

Inklings News uses Instagram, Snapchat, and two Facebook accounts: one for reporting and the other for promoting articles.

Below is the information and statistics for each of the **promotion** accounts.

Inklings News Facebook

Username: **Inklings News Online, @inklingsonline**

Link: <https://www.facebook.com/inklingsonline/>

Number of posts during the 2019-20 school year: **122**

A new article from our website, along with a short description, is posted by our Social Media Director daily. We also use this Facebook to promote accomplishments of the paper or staff members, announce the publication of a new issue of the paper, fundraise and excite our followers about upcoming papers.

The account has **1,220 page likes** and **1,305 page follows**. The posts are typically **seen by about 500 people** and receive around **200 engagements** including likes and reactions, comments, shares and clicks. Each link typically gets **25-75 clicks** and breaking news stories receive about **175 clicks**, meaning between 25 and 200 new people are reading stories from our website every single day.

Instagram

Username: **inklingsnews**

Link: <https://www.instagram.com/inklingsnews/>

Number of posts during the 2019-20 school year: **297**

While the main purpose of our Instagram is to report about local events, we also use it to promote. This is primarily accomplished through the Instagram story function, though posts are sometimes utilized to garner more viewers. Most promotion is done by the Social Media Director.

The account has **1,246 followers**. The posts are typically **seen by about 800 people** and receive around **200 engagements** including likes, comments, shares and saves. The stories are typically seen by **500 people** and have around **60 actions**, mainly clicks to view the promoted article. We use a LinkTree in our Instagram bio to be able to have links to all of the articles we promote (this is shown in IMG_4954 in the examples of Instagram posts.)