



# NSPA Social Media Reporting

Publication: The Communicator | School: Community High School | City: Ann Arbor

Student Body: 530 | Mascot: Rainbow Zebras

Instagram: [@communicatorchs](#) | Facebook: [@chscommunicator](#) | Twitter: [@chscommunicator](#)



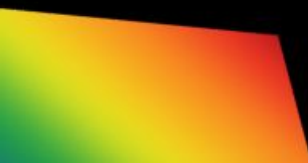


# Summary

Last June, our advisor Tracy Anderson scheduled a call with The Communicator's first ever editorial team for social media. Her pitch was simple: Let's make social media a publication in its own right, which works in conjunction with our print magazine and website. Now, despite a student body of only 530 students, an entirely virtual format from March 2020 - May 2021 and a complete lack of athletic programs, we've done just that.

With this inspiration, and those three challenges, we set our primary goals: 1) Use social media, and its multimedia capacity, to connect staff and students through videos and voices. 2) Break news accurately and promptly. 3) Embed high level photography and design in our posts.

We employed several specific strategies to meet these goals and expand social media into the publication we envisioned. Most notably, we posted twice a day, six days a week for nearly every school week; organization and design tools Buffer and Adobe Spark as a hub for our work; and worked closely with journalists and editors alike to create an ecosystem of content.



# Judith DeWoskin Retires



[View post](#); Impressions: 1,615; Reach: 1,108; Likes: 356; Comments: 32; Saves: 12; Shares: 54



[View tweet](#); Impressions: 4,258; Total engagements: 219; Detail expands: 65

# Return to Hybrid Learning

## AAPS Hybrid Schedule for High Schoolers

Start	End	Monday	Tuesday	Thursday	Friday
8:20	9:25	Hour 1	Hour 2	Hour 1	Hour 2
9:35	10:40	Hour 3	Hour 4	Hour 3	Hour 4
10:50	11:55	Hour 5	Hour 6	Hour 5	Hour 6
11:55	12:45	Travel/Busing/Lunch	Travel/Busing/Lunch	Travel/Busing/Lunch	Travel/Busing/Lunch
12:45	1:25	Remote Advisory	Remote Advisory	Remote Advisory	Remote Advisory
1:30	2:00	Remote Hour 1	Remote Hour 2	Remote Hour 1	Remote Hour 2
2:05	2:35	Remote Hour 3	Remote Hour 4	Remote Hour 3	Remote Hour 4
2:40	3:10	Remote Hour 5	Remote Hour 6	Remote Hour 5	Remote Hour 6
3:20	4:25	Remote Hour 7	Remote Hour 7	Remote Hour 7	Remote Hour 7

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On March 10, the AAPS Board of Education met to hear the district's updated plan for AAPS's movement to a hybrid learning option that starts in mid-April for high schoolers. High School Education Director Paul DeAngelis shared a revised high school schedule for hybrid learning which splits each class into two parts.

Those returning to hybrid classes will self-screen for COVID-19 daily and will be divided into two cohorts alphabetically by last name, with accommodations for students living in the same household and other exceptions. Hybrid students will be in-person until noon for half the week and

Liked by noahbernstein\_ and 151 others  
MARCH 10

Add a comment... Post

[View post](#); Impressions: 1,721; Reach: 1,231; Likes: 152; Comments: 0; Saves: 31; Shares: 144

K-12 schools to offer in-person instruction by March 1, Gov. Gretchen Whitmer recommended today.

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Friday afternoon, Gov. Gretchen Whitmer held a press conference announcing her administration's goal of Michigan's K-12 schools, and early childhood education centers, offering an in-person option by March 1. Although such efforts are not mandatory, this was Whitmer's most powerful recommendation for reopening schools. Neither the Ann Arbor Public School district nor Community have announced any formal plan with this in mind, yet.

"We will work with districts to ensure that when schools begin in-person learning, safety protocols like mask-wearing, hand-washing and social

Liked by noahbernstein\_ and 156 others  
JANUARY 8

Add a comment... Post

[View post](#); Impressions: 979; Reach: 731; Likes: 157; Comments: 9; Saves: 8; Shares: 28

# Thanksgiving Letter to Tracy



[View post](#)

Impressions: 1,276

Reach: 943

Likes: 220

Comments: 17

Saves: 15

Shares: 19



# In My Room with Eli Hausman



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...



**communicatorTorchs** Ever since fifth grade, Eli Hausman, currently a senior at Community, has loved everything sneakers. Starting with Nike ID, Hausman found his passion for both style and design.

"Shoes are 90% of your outfit," Hausman said. "[The obsession] is dying off a little. It makes me sad because it's played such a huge role in my development as an artist and applying to art schools."

Hausman has plans to release and design his own shoe with Nike one day. But, now, his focus is trained on a sustainable shoe, one that is eco-friendly in production, use and waste.



Liked by tracylynnanders and 159 others

DECEMBER 16, 2020



Add a comment...

Post

[View post](#)

Impressions: 1,272

Reach: 943

Likes: 160

Comments: 0

Saves: 2

Shares: 11

# Anne Thomas Retires



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"I have thoroughly enjoyed working at Community High School," Thomas said. "For over 30 years it has been the thrill of my lifetime."

When asked about what she will miss most about being a forum leader, Thomas had this to say:



Liked by noahbernstein\_ and 258 others

MARCH 25



Add a comment...

Post

[View post](#)

Impressions: 1,183

Reach: 961

Likes: 259

Comments: 27

Saves: 5

Shares: 24

# Hobbs Kessler Breaks HS Mile Record



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communicatorchs On Feb. 8, 2021, the starting gun fired and, 3:57.66 later, CHS senior Hobbs Kessler made history. Running the fastest indoor high school mile ever, Kessler also became the eleventh high schooler to break the lucrative four-minute mark. While Kessler may now hold this record, running was not always his strong suit, rock climbing was.

For context, most sub-four high school



Liked by noahbernstein\_ and 194 others

APRIL 5



Add a comment...

Post

[View post](#)

Impressions: 1,054

Reach: 892

Likes: 195

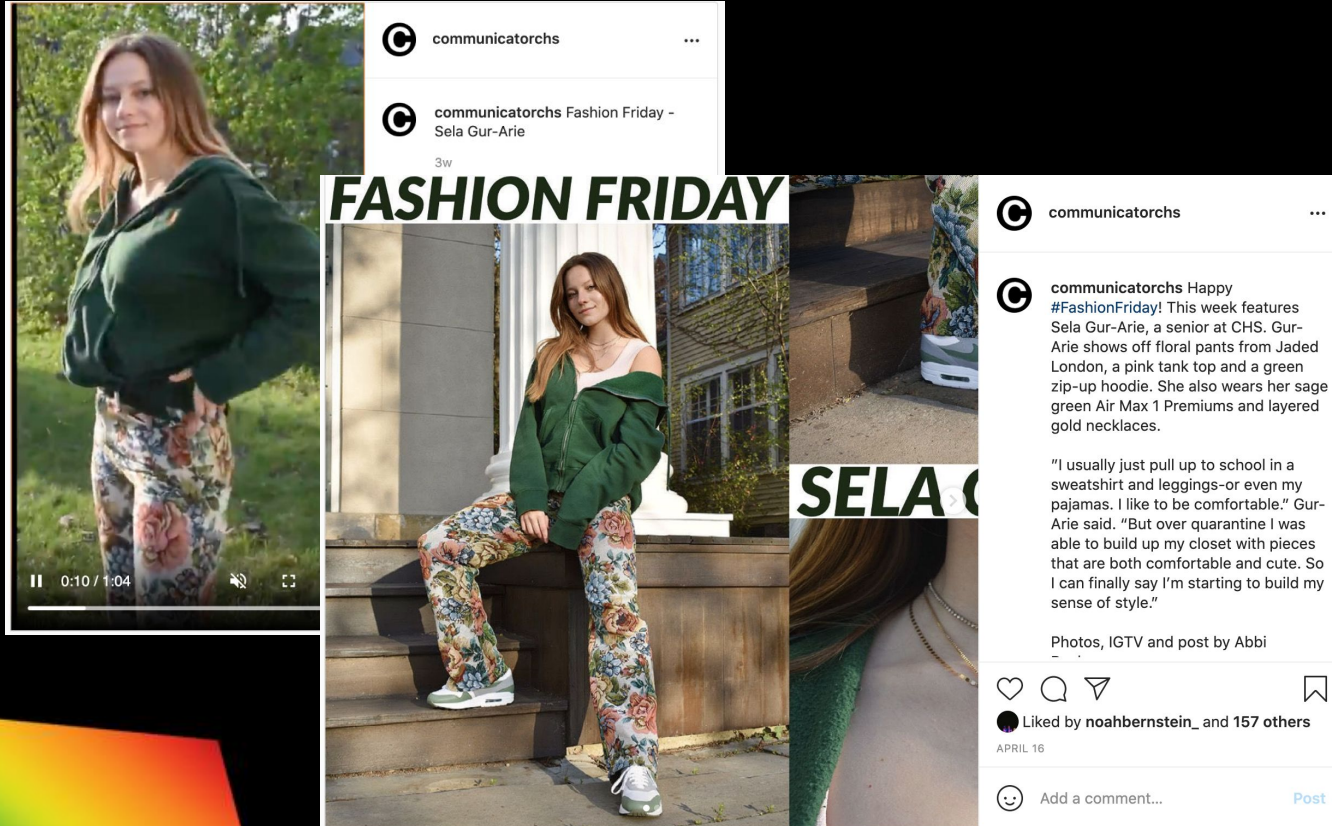
Comments: 1

Saves: 7

Shares: 15



# Fashion Friday with Sela Gur-Arie



[View post](#)

[View IGTV](#)

Impressions: 1,045

Reach: 759

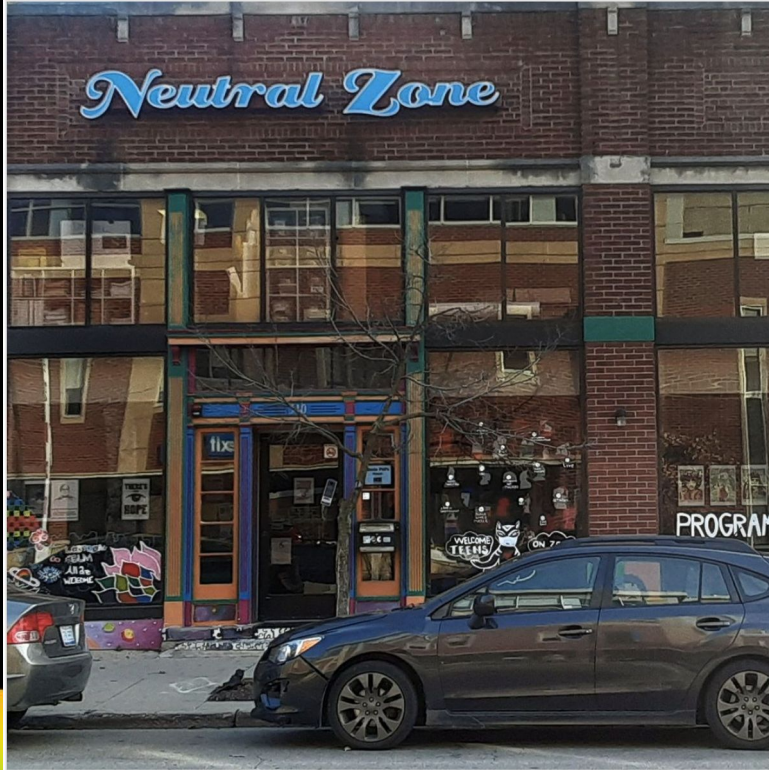
Likes: 158

Comments: 19

Saves: 3

Shares: 3

# Neutral Zone Accused of Upholding Racist Culture



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**communicatorchs** This is a complicated story. In June 2020, a public statement with demands was released on social media by a former teen leader at the Neutral Zone, a local nonprofit that provides teen programs and spaces. Journalist Lucy Tobier spent two months researching these charges.

The statement accused the Neutral Zone of charges of racism and the organization's failure to uphold a culture of consent.

The Neutral Zone board hired a third-party civil rights attorney who interviewed staff and teens for five weeks, and at the end of the investigation found all allegations to be untrue. However, more than five youth leaders have resigned from their positions on the Neutral Zone and feel



Liked by noahbernstein\_ and 140 others

DECEMBER 7, 2020

[View post](#)

Impressions: 964

Reach: 782

Likes: 141

Comments: 0

Saves: 3

Shares: 11

# “Through the Window” Edition 3 Promo



[View post](#)

Impressions: 891

Reach: 704

Likes: 200

Comments: 3

Saves: 1

Shares: 4

# Seniors React to First Day Back



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It is already the second week of hybrid learning, and CHS seniors are still excited for their last few days.

Josh Caldwell struggled with online school and is hoping to rekindle some relationships with teachers.

"Being online damaged my relationships with a lot of my teachers,



Liked by noahbernstein\_ and 199 others

3 DAYS AGO



Add a comment...

Post

[View post](#)

Impressions: 758

Reach: 619

Likes: 201

Comments: 0

Saves: 2

Shares: 4





# Results: Overview

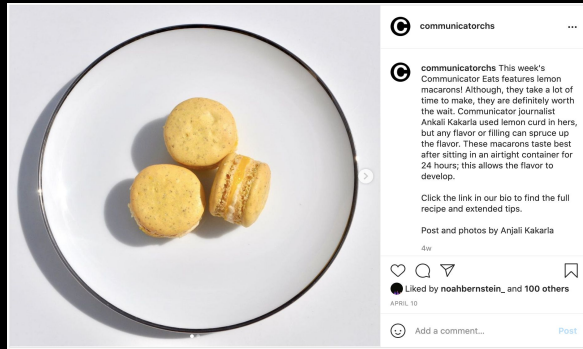
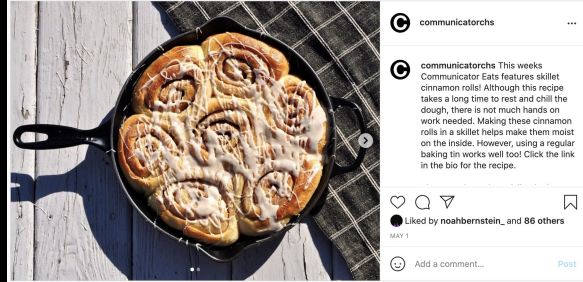
In previous years, social media was used as a “point grab.” At the end of the week, staff would throw up a post (or ten) to meet a publishing deadline, without consideration for quality of content. Our accounts suffered from inconsistency, and our editors struggled to exercise proper oversight. This year, with an explicit vision and a number of new technologies, we changed that.

To improve our workflow, we used Buffer, an editing, approval, scheduling and analytics software. Buffer also came with a shop grid feature, allowing us to link resources or longer articles in our bio. To incorporate top tier design we used the Adobe Design Suite, including Spark and Premiere Pro. There, we designed everything from our breaking news template to our IGTV videos and animations.

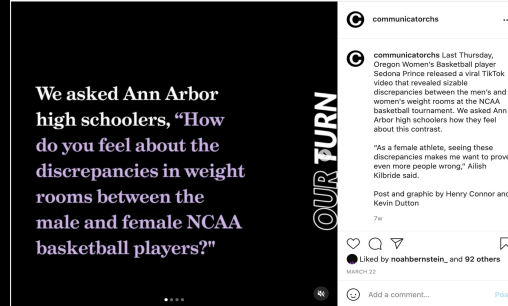




# Results: Constants



Communicator Eats



Our Turn



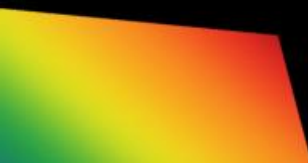
Guess Who



# Evaluation: Looking Back

This was the first year that we made our social media platforms into a true publication. At the same time, we were learning fully remotely. At the start of the year, social media didn't get very much attention, and it was difficult to maintain quality and consistency. Early on, we (the editors) needed to advocate more for social media and encourage more staff members to create content for it.

We also wish that we had put more emphasis on having staff members create and lead our constants. Communicator Eats and Fashion Friday were great examples of staff-led constants; journalists on staff created posts independently, and, with occasional changes, they went straight into the Buffer scheduling queue. In addition to creating opportunities for staff to be more involved in social media, staff-led constants tended to have the most success.



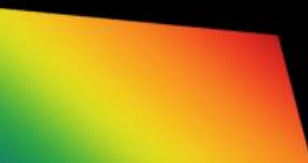


# Evaluation: Looking Ahead

Next year, only one of our three editors will be returning to work on social media. Our biggest goal is to expand our content on Facebook, Twitter and Tik Tok. We focused on Instagram this year because it reaches all of our audiences, but we have untapped potential on the other three platforms.

We also hope to put a heavier emphasis on photography, which will be significantly easier to teach in-person. Our staff currently has six photographers, and we would like everyone on staff to understand photojournalism.

Lastly, our overarching goal is to help our staff understand that social media is a vital journalistic outlet. So many people receive breaking news and other content through social media, and creating a consistent, accurate and sustainable social media publication is a necessary service to our audience. As we learned this year, targeting new staff members was an effective way to boost participation; next year, we are aiming to push all staff members to create social media content.





# Evaluation: Conclusion

This year has been a learning process for all of us. The Communicator has never used social media in this fashion, which meant we didn't have anything to base our system on. It took diligent planning to figure out how to reach people and create meaningful content, and as we plan for next year we have a much better idea of how to maintain an effective social media publication.

Our experimentation, innovative tools and hardworking staff helped make the change we hoped to see. Our Instagram averaged around 12,000 impressions per week, 40,000 impressions per month, and we grew our following by over 35%. But the fruits of our labor extended beyond social media. We were able to engage with The Communicator's audience more readily, find sources for larger print and web projects, and, later, promote them. It is that intersectionality between print, web and social media that makes a great publication.

