

Tribal Tribune



Examples of Social Media Promotion

Compiled by Emma Martin

Instagram: @wandotribaltribune

Spotify: Wando Tribal Tribune

**Click any of the
featured images to see
the original post

HOW WE'VE GROWN IN A YEAR

LAST SCHOOL YEAR:

- Ended the school year with less than **100** followers
- posted **twelve** times
- highest reach = **751**
- most likes from a post = **109**
- highest number of impressions = **1,222**
- most website visits from a post = **21**

THIS SCHOOL YEAR:

- Ended the school year with **700+** followers
- posted **112** times
- highest reach = **1,081**
- most likes from a post = **274**
- highest number of impressions = **1,655**
- most website visits from a post = **123**

Website Promotion - Sports Coverage



wandotribaltribune

Wando High School



wandotribaltribune Wando Varsity Football defeats Summerville High School 32-20 in Wando's first game of the season.

For more sports coverage, visit the link in our bio.

Photos by [@ecmartin2](#)

41w



Liked by [jill.hethcox](#) and 166 others

AUGUST 31, 2019

Add a comment...

Post

Post Insights



167



0



11



9

93

Profile Visits

893

Reach

Interactions ⓘ

93

Actions taken from this post

Profile Visits

93

Website Clicks

7

Discovery ⓘ

893

Accounts reached

67% weren't following wandotribaltribune

Print Issue Promotion - Feature Story



wandotribaltribune



Post Insights



wandotribaltribune Senior @cj_hills7234 prepares to dive into the pool and begin practicing. Hills trains six days a week and aspires to swim in college. "You're getting ready to go up on the blocks. You can feel your heart racing. It gets you going", Hills said.

For more on CJ's story, stay tuned for our upcoming September Issue.

Photo by @tedfairchild



78



1



2



2

22

Profile Visits

789

Reach

Interactions ⓘ

22

Actions taken from this post

Profile Visits

22

Discovery ⓘ

789

Accounts reached

53% weren't following wandotribaltribune



Liked by **jill.hethcox** and 77 others


SEPTEMBER 24, 2019


Add a comment...

Post


Print Issue Promotion - Staff Editorial







**wandotribaltribune** ...

**wandotribaltribune** E Cigarette use has exploded in the US over the last two years. Juul and other similar companies targeted us.

For more information, see page 23 of our September issue, coming out today.
37w

**ben._wallace** I think I might! If the







Liked by **chloelizabeth_** and **77 others**

SEPTEMBER 26, 2019

Add a comment... Post

Post Insights

 78	 4	 2	 3
44 Profile Visits		702 Reach	
Interactions ⓘ			
44 Actions taken from this post			
Profile Visits		44	
Website Clicks		4	
Discovery ⓘ			
702 Accounts reached 49% weren't following wandotribaltribune			

Print Issue, Website and Spotify Promotion - Feature Story



wandotribaltribune



wandotribaltribune The Tribal Tribune covered the rise of the cannabidiol, CBD, industry in South Carolina and its potential benefits and risks. CBD is the chemical in hemp plants that relaxes the mind and acts as an anti inflammatory but does not produce a high. The coverage of the trending substance inspired this month's playlist, songs guaranteed to relieve stress. Pictured above is David Bulick, the CEO and founder of Charleston Hemp Company, one of the most prominent growers, extractors and producers of CBD products in the state.

For more on the story, visit the link in our bio and pages 6&7 of the newest print edition. Visit our Spotify with the code in



Liked by **hanielta** and **86 others**

NOVEMBER 28, 2019

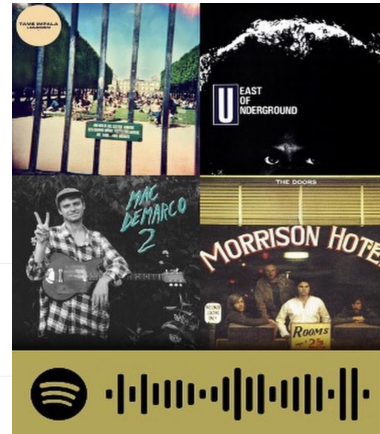
Add a comment...

Post

For more on the story, visit the link in our bio and pages 6&7 of the newest print edition. Visit our Spotify with the code in the above picture to listen to the playlist.

Photos by [@hunter_musi](#)

28w



Post Insights

87

1

3

0

11

Profile Visits

596

Reach

Interactions ①

11

Actions taken from this post

Profile Visits

11

Website Clicks

1

Discovery ①

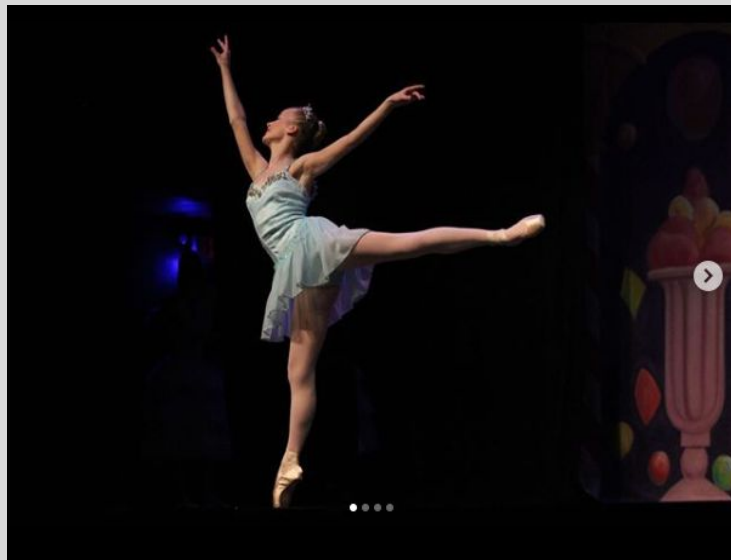
596


Accounts reached


31% weren't following wandotribaltribune

Click the code to view our
"relaxing songs" playlist





Print Issue Promotion - Feature Story




**wandotribaltribune** ...

**wandotribaltribune** Junior Amelia Hathaway performed in the annual Nutcracker performance on Dec. 5 as a snowflake and a dewdrop. "We put in so much time and effort and tears and sweat and blood like they say. So much goes into it and then when it pays off, it's just really nice" Hathaway said.


For more on Hathaway's story, check out the up coming entertainment section of




Liked by  **hanietta** and **158 others**





DECEMBER 17, 2019


Add a comment... Post

**wandotribaltribune** ...

**wandotribaltribune** Junior Amelia Hathaway performed in the annual Nutcracker performance on Dec. 5 as a snowflake and a dewdrop. "We put in so much time and effort and tears and sweat and blood like they say. So much goes into it and then when it pays off, it's just really nice" Hathaway said.

For more on Hathaway's story, check out the up coming entertainment section of





Liked by  **hanietta** and **158 others**


DECEMBER 17, 2019


Add a comment... Post

Post Insights

**159**

**1**

**4**

**0**

18
Profile Visits

676
Reach

Interactions ⓘ

18
Actions taken from this post


Profile Visits **18**

Website Clicks **3**


Discovery ⓘ


676
Accounts reached
38% weren't following wandotribaltribune

Website Promotion - Sports Coverage






Two baseball players in black and blue uniforms are celebrating on a field. They are wearing blue and black caps and have their arms raised in excitement. The background shows a blurred crowd of spectators in blue seats.


**wandotribaltribune** ...

**wandotribaltribune** This weekend Wando Baseball played in their first tournament of the season at Shipyard Park. On Mar. 1, the boys won the championship game with a score of 15-10.

For more sports updates, visit the link in our bio.

Photos by @kalelawler
14w







Liked by  hanielta and 193 others

MARCH 2

Add a comment...


Post


Post Insights

 194	 0	 5	 3
72 Profile Visits	1,019 Reach		
Interactions ⓘ			
72 Actions taken from this post			
Profile Visits		72	
Website Clicks		4	
Discovery ⓘ			
1,019 Accounts reached 53% weren't following wandotribaltribune			


Website Promotion - Feature Story and Outer Banks Review



**wandotribaltribune**

**wandotribaltribune** Sophomore Luke Beasenburg and junior Ethan Fralish both worked on the set of Netflix show "Outer Banks" when it was filmed in Charleston last Summer.




In the first episode of the show, after the hurricane hits, a boat is sunk in the marsh. Beasenburg helped sink the boat for the scene in the show. "Me and my dad I do this thing called boat salvages. Pretty much, say there is a hurricane


**wandotribaltribune**

dad I do this thing called boat salvages. Pretty much, say there is a hurricane coming and there's a sunken boat," Beasenburg said. "We've had situations where they're in yards, in trees, or something like that."

To read the full story and a review of the show, visit the link in our bio.


Photo provided by Luke Beasenburg







 Liked by **evachillura** and **173 others**


MAY 7

Add a comment...

**wandotribaltribune**

**wandotribaltribune**





 Liked by **evachillura** and **173 others**


MAY 7


Add a comment...

Post Insights

**174**

**3**

**11**

**6**

57
Profile Visits

689
Reach

Interactions ⓘ

57
Actions taken from this post

Profile Visits**57**

Website Clicks**20**

Discovery ⓘ

689
Accounts reached
28% weren't following wandotribaltribune

Website Promotion - 2020 Senior Section

Post-high school plans of Wando students within the United States



U.S. Census Bureau's cartographic boundary shapefiles, 2016 edition. @wando_class_of_2020 • Compiled by Ha



wandotribaltribune



Post Insights



161



3



4



3



wandotribaltribune To find out where the Class of 2020 will be in the fall, check out the 2020 Senior Section in the link in our bio.

3w

172

Profile Visits

740

Reach



crowfoot_t Anyone going to Embry-Riddle?? ERAU??



3w

Reply

172

Actions taken from this post

Profile Visits

172

Website Clicks

123



Liked by **hanietta** and 160 others

MAY 21

Discovery

740

Accounts reached

30% weren't following wandotribaltribune

Add a comment...

Post

Website Promotion - Feature Story



wandotribaltribune



wandotribaltribune When Spanish teacher Estefania Cunha contracted coronavirus, her world had been turned upside down. She traded in her classroom for the isolation of her house, and she traded in her family life for a long two weeks alone in quarantine.

To read the full story, visit the link in our bio.

Photo provided by Estefania Cunha



Liked by **evachillura** and 126 others

MAY 22

Add a comment...

Post

Post Insights

127

1

11

2

55

Profile Visits

600

Reach

Interactions ①

55

Actions taken from this post

Profile Visits

55

Website Clicks

29

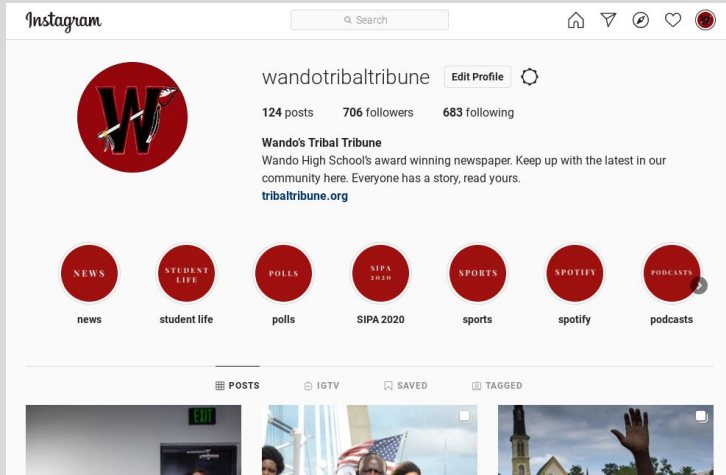
Discovery ①

600

Accounts reached

16% weren't following wandotribaltribune

Instagram Stories



By posting stories, we are able to promote our website, print issue, spotify, and engage our student body on a daily basis. We use stories to capture events, share sports updates, and announce school news with our student body as it happens. In addition, we have organized the story highlights as seen in the image above to make it easier for our followers to catch up on what they may have missed.

