

## West Side Story- Iowa City West High School NSPA Social Media Promotion Portfolio

Twitter - @wsspapier and @wssathletics

### EXAMPLE 1



...

Domination /dä-mə-'nā-shən/ - noun

1. the exercise of control or influence over someone or something, or the state of being so controlled.

2. @ICWestTennis at district's yesterday.

More on the boys tennis team's district title:

[wsspapier.com/68621/sports/b...](http://wsspapier.com/68621/sports/b...)



IC West Tennis and 6 others

8:35 PM · May 13, 2021 · Twitter for iPhone

### EXAMPLE 2



WSS Athletics @wssathletics · Jan 24

...

2019 ➡ 87  
2020 ➡ 376  
2021 ➡ 457

As girls wrestling is growing throughout the state, @women\_troy sent nine wrestlers to the third ever girls state wrestling tournament this weekend at the newly built @XtreamArena. Photos and tournament recap: [wsspapier.com/64699/sports/g...](http://wsspapier.com/64699/sports/g...)



IC West High Women's Wrestling and 6 others



↻ 8

♡ 21



### EXAMPLE 3

**WSS Athletics** @wssathletics · Jun 4

Hector meet @Twitter  
Twitter meet Hector

For the past 53 years @ICWestAthletics has been proud to call themselves the Trojans.

Click the link to learn more about @IowaCityWestHS's very own mascot "Hector" the Trojan: [wsspape.com/69248/sports/b...](http://wsspape.com/69248/sports/b...)



Craig Huegel, CAA and 6 others

6 8

### EXAMPLE 4

**WSS Athletics** @wssathletics · Apr 26

Things to look out for from @ICWestFB in 2021:

- Long awaited matchup against Prairie
- Only one cross-town rivalry against City High
- Chance for revenge against Pleasant Valley

Click the link for more on the Trojan's newly released schedule: [wsspape.com/68152/sports/i...](http://wsspape.com/68152/sports/i...)



WEST FOOTBALL				
2021 SCHEDULE				
08.27	09.03	09.10	09.17	
				
VS	AT	AT	VS	
09.24	10.01	10.08	10.15	10.22
				
AT	VS	VS	AT	VS

Iowa City West Football and 6 others

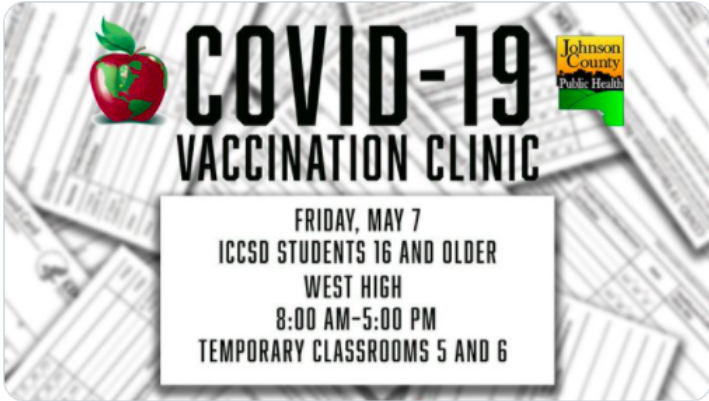
1 9

## EXAMPLE 5

**West Side Story** @wsspapier · May 3

.@IowaCitySchools Superintendent Matt Degner alerted families via email on May 3 regarding information about vaccination clinics at all four high schools.

Click the link for more on how your student can get vaccinated  
@IowaCityWestHS: [wsspapier.com/68321/news/icc...](https://wsspapier.com/68321/news/icc...)




The poster features a red apple with a green leaf on the left. The text 'COVID-19 VACCINATION CLINIC' is in large, bold, black letters. Below this, in a white box with black text, it says: 'FRIDAY, MAY 7', 'ICCSO STUDENTS 16 AND OLDER', 'WEST HIGH', '8:00 AM-5:00 PM', and 'TEMPORARY CLASSROOMS 5 AND 6'. On the right side of the poster is a small logo for 'Johnson County Public Health'.

Iowa City West HS and 3 others

5 3

Instagram- @wsspapier and @westhighathletics

## EXAMPLE 1



The image shows two men standing in front of a large, damaged building. The building's roof is partially collapsed, and debris is visible. The man on the left is wearing a dark blue polo shirt and jeans, while the man on the right is wearing a light blue button-down shirt and khaki pants. They are both looking towards the damaged building.

**wsspapier**

**wsspapier** A surprise derecho blew through Iowa on Aug. 10, leaving over 400,000 Iowans without power and nearly \$83 million in property damage. WSS reporters address local and statewide damage, as well as the long road to recovery. For more information about the derecho, click the link in our bio.

41w


Liked by alexandradobre and 218 others

AUGUST 22, 2020

Add a comment...

Post

## EXAMPLE 2



**westhighathletics** ...

**westhighathletics** SOUND UP!!


A lot of @westhighathletics postseason success to talk about in the second episode of the No Cap Recap. Click the link in our bio and take a listen.

29w

691 views  
NOVEMBER 13, 2020

Add a comment... [Post](#)

## EXAMPLE 3



**wsspapier** ...

**wsspapier** Social media is one of the best platforms to spread everything from memes to brand awareness, but recently it has been giving momentum to important causes such as the Save the Arctic movement. Find out more about this cause in the link in our bio.

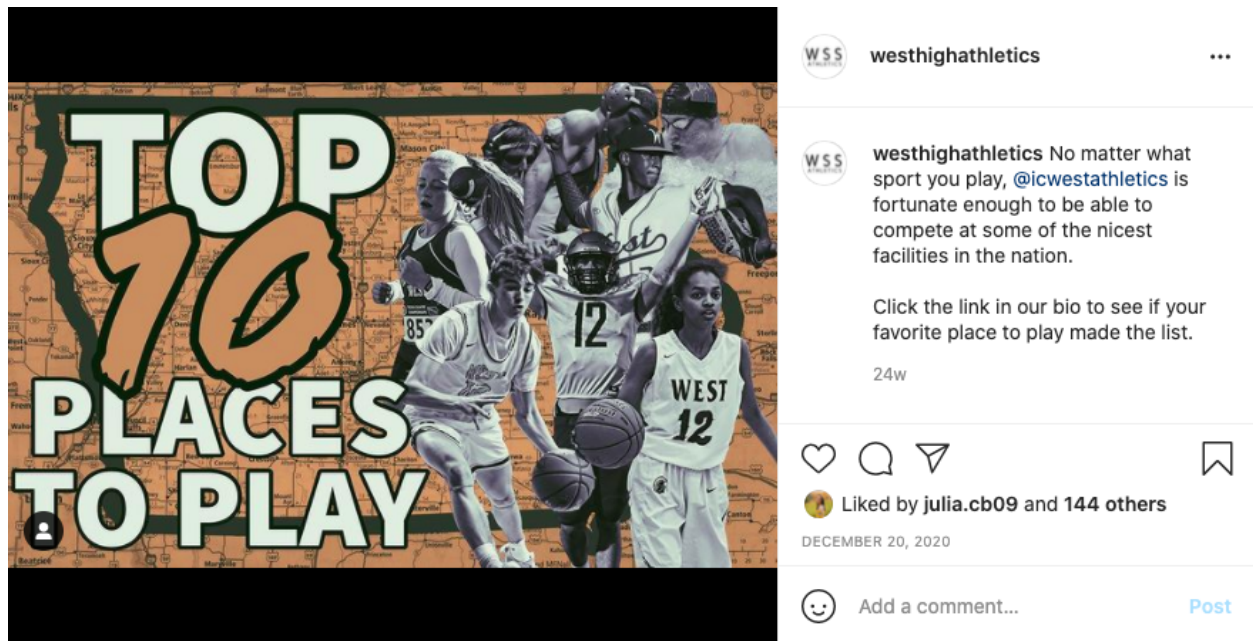
18w

Liked by schuylerhouston and 93 others  
FEBRUARY 2

Add a comment... [Post](#)

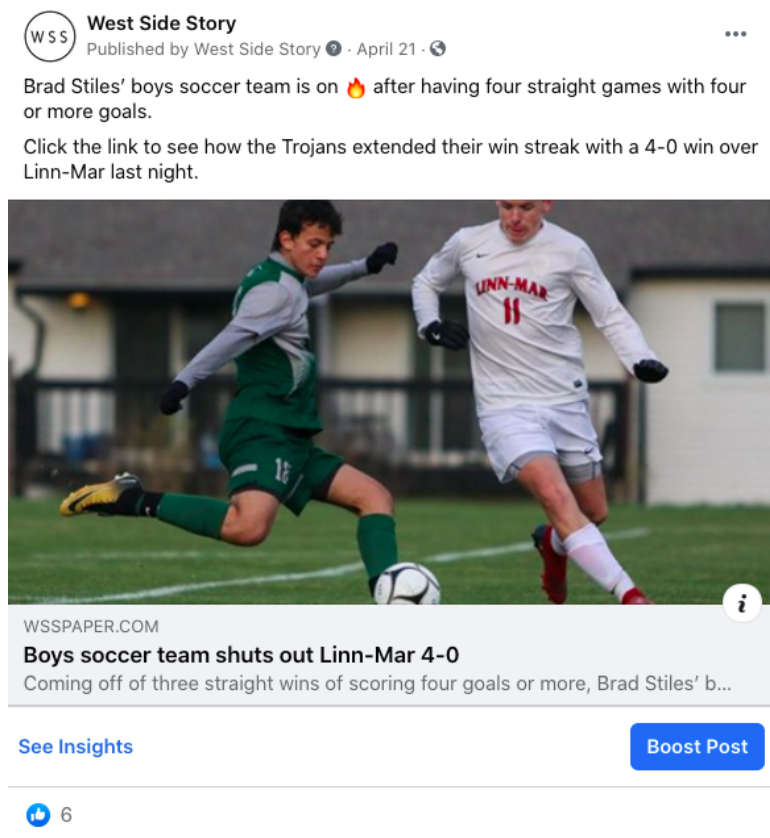


#### EXAMPLE 4



Facebook- @West Side Story

#### EXAMPLE 1



## EXAMPLE 2

WSS

**West Side Story**  
★ Favorites · May 21 at 10:56 AM · 🌐

...

Only a week after putting on just under five shows of their most recent production "Into the Woods", Theatre West released their lineup for the 2021-2022 school year.

Click the link to see which two productions you can catch next school year.



WSSPAPER.COM

**Theatre West announces 2021-2022 lineup**  
Only a week after putting on just under five shows of their most recent produc...

👍❤️

16

1 Comment 4 Shares

## EXAMPLE 3

WSS


**West Side Story**  
Published by West Side Story · May 20 at 11:41 AM · 🌐

...

Principal Mitch Gross addressed students this morning regarding Gov. Reynolds' new law not allowing school districts to mandate masks.

"We have students and staff who are immunocompromised, or who live with someone who is immunocompromised," Gross said. "Wearing a mask during a pandemic is the kind and compassionate thing to do."

Click the link for more.



WSSPAPER.COM

**Iowa school districts no longer allowed to require masks**  
Overnight Iowa Governor Kim Reynolds signed a bill into law that requires sch...

See Insights

Boost Post

👍❤️


24

👍 Like

💬 Comment

➦ Share


## EXAMPLE 4

 **West Side Story**


Published by West Side Story · January 14 ·

...

Just like any other night at the Coralville Rec Center, the boys swim team celebrated senior night with another dual meet win over Cedar Rapids Washington:  
<https://wsspape.com/.../trojan-bolts-show-off-skills-on.../>



[See Insights](#) [Boost Post](#)

 5

[Like](#) [Comment](#) [Share](#)