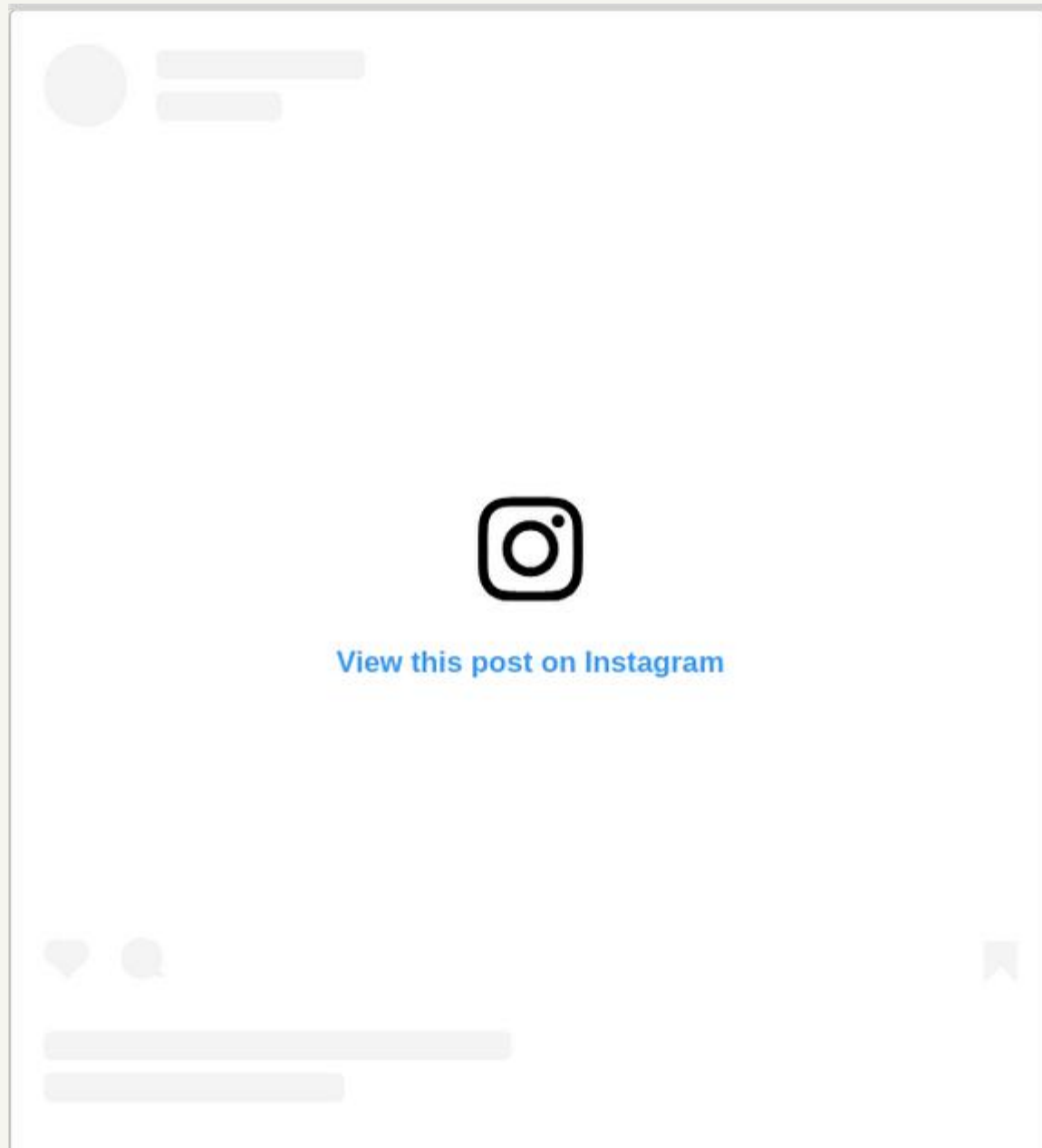
Post shares: 3

Post comments: 1

Post views: 2,164

Oct. 11, 2024

From Nobel Prizes to hurricanes to a space mission to a local wide receiver in the news, this edition of “What’s Happening Now?” showcased a variety of global, national and state stories.



[See post here](#)

Analytics:

Post likes: 40

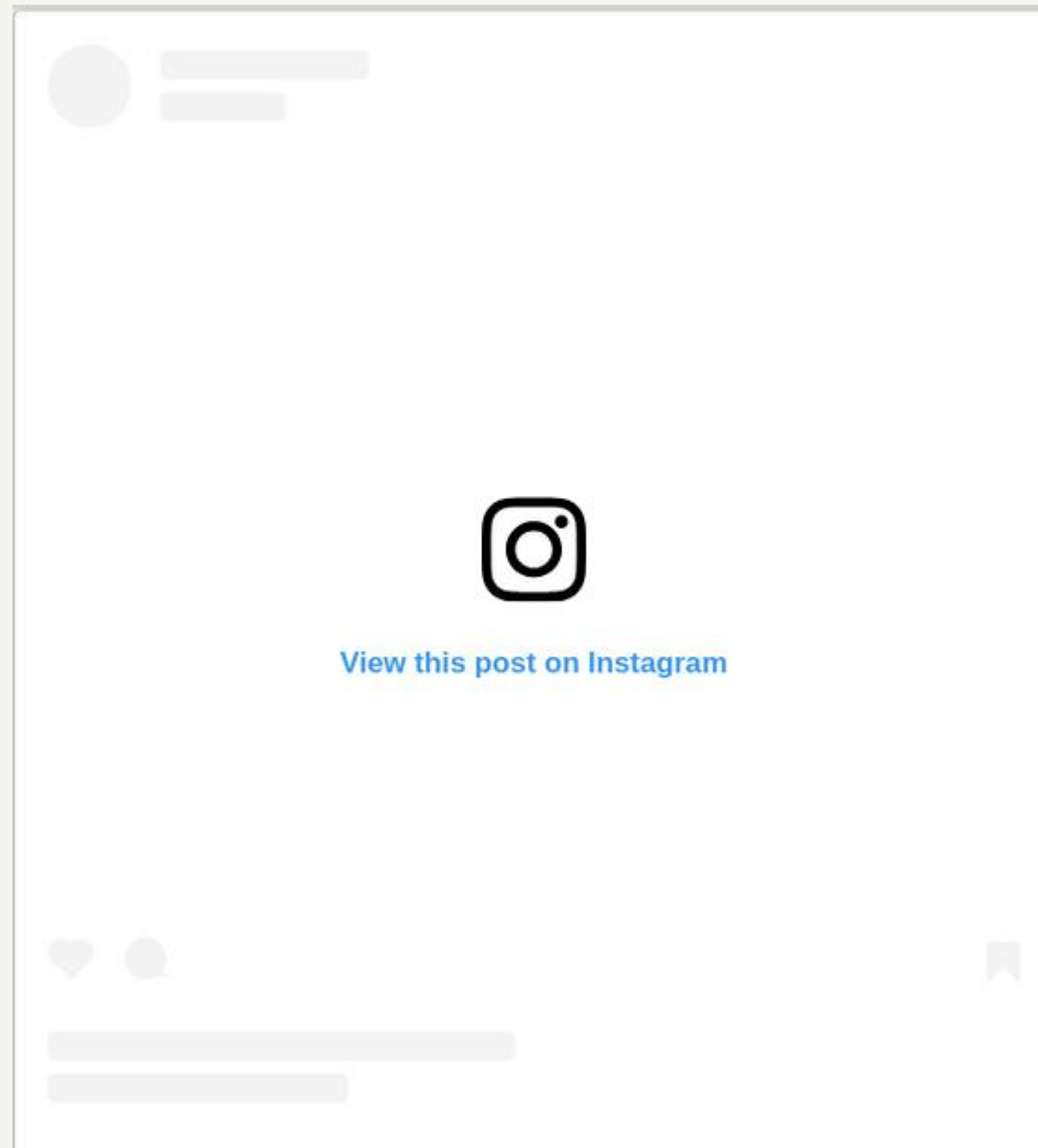
Post shares: 2

Post comments: 0

Post views: 2,196

April 18, 2025

From the Masters to a helicopter crash and a university shooting in Florida, this edition showcased a variety of global, national and state stories.



[See post here](#)

Analytics:

Post likes: 36

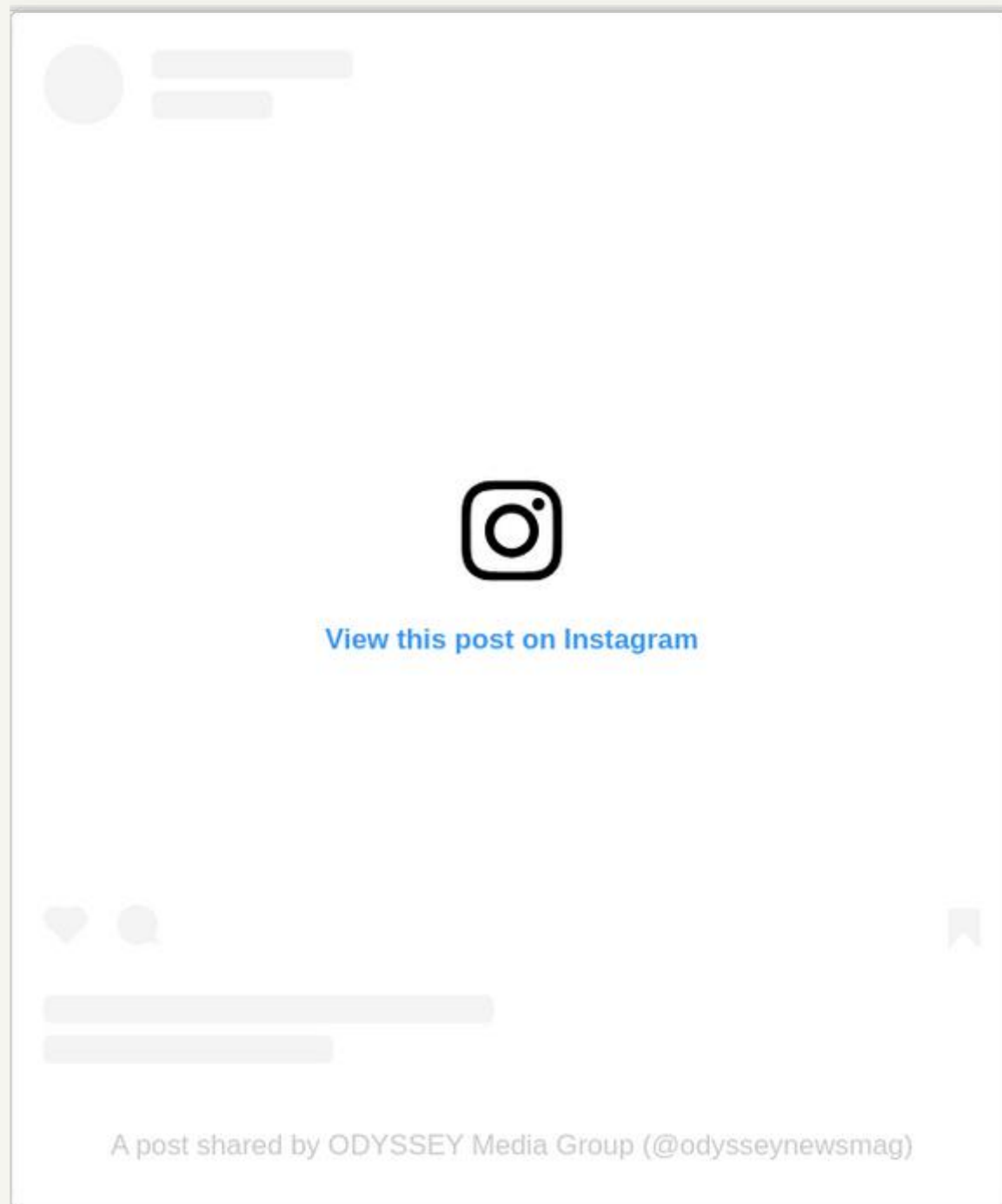
Post shares: 2

Post comments: 0

Post views: 1,472

May 4, 2025

From the Masters to a helicopter crash and a university shooting in Florida, this edition showcased a variety of global and national stories.



[See post here](#)

Analytics:

Post likes: 30

Post shares: 1

Post comments: 0

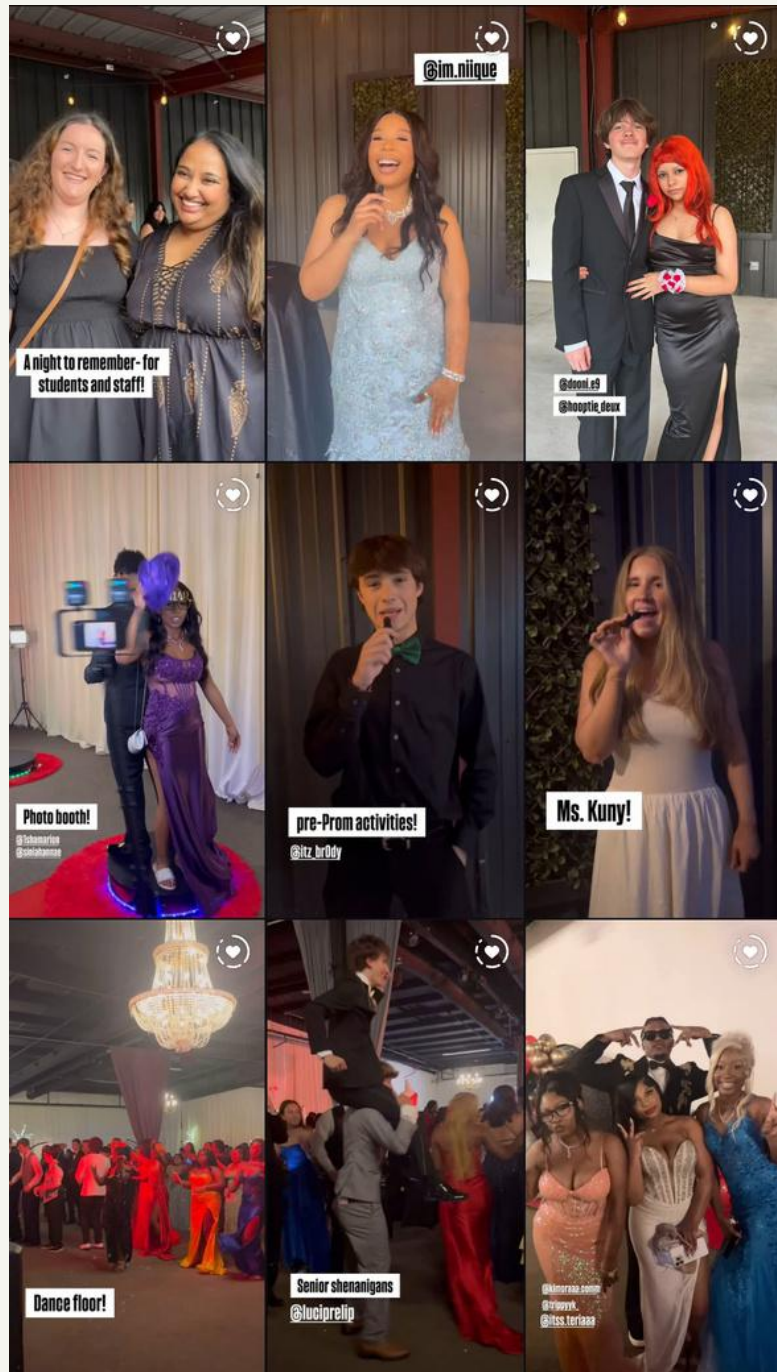
Post views: 2,162

May 18, 2025

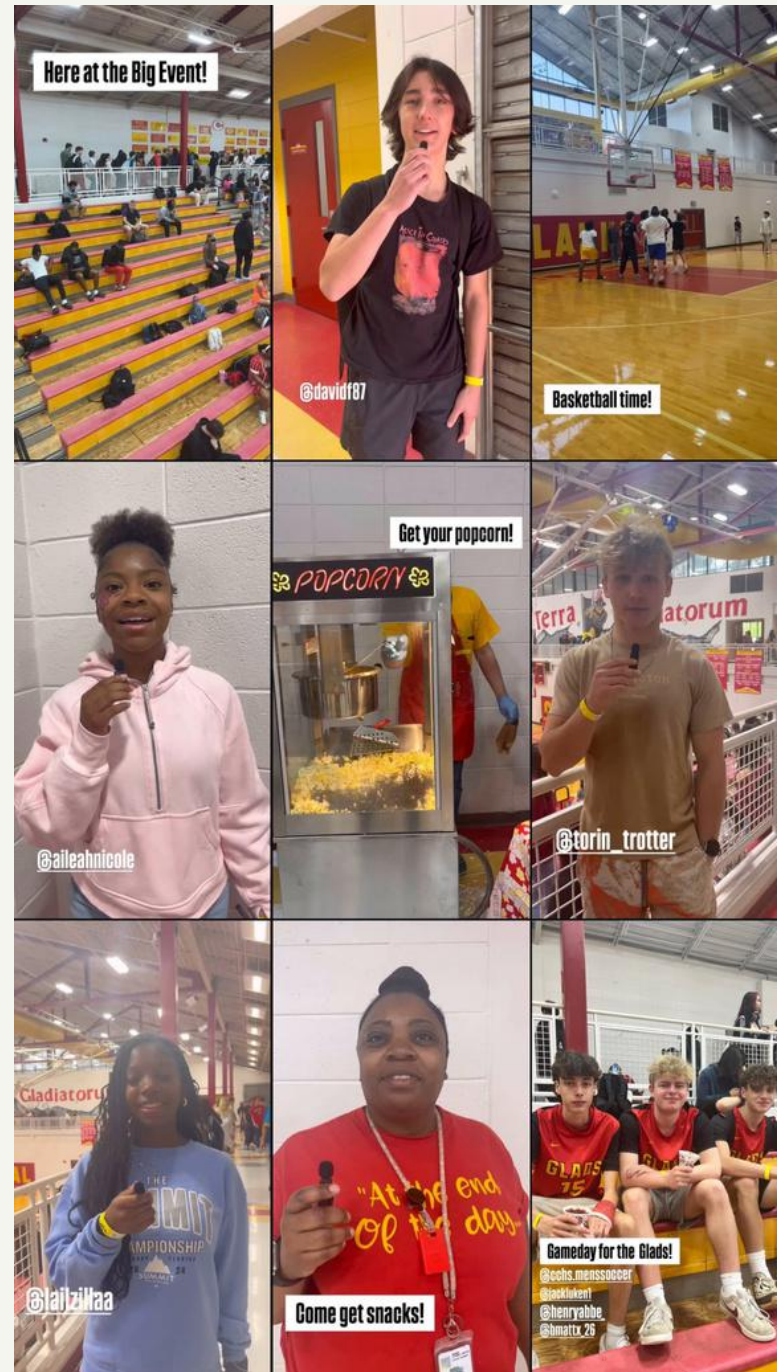
From tariffs to the Menendez Brothers to a renovation at Georgia Tech, this edition spotlights global, national and state news.

Another way we report

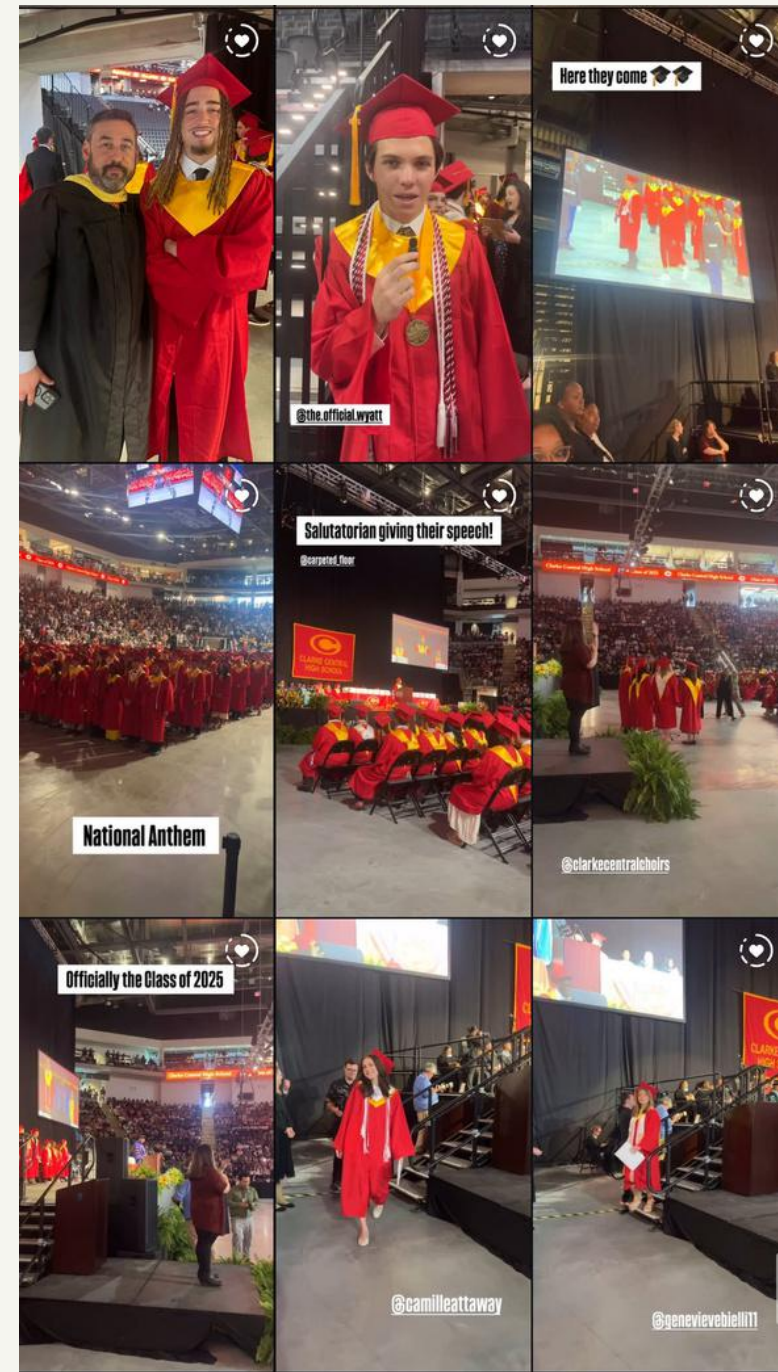
Another key way we report is through live, in-the-moment posts on our Instagram and Facebook stories. During major events, whether it's a pep rally, school walk-out, or sporting event, we post real-time updates to capture the energy and importance of what is happening as it unfolds. This means being the first to announce who the Prom Royalty are for those not in attendance, or the go-ahead touchdown in the Classic City Championship. These live stories give our audience a live look into the event, enhancing connection. Our stories occur in a variety of formats depending on what fits the event best. Most commonly, we post action clips of an game or an event, on-air mini-mic interviews, or the reaction any special moments that occur.



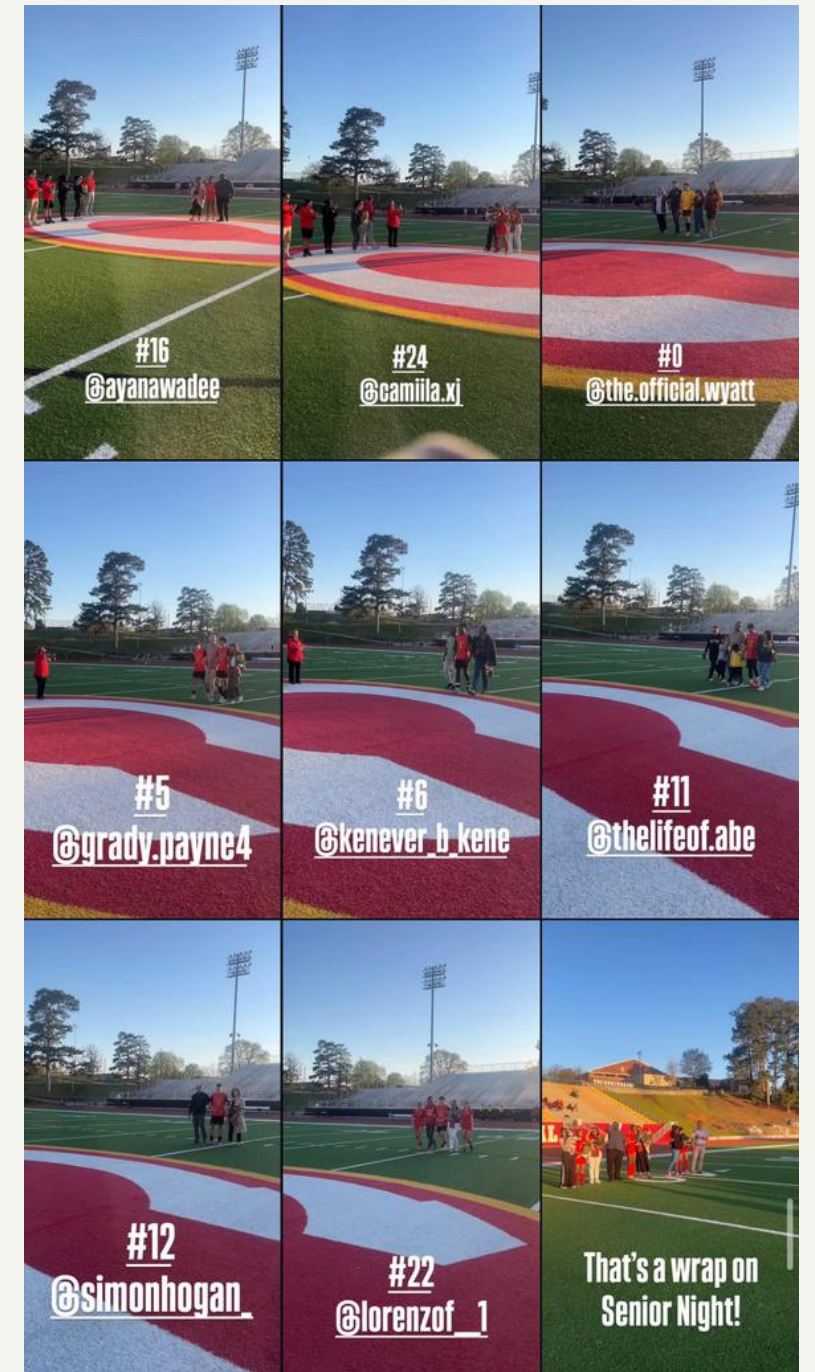
Prom



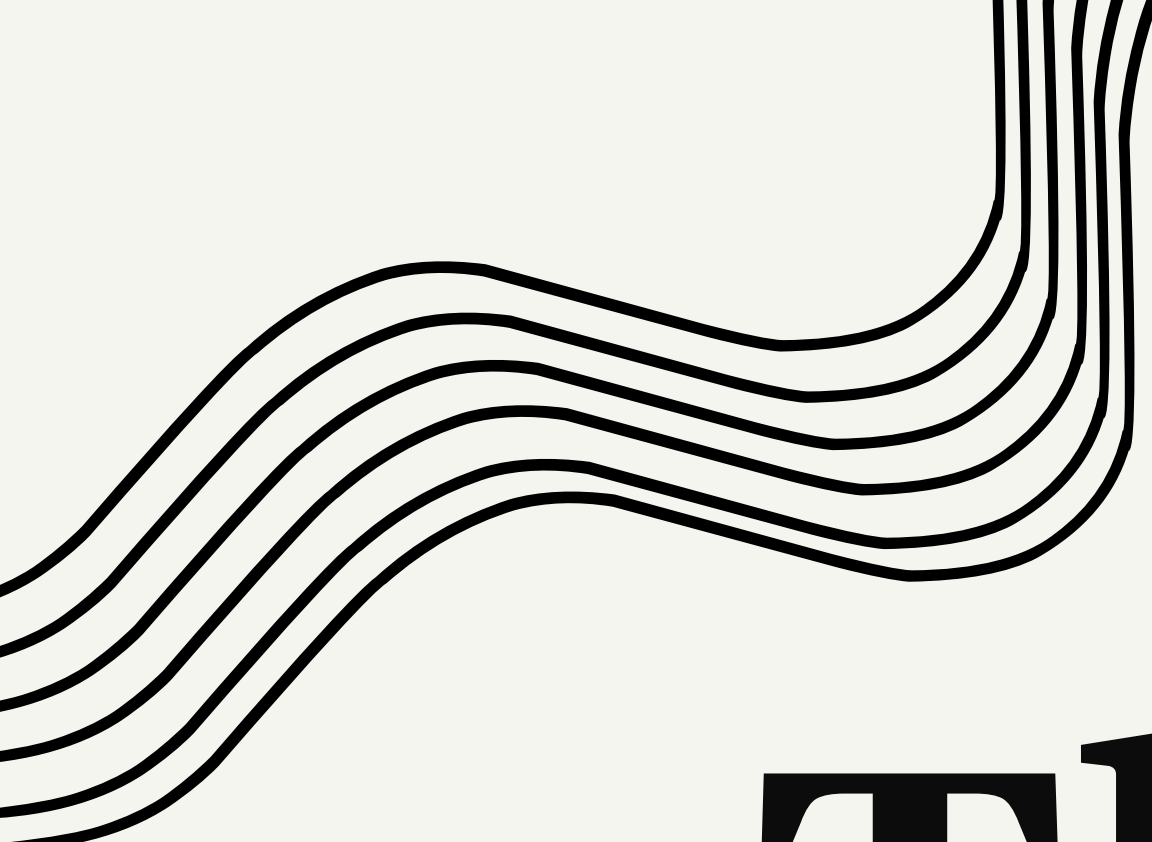
The Big Event



Graduation



Soccer Senior Night



ODYSSEY Media Group

Thank you!

Instagram: @odysseynewsmag

Facebook: ODYSSEY Media Group

TikTok: @odysseymediagroup

Compiled by Peter Atchley, Edie Ash, Lea D'Angelo and Liya Taylor

