Francis Howell North Publications

Best Use of Social Media: Social Media Promotion

Accounts: @FHNtoday

FHNtoday Staff

Purpose

We used our Instagram and Twitter platforms (@FHNtoday) to promote to our audience of students, parents, and community members. Our social media is used to promote the website FHNtoday and all content created on the website (stories, photos, videos, podcasts, etc.) Because social media is extremely widespread and where lots of students and parents receive their information, it is a valuable way for us to connect to the school and promote our publication's work.

Photo Gallery Promotion

These posts promote the photo galleries on FHNtoday.com. The posts give a sneak peek to the photos on our website, and are also linked in the bio of our linstagram for our audience to easily access the site and photos.







fhntoday Students in the FHN Masque Players put on a production of Angel Street on Apr 15. The show takes place in the late 1800's, within a four storied house in a gloomy and unfashionable quarter of London. It is a thriller set in the Victorian era. The show stars junior Collin Foster, senior Jenna Weber, junior Kaylie O'Dell, junior Natalie Meers, and sophomore Kael Schaefering. However, there is also a second cast which consists of junior











Liked by laurenojohnson and 133 others

APRIL 16



Add a comment...

https://www.instagram.com/p/CNulpfBDFsU/?utm source=ig web copy link







fhntoday This week's photo of the week features Jay'la Teasley in the basketball game against St. Charles High School on Jan. 5 taken by Avery Witherbee. The Varsity Girls team ended the night with a win of 48-33.

Check out the full gallery in the link in bio.

23w











JANUARY 8



Add a comment...

https://www.instagram.com/p/CJydqi0D9gu/?utm_source=ig web copy link







fhntoday Seniors Gabriel Lobato and Minnie Adams were crowned Homecoming King and Queen at Friday's Homecoming football game.

"I think school spirit is a really pure thing," Adams said. "It needs to exist. School's already so tiring, so things like this and school spirit add a little sprinkle of happiness to everyone's lives."









Liked by laurenojohnson and 262 others

OCTOBER 11, 2020



Add a comment...

net

https://www.instagram.com/p/CGN2nIZDYfJ/?utm_source=ig_web_copy_link





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fhntoday On Sept. 29 the FHN Knights swam against the FZS Bulldogs in a dual meet. The Bulldogs won 78-106. The next swim meet will be on Oct. 1 and it will be a tri-meet against FT Zumwalt North and Washington high school. Check out the Photo Gallery, Link in BIO

37w











OCTOBER 2, 2020



Add a comment...

Post

https://www.instagram.com/p/CF20PatjBlf/?utm_source=igweb_copy_link

Podcast Promotion

The FHNtoday podcasts are promoted through Instagram including a snippet of the audio podcast as well as a description of what the podcast entails. The links to each podcast are in the Instagram bio as well.







fhntoday Will Perry Interviews varsity volleyball player, Braden Powelson over various volleyball topics including his strengths and weaknesses, how FHN can beat really good teams, as well as what sets him apart from his peers.

Check it out, link in bio. You can also listen to the podcast on Spotify @fhntoday.

(Podcast by Will Perry)

5w









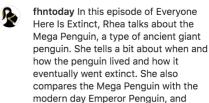
434 views

MAY 14

Add a comment

https://www.instagram.com/p/CO2IAB2DDzw/?utm source=i web copy link





gives a few interesting penguin facts.

Check it out, link in bio.

(Podcast by Rhea Patel)

6w







307 views

MAY 5

IVIAI



Add a comment...

Pos

https://www.instagram.com/p/COgFEiCjMxs/?utm_source=igweb_copy_link



https://www.instagram.com/p/COdH0e_jDBZ/?utm_source=ig_web_copy_link

Broadcast Show Promotion

Our weekly broadcast show, The Knightly Show, is promoted on our Instagram and Twitter accounts previewing the segments in each show and giving a sneak peak into each week's show.







fhntoday Knightly Show #23 just dropped! Check it out for a feature on the art department ♠, fried rice ➡, Jackson Mitchell's baseball career ➡, and a new animation ♠

Check it all out in the link in bio 1 and on YouTube at FHNToday.

(Video by Gabriel Lobato, Emily Zhang, Jenna Brouk, Jon Fitch, Minnie Adams









318 views

MAY 3



Add a comment...

Post

https://www.instagram.com/p/CObKkAcDCkF/?utm_source=ig_web_copy_link





fhntoday NEW KNIGHTLY SHOW just dropped This week Jon and Caleb bring four new segments: Nadia showcases Mrs. Maher being a teacher at 3 schools , Cailyn shows how to style Mary Janes, Parker breaks down the basketball season, and Caroline shows the top 5 places to go on Main Street.

Check it out ! LINK IN BIO 1









449 views

MARCH 15



Add a comment...

Post

https://www.instagram.com/p/CMcl-QYDfTh/?utm source=ig web copy link



FHNtoday @FHNtoday · Feb 8

Have you watched the new Knightly Show yet? ♣ ★ Check it out this week's segment featuring students' opinions on cafeteria food ♣ ♥ . a









Aaron Manfull and 2 others



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Website Promotion

We promote the website and content at FHNtoday.com. There is a link in the FHNtoday Instagram bio directing people to these stories. The content is promoted by posts with a brief description of what the story is of.







fhntoday Following the death of George Floyd a new civil rights movement was started and along with that mass protests in cities including St.Louis and St.Charles looking for justice and equal rights.

"I feel we need to take a stand. Speaking out is important because as an American it is our right to say something when something isn't right or just. I believe this because no one should be treated differently because of the color of their skin." Said Haley Dunscombe.

Check it out, full story link in bio.

(Story by Jordan Sgroi, promo by Jon Fitch)









Liked by laurenojohnson and 128 others

NOVEMBER 19, 2020



Add a comment...

https://www.instagram.com/p/CHyizKtjq5s/?utm_source=ig web copy link







fhntoday Sophomore Lily Steigerwald becomes the first girl in Francis Howell North's history to receive the district champion title in wrestling and will be heading to State.

"I just wrestled my heart out and everything just went how I wanted it to go," Steigerwald said. "It felt amazing, I felt like I accomplished my goal, which I did and I felt very happy about it."

Congrats Lily! Check out the full story, link in bio.

(Story by Amber Winkler, photo submitted)

16w









Liked by ellaschindo and 186 others

FEBRUARY 26



Add a comment...

Pos

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https://www.instagram.com/p/CLHIhrijeOZ/?utm_source=igweb_copy_link







fhntoday Teacher and support staff of the year were announced yesterday during seventh hour. English teacher Kristen Johnson and building information specialist Angela Lawson are both first-time recipients of this honor.

Link in bio to hear their thoughts on the award.

21w









Liked by chaze_oncken.22 and 180 others

JANUARY 20



Add a comment...

Pos

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FHNtoday @FHNtoday · Jan 4

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FHSD Announces Final Exams Will Be Cancelled Once Again Due to COVID-19

"We're doing it because we think it's best for students and teachers. And honestly the sanity of both students and teachers were both very much a part of that." Hostetler said.

fhntoday.com/2020/12/23/fhs...

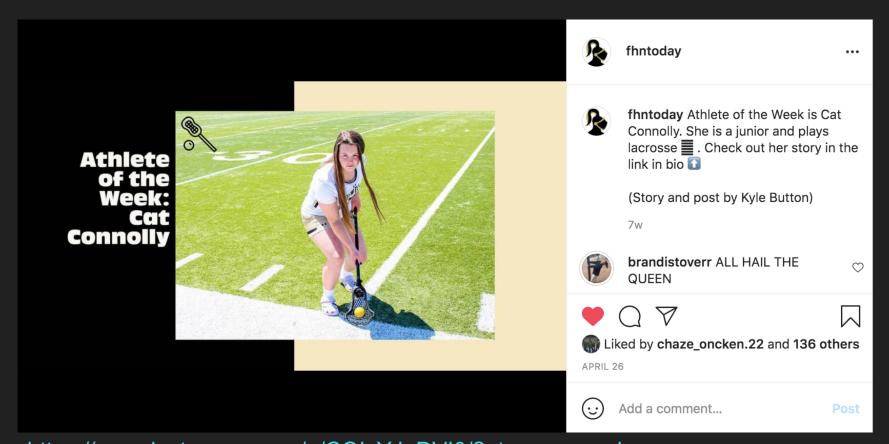




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Athlete of the Week

Athlete of the Week gets posted on our Instagram each Monday showcasing nominated athletes. Along with the post shoutout, a publications staff member writes a story about the nominee's sports journey in high school, and this post promotes their story.



https://www.instagram.com/p/COIsYJpDVI0/?utm_source=ig_web_copy_link



_ _ _

Athlete of the Week: Joey Key





fhntoday The Athlete of the Week is junior Joey Key!! Read about Joey's success in golf in the link in bio!

To nominate an athlete, fill out this form: tinyurl.com/fhnathlete

(Post and story by Kyle Button)

3w









B Liked by chaze_oncken.22 and 88 others

MAY 24



Add a comment...

Post

Photo of the Week

A photo of the week is selected each week by our Photo Staff of a photo taken that week that was unique and creative.







fhntoday Happy Friday! This week's Photo of the Week was taken by staffer :: Andrew Poertner from the last football game. The photo showcases the colorguard performance from the game.

30w



cindym355 👍



20w Donly











NOVEMBER 20, 2020



Add a comment...

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https://www.instagram.com/p/CH03-Phj6_V/?utm_source=ig_web_copy_link



https://www.instagram.com/p/CIZFYkPD5vn/?utm_source=ig_web_copy_link

Video Promotions

These posts promote videos (not including the broadcast show) that are posted onto our YouTube channel and website (FHNtoday.com).





R

fhntoday Drama Club President Megan Miller talks about their new play Angel Street. She talks about when and where the play is happening. She also talks about how the COVID exposure is being limited during the play. Watch the video to learn more about the play, LINK IN BIO.

(Video by Madelyn Clark)

8w









397 views

APRIL 24



Add a comment...

Post

https://www.instagram.com/p/CODU_OjjXig/?utm_source=ig_web_copy_link









fhntoday The first episode of a new series called Battle of the Knights is OUT NOW!

This week's episode is a mini-cake decorating competition featuring contestants Claire Laurentius, Lance Tow, Kyle Button, and Caroline Blanke. Special guest judges Aaron Manfull, Gabriel Lobato, and Emily Zhang are also featured!









571 views

JUNE 3



Add a comment...

Post

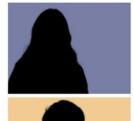
Newspaper Promotion

We promoted our newspaper, North Star, on "Paper Day" Wednesdays. This let the student body and parents know that the newspaper was out and ready to be read.

BAKING FOR STRESS PAGE 01 | INSTAGRAM ART PAGE 11 | SOCCER SIBLINGS PAGE 1

NORTH STAR

FRANCIS HOWELL NORTH | ST. CHARLES, MO 63303 | 01.13.21 | VOL 35 ISSUE 03







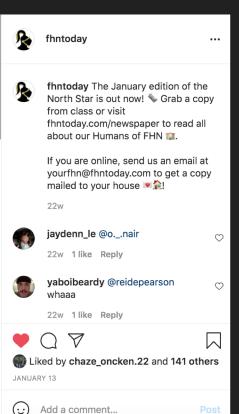




This issue of the North Star takes a look at the individuals who make up our community. These are the stories of some of FHN's students.







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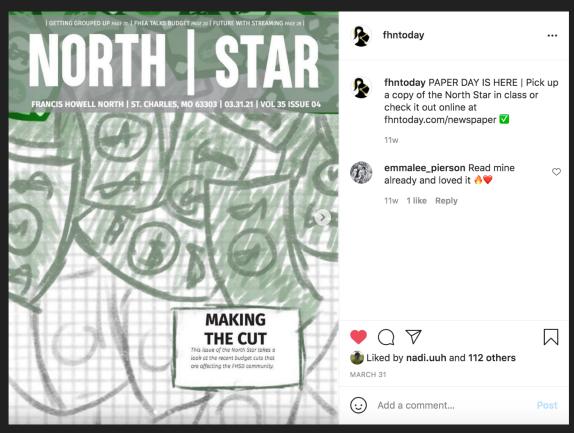


FHNtoday @FHNtoday · Jan 13

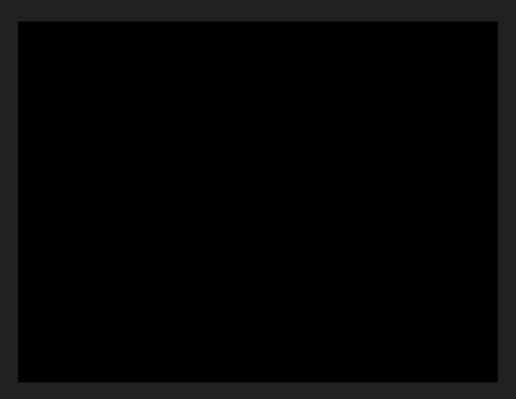
The January North Star Newspaper is out today! Make sure to grab a copy in class or check it out on fhntoday.com/newspaper If you are online and would like a copy sent to you, email us at yourfhn@fhntoday.com with your name and address fhntoday.com with your name and address



https://twitter.com/FHNtoday/status/1349369226893660162?s=20



https://www.instagram.com/p/CNFbEudjO3G/?utm_source=ig_web_copy_link



Paper Day Instagram Story

Livestream Promotion

Each sports game or event that is live-streamed is also promoted heavily on our Twitter. We tag the school we are playing against and any affiliates to spread the word that the game will be live-streamed on our website at fhntoday.com/live.

Livestream Promotion (Twitter)





https://twitter.com/FHNtoday/status/1372893212 239532038?s=20 https://twitter.com/FHNtoday/status/1364599830 920765443?s=20

Livestream Promotion (Twitter)





https://twitter.com/FHNtoday/status/1354793239 975522306?s=20 https://twitter.com/FHNtoday/status/1349375056 707780610?s=20

Livestream Promotion (Instagram)





Live Sports Updates







https://twitter.com/FHNtoday/status/1395904200 291360770?s=20

Audience Engagement

Polls were posted to increase engagement with our community and gather content for the FHNtoday.com team. These polls created a look into our community and helped students and community members feel connected and engaged with the publications program.

Q: Who is your favorite artist and why?

"Probably Michael
Jackson still because
that's who I grew up
listening to with my
dad on the radio before
and after school."

Parker Bruns, sophomore

Poll by Shaylea Flieger

Q: Who is your favorite artist and why?

"Taylor Swift, I know it sounds really basic but her lyrics hit different even if you haven't been through what she's singing about.
She's also so sweet and her personality is the best."

Elizabeth Runge, sophomore

Poll by Shaylea Flieger

Q: Who is your favorite artist and why?

"Rex Orange County because he makes really good music and I relate to him so much."

Kaitlyn Le, sophomore

Poll by Shaylea Flieger

Q: Who is your favorite artist and why?

"Definitely Billie Eilish. I've been listening to her music for awhile, and her music, every single song, speaks to me. They are all rich in melody and lyrics. She's a creative genius and I always look forward to new music from her...I love her stuff and her as a human in general."

Andrew Poertner, sophomore

Poll by Shaylea Flieger

Q: Who is your favorite artist and why?

"Luke Bryan, he's so inspirational and he has the kindest heart towards anybody. He believes a lot of what I believe and I just connect with him."

Brittany McBain, sophomore

Poll by Shaylea Flieger

Q: Do you think some cartoons are to violent for a younger audience?

"Yes, a lot of cartoons revolve around fighting."

Anora Addison, Freshman

Poll by Oliver Diggins

Q: Do you think some cartoons are to violent for a younger audience?

"No, these shows have a mix of violence and non-violence but if you go back to older cartoons it's just strictly physical violence no talking."

> Max Ramirez, Freshman

Poll by Oliver Diggins

Q: Do you think some cartoons are to violent for a younger audience?

"Oh definitely. Shows
like Adventure Time
and other cartoons that
show fights aren't really
for kids because they're
so young, and they
don't need to be exposed
to that."

Jayden King, Freshman

Poll by Oliver Diggins

Q: Do you think some cartoons are to violent for a younger audience?

"Some are yes, but most kids don't understand most of the stuff that happens in the show. Like SpongeBob, it has a lot of dirty jokes but the younger audience won't know that. If an adult watches it they may think my kids shouldn't watch this."

Demetrius Johnson, Freshman

Poll by Oliver Diggins

Q: Do you think some cartoons are to violent for a younger audience?

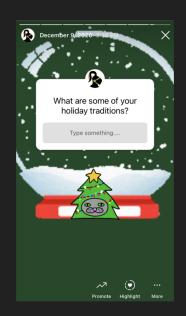
"Not really, there was punching and fighting but no death or blood."

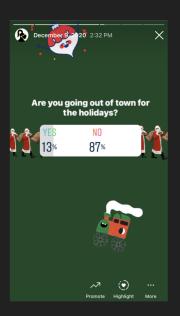
> Maggie Martin, Freshman

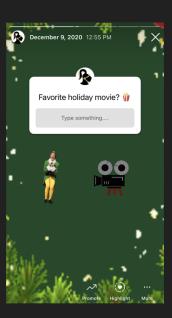
Poll by Oliver Diggins











Friday Face-off

Friday Face-off is a series of opinion pieces written by two students who take opposing sides on fun and sometimes controversial topics. Every Friday, we post a poll to gather whose side our audience takes. The opinion stories are also available for our audience to read in the link in our Instagram bio.





https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTUyNzQ2Nzk4MTQ0 NDc3?story_media_id=2532902219826563161&utm_medium=copy_link

Important Information

To keep the student body informed, our social media also covers important information and updates happening around the school. These updates are important as social media is one of the first places students look at to receive imminent information.



FHNtoday @FHNtoday · Feb 9

FHSD schools are CLOSED today, Feb. 9, due to inclement weather. All classes for both virtual and in-person students are cancelled. Practices and games for high school Varsity sports only may be allowed to occur later in the day if weather improves. Enjoy your snow day FHN! ***

↑7 1

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https://twitter.com/FHNtoday/status/ 1346834876117491713?s=20



FHNtoday @FHNtoday · Jan 18

Even though finals are cancelled, FHN proceeds with the familiar finals schedule: a full day on Tuesday followed by block scheduled half days on Wednesday and Thursday. No school Friday due to Teacher Development.

Check out this week's schedule below 👽



fhntoday.com/2021/01/17/hal...



https://twitter.com/FHNtoday/status/13511975 01953617926?s=20

DAY 2020







fhntoday



fhntoday Picture Day is this Thursday for In-Person and Online students. Here's what you need to know 📸

37w









Liked by laurenojohnson and 103 others

SEPTEMBER 29, 2020



Add a comment...

https://www.instagram.com/p/CFuSSzRDxmx/?utm source= web copy link





March Madness Tournament

To increase engagement with the school and our publications, we held our first ever March Madness men's basketball bracket tournament through social media--announcing winners and ranking through Instagram. Marketed through both social media and FHNtoday.com, the bracket contest gained over 45 members.





fhntoday



fhntoday FHN is hosting their first ever March Madness basketball bracket contest. There will be first, second, and third place prizes for the closest brackets.

Brackets can be filled out on Sunday, March 14th through ESPN.

Click on the link in bio or visit fhntoday.com for more information on how to enter and what you could win \bigcirc











MARCH 12



Add a comment...

Post



https://www.instagram.com/p/CNZ8CtRDHi2/?utm_source=ig_web_copy_link