

iliad literary-art
magazine

social media promotion

Instagram: @iliadmag

Facebook: iliad Literary-Art Magazine

Compiled by Margo McDaniel, Writing Director

iliad's use of social media

The *iliad* uses Instagram and Facebook as outlets to engage our student body and community to inform them of what our program is doing and how to get involved with us. Through content on our social media, we connect with our audience to make our work more well-known. We engage viewers through posts that highlight creativity and artists in the Clarke Central High School and Athens communities, promote our club and other opportunities for involvement in our program, cover events in our school and community, and keep our audience informed about the achievements of our program.



Club Meeting Promotion

Club Meeting Promotion

The *iliad* has monthly club meetings where students from our school can create art and writing pieces to generate submissions for our magazine. We promote our club on our social media through graphics, club member spotlights, and reels that engage our audience and encourage more students to join our club.

Club Meeting Promotion



Analytics:

Impressions: 1,400

Likes: 114

Shares: 13

Profile visits: 17

Club Meeting Promotion



Analytics:

Impressions: 776

Likes: 90

Shares: 28

Profile visits: 26

Club Meeting Promotion



Analytics:

Impressions: 807

Likes: 41

Shares: 4

Profile visits: N/A

Club Meeting Promotion



Analytics:

Impressions: 740

Likes: 41

Shares: 8

Profile visits: 2

Club Meeting Promotion



Analytics:

Impressions: 857

Likes: 83

Shares: 10

Profile visits: 10

Club Meeting Promotion



Analytics:

Impressions: 503

Likes: 74

Shares: 5

Profile visits: 10

The image features a solid blue background. In the corners, there are stylized, light blue floral or leafy branches. One branch is in the top right corner, and another is in the bottom left corner. The text is centered in the middle of the image.

Engaging with the Community

Engaging with the Community

On top of our club meetings, our publication hosts other events throughout the year that we promote on our Instagram and Facebook. We also post to encourage more submissions to our publication, and highlight other ways that students and members of the community can get involved with our program.

Engaging with the Community



Analytics:

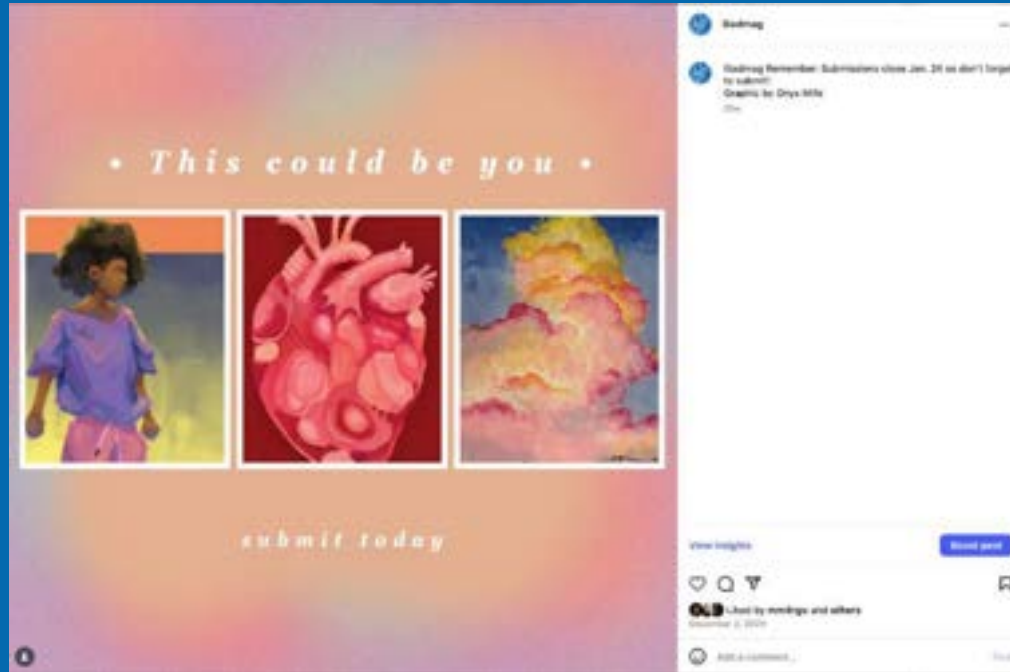
Impressions: 699

Likes: 68

Shares: 7

Profile visits: 6

Engaging with the Community



Analytics:

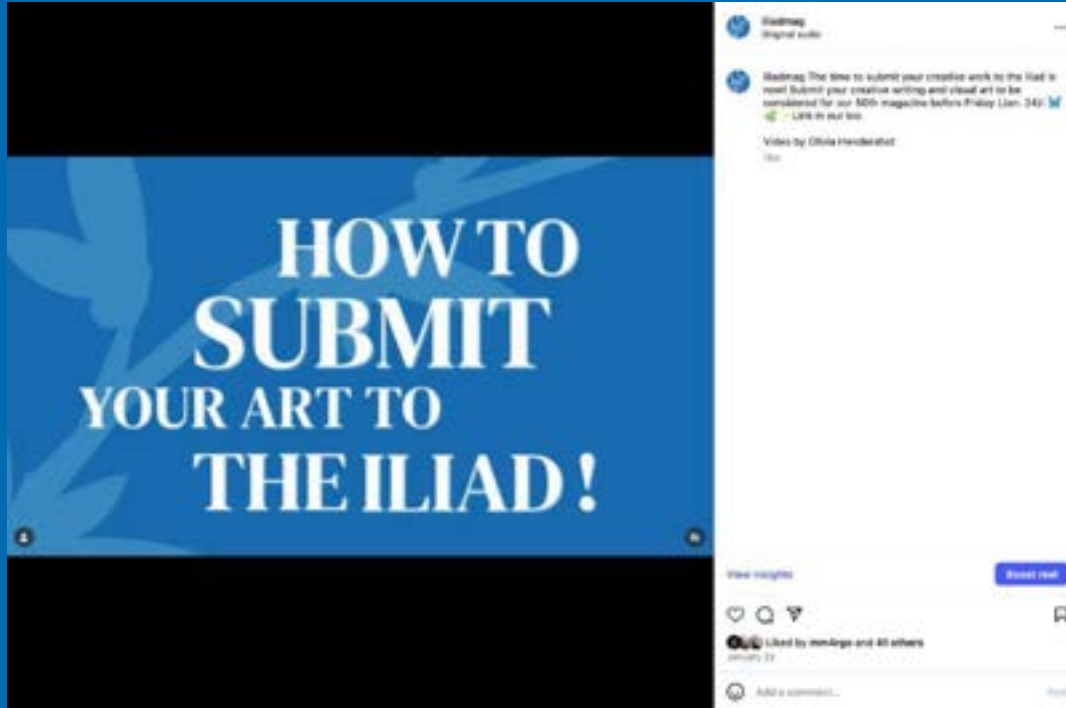
Impressions: 619

Likes: 27

Shares: 4

Profile visits: 15

Engaging with the Community



Analytics:

Impressions: 1,124

Likes: 42

Shares: 7

Profile visits: N/A

Engaging with the Community



Analytics:

Impressions: 788

Likes: 23

Shares: 9

Profile visits: 3

Engaging with the Community



Analytics:

Impressions: 791

Likes: 59

Shares: 12

Profile visits: N/A

Engaging with the Community



Analytics:

Impressions: 713

Likes: 36

Shares: 9

Profile visits: 5



Spotlights

Spotlights

The *iliad* spotlights members of our school and community on our social media platforms. This includes Editorial Board members, club members, Clarke Central students and teachers, and more. Uplifting the voices of student artists and writers is a significant part of the *iliad*'s mission, and we use our social media as a way to achieve this.

Spotlights



Analytics:

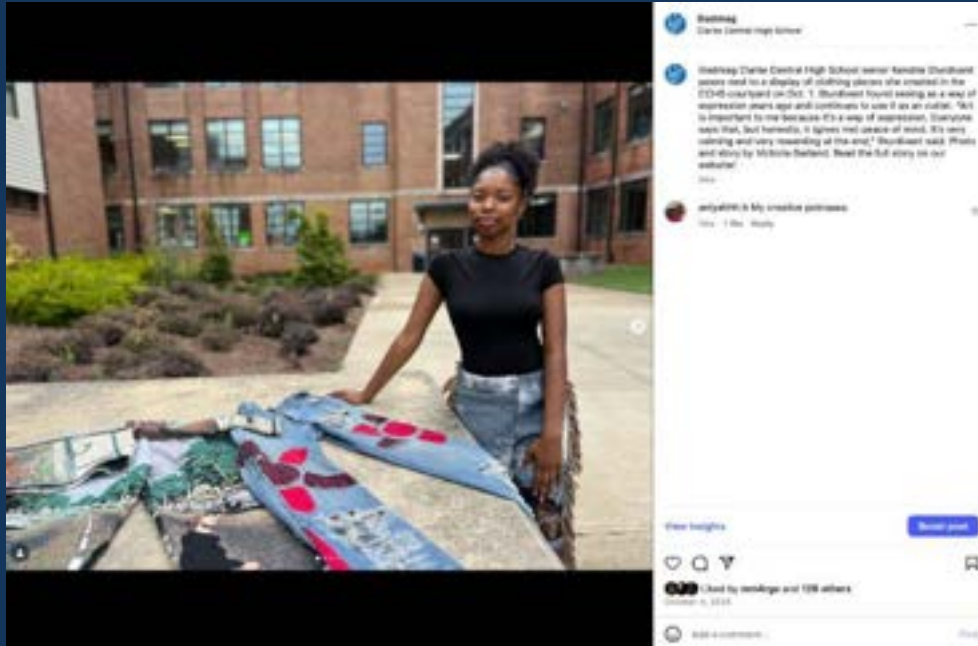
Impressions: 671

Likes: 95

Shares: N/A

Profile visits: 15

Spotlights



Analytics:

Impressions: 583

Likes: 127

Shares: N/A

Profile visits: 11

Spotlights



Analytics:

Impressions: 843

Likes: 103

Shares: 10

Profile visits: 22

Spotlights



Analytics:

Impressions: 776

Likes: 108

Shares: 7

Profile visits: 13

Spotlights



Analytics:

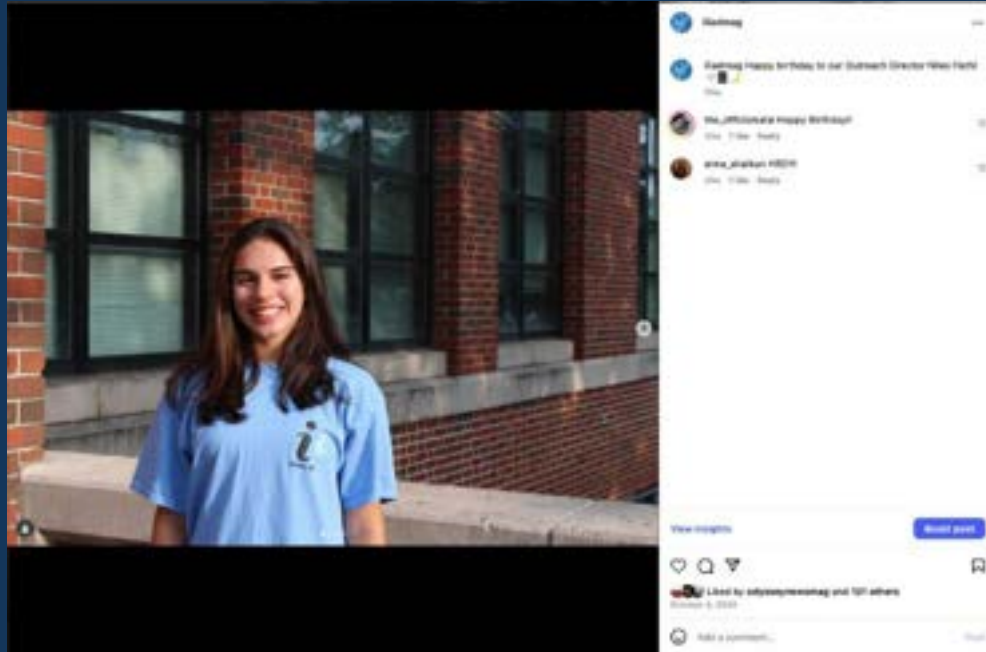
Impressions: 504

Likes: 99

Shares: 10

Profile visits: 6

Spotlights



Analytics:

Impressions: 1,615

Likes: 102

Shares: 16

Profile visits: 28

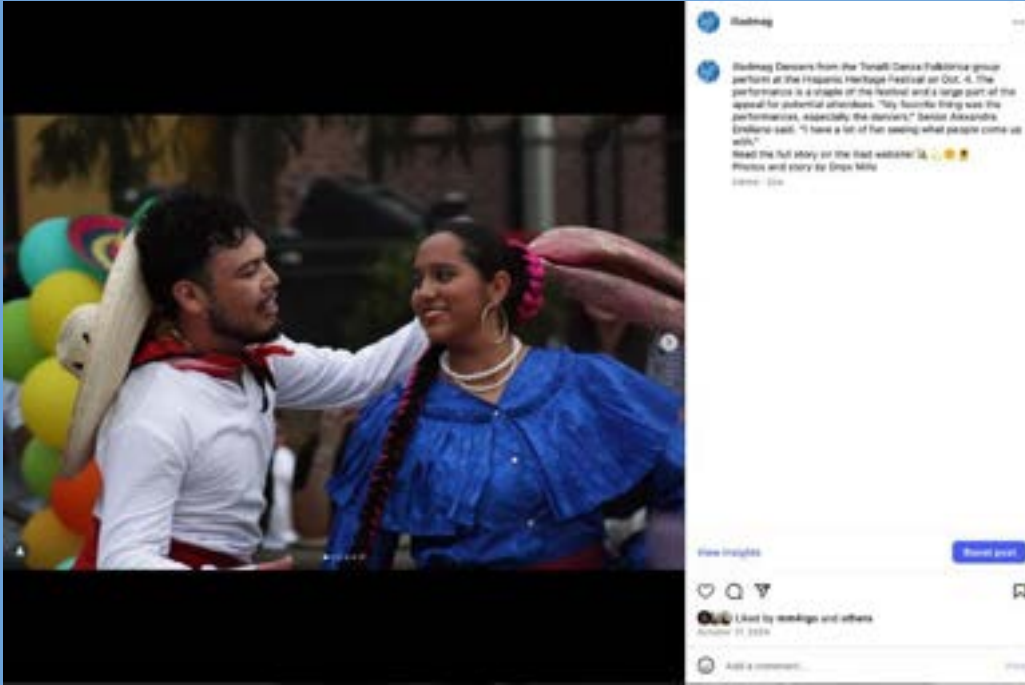


School and Community Event Coverage

School and Community Event Coverage

On top of covering the *iliad*'s events and activities, we also highlight events happening outside of our program. The coverage of school and community events further engages people with the *iliad* that may not be involved otherwise, establishing us as a well-known publication in our community.

School and Community Event Coverage



Analytics:

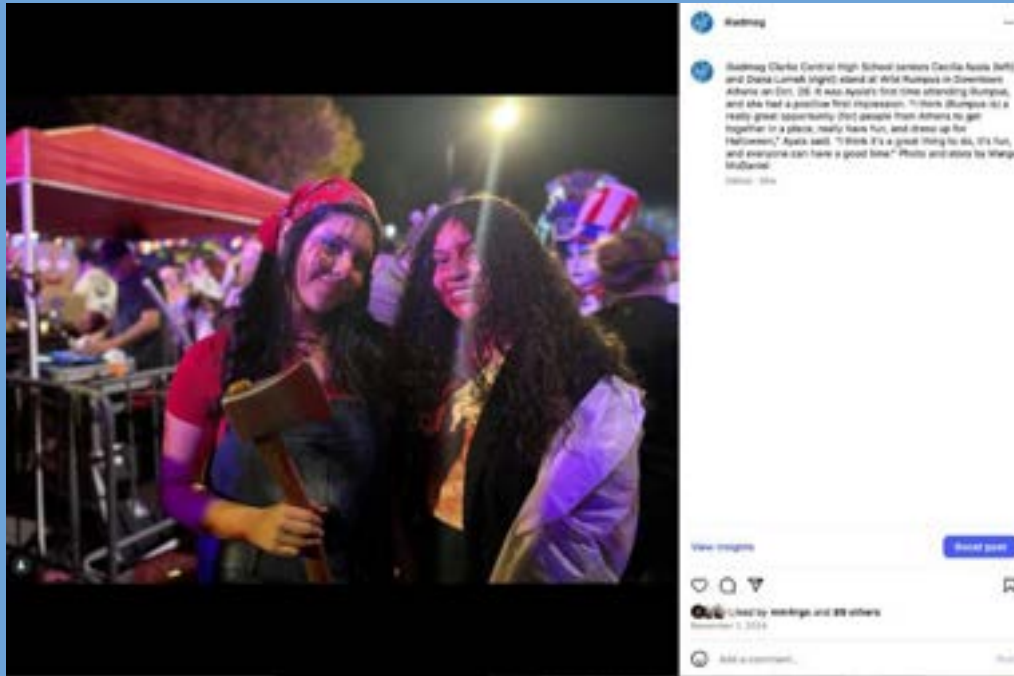
Impressions: 506

Likes: 77

Shares: 2

Profile visits: 5

School and Community Event Coverage



Analytics:

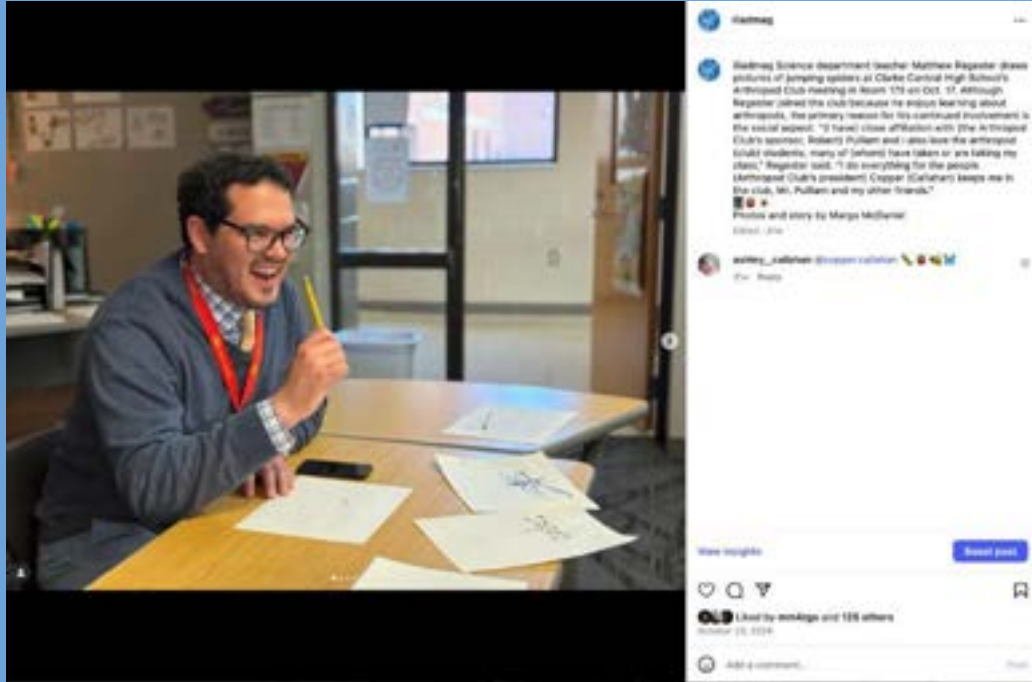
Impressions: 686

Likes: 90

Shares: 9

Profile visits: 18

School and Community Event Coverage



Analytics:

Impressions: 977

Likes: 126

Shares: 13

Profile visits: 11

School and Community Event Coverage



Analytics:

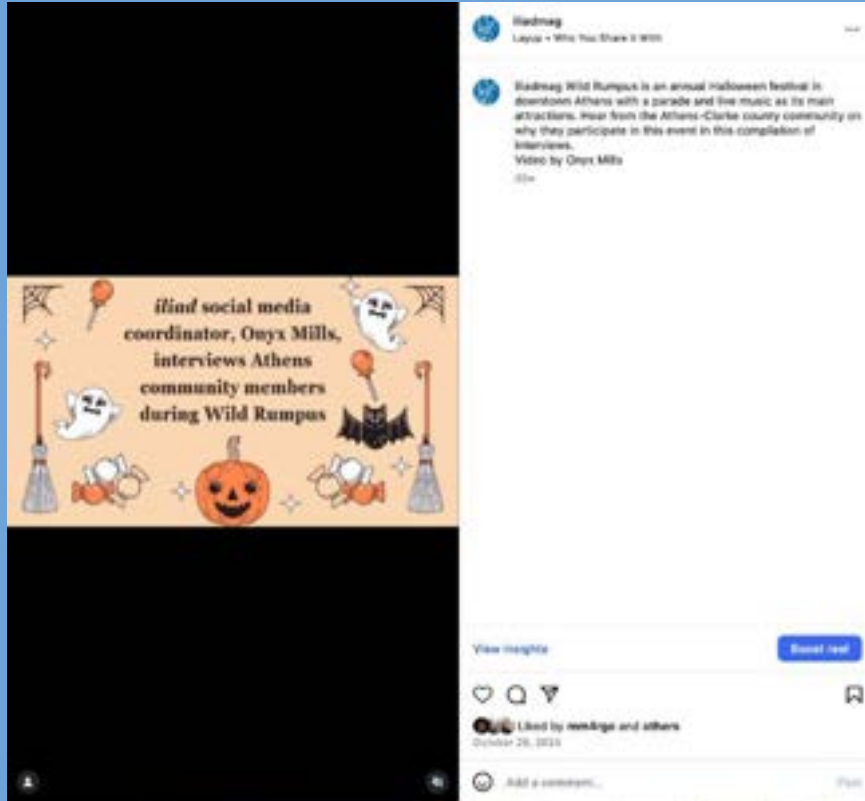
Impressions: 575

Likes: 96

Shares: 2

Profile visits: 11

School and Community Event Coverage



Analytics:

Impressions: 630

Likes: 53

Shares: 6

Profile visits: N/A



Achievements and Updates

Achievements and Updates

Our publication attends several scholastic journalism conferences throughout the year and enters our work into competitions, and we are proud of our achievements and awards that we receive. We highlight these on our social media to inspire further involvement in our program and to show the recognition and quality of our work.

Achievements and Updates



Analytics:

Impressions: 834

Likes: 35

Shares: 5

Profile visits: 9

Achievements and Updates



Analytics:

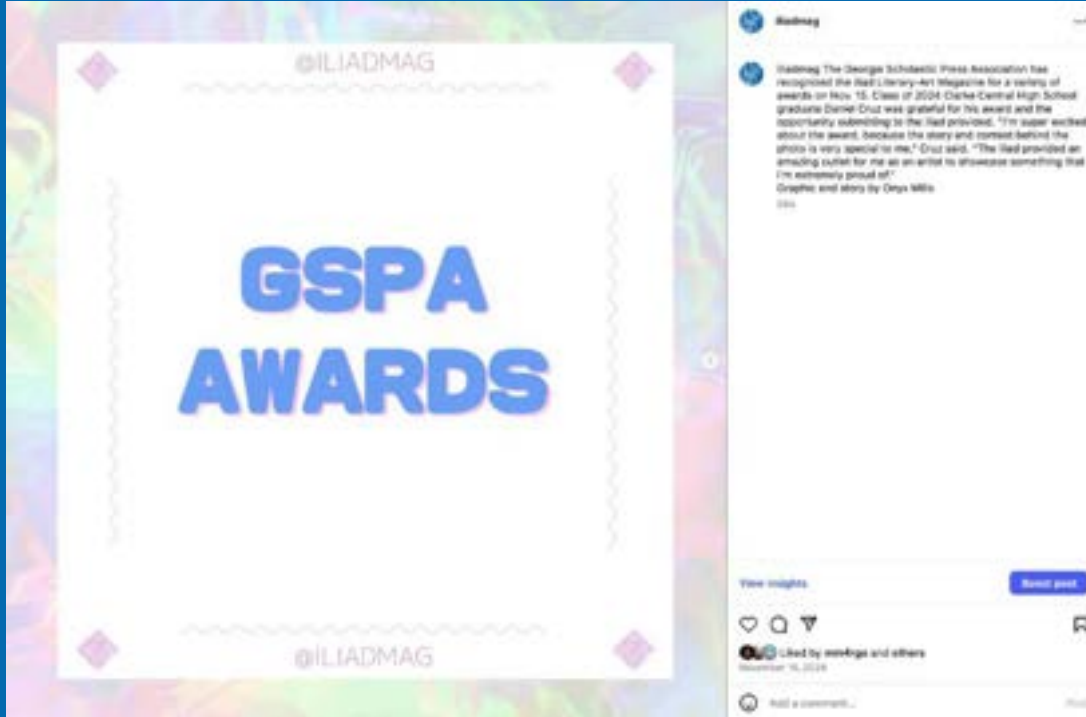
Impressions: 1,011

Likes: 76

Shares: 13

Profile visits: 29

Achievements and Updates



Analytics:

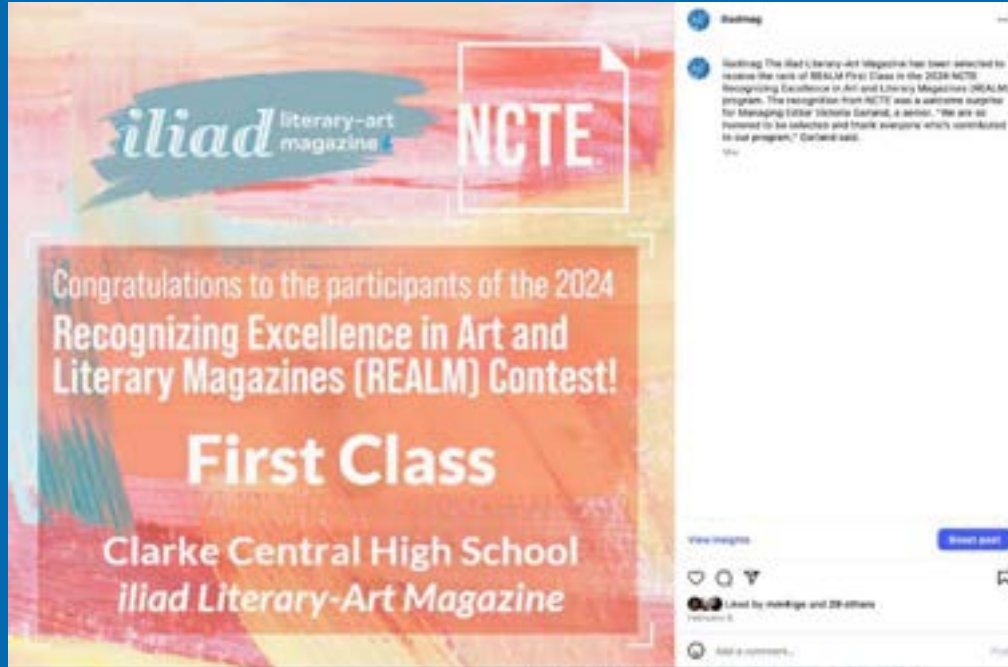
Impressions: 522

Likes: 54

Shares: 1

Profile visits: 4

Achievements and Updates



Analytics:

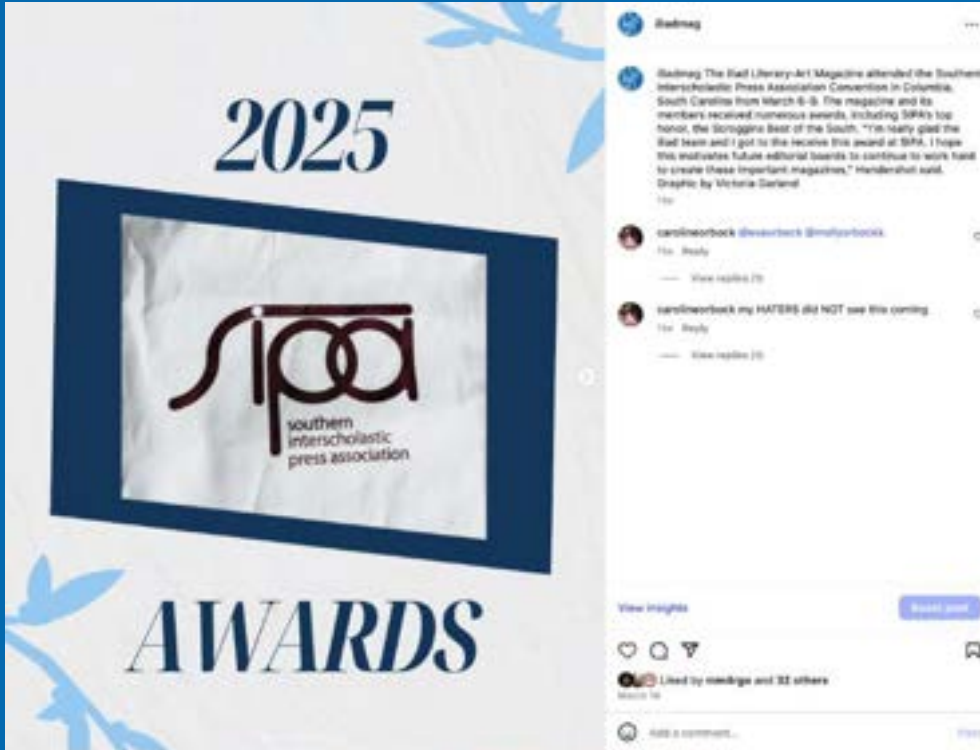
Impressions: 420

Likes: 30

Shares: 1

Profile visits: 6

Achievements and Updates



Analytics:

Impressions: 756

Likes: 33

Shares: 5

Profile visits: 11

Overall

The *iliad* Literary-Art Magazine has maintained a robust social media presence this year and strives to continue growing our connection with our audience in the future.

