

NSPA Best Use of Social Media Social Media Reporting

ODYSSEY Media Group

Clarke Central High School

Compiled by Aza Khan and Maya Clement

CLICK ON IMAGES TO VIEW
THE POSTS

2022 Athens Orthopedic Clinic Women's Pro Twilight 1/2/3 Criterium

To expand our coverage in the community, an ODYSSEY photographer went to the 2022 Athens Orthopedic Clinic Women's Pro Twilight 1/2/3 Criterium on April 30.

Analytics

Impressions: **705**

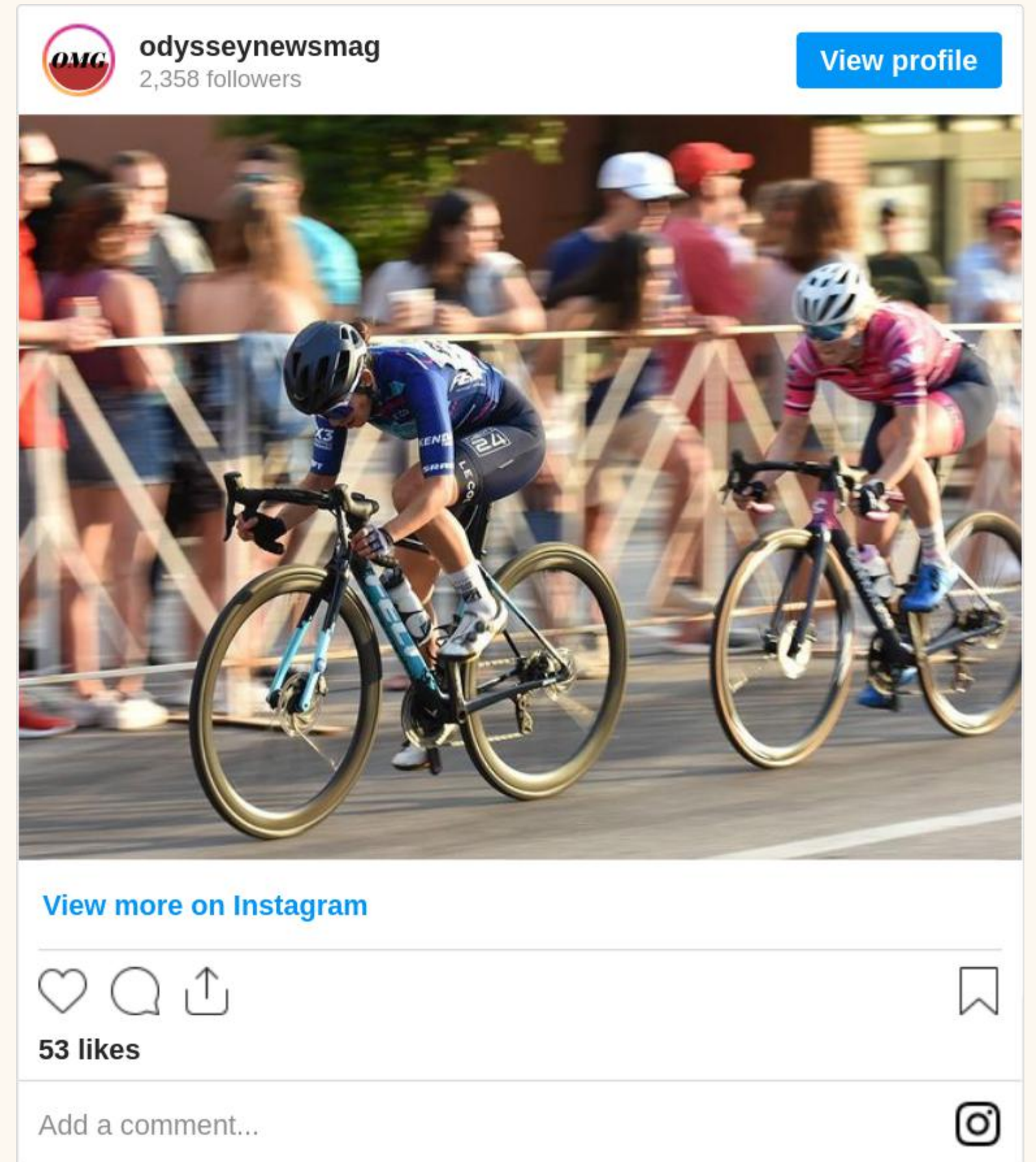
Reach: **617**

Likes: **53**

Comments: **0**

Shares: **0**

Saves: **0**



BREAKING NEWS: Valedictorians of CCSD Announced

This was a breaking news post announcing the valedictorians of the CCSD 2021-22 school year. The post received a lot of attention and did well on our Instagram.

Analytics

Impressions: **2,014**

Reach: **1,531**

Likes: **312**

Comments: **4**

Shares: **53**

Saves: **8**

The image shows an Instagram post from the account 'odysseynewsmag' at 'Clarke Central High School'. The post features a yellow background with the text '2021-22 Valedictorians' at the top. Below the text are three framed portraits of the valedictorians: Ludwig Lechtreck (a young man with curly hair in a tuxedo), Abreanna Daniel (a young woman in a green graduation gown), and Hadiza Sarr (a young woman wearing a black hijab). Each portrait is accompanied by their name and a school logo: a red 'C' logo for Ludwig Lechtreck, a green 'CC' logo for Abreanna Daniel, and a blue and yellow 'CEDAR SHOALS JAGUARS' logo for Hadiza Sarr. The post includes a 'View more on Instagram' link, a heart icon for 312 likes, a comment icon, a share icon, and a bookmark icon. At the bottom, there is a text input field for comments and an Instagram logo.

BREAKING NEWS: Field State Champions

On May 14, a breaking news post was published announcing the Georgia High School Association Region 8-AAAAA Track and Field State Championships, and CCHS senior Lena Cook won third in the 800 meter run.

Analytics

Impressions: **1,763**

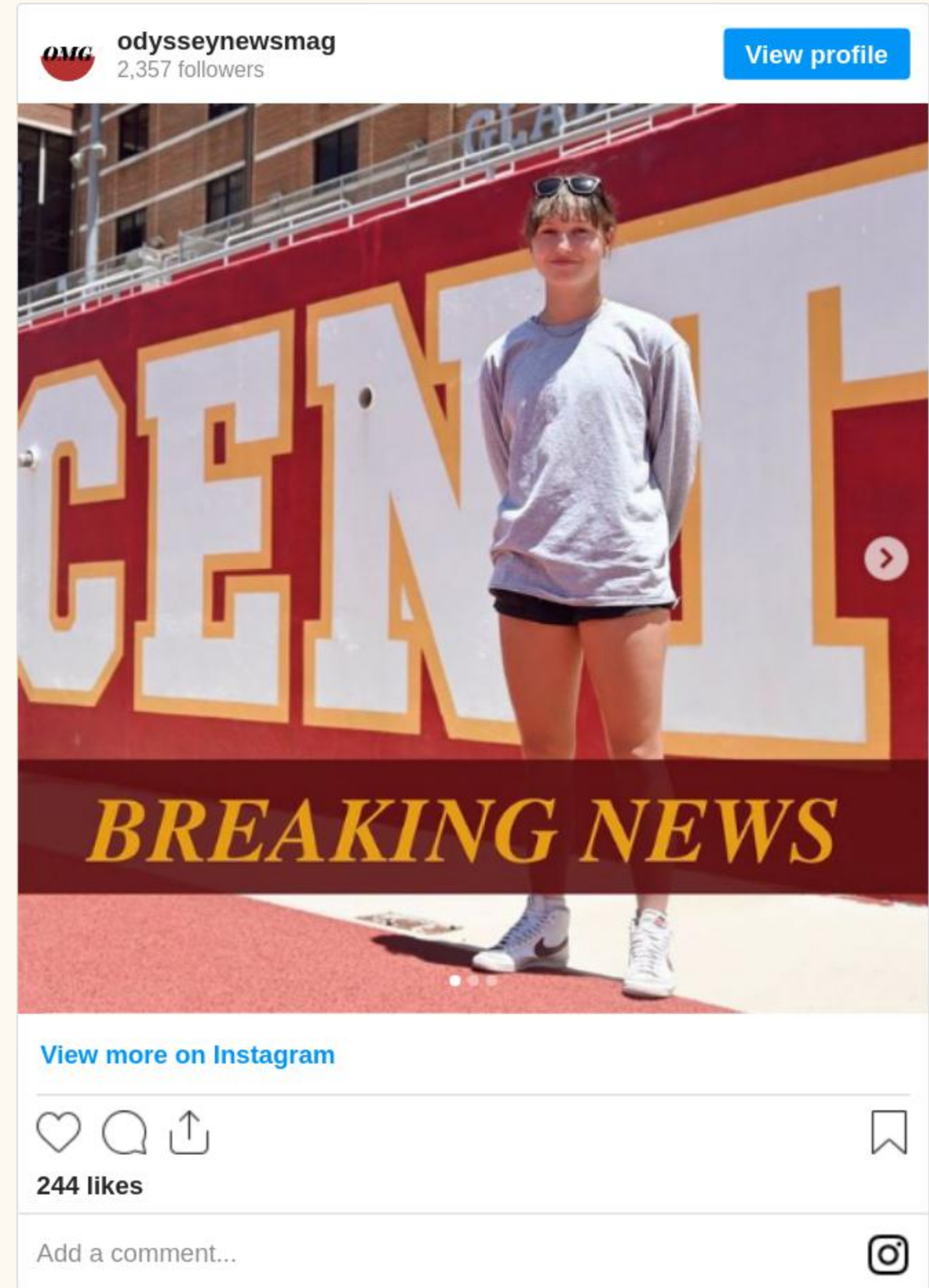
Reach: **1,414**

Likes: **244**

Comments: **224**

Shares: **6**

Saves: **4**



Student Government Association election results

This graphic was created to announce the new CCHS Student Government Association of the 2022-23 school year in a visually appealing format.

Analytics

Impressions: **1,501**

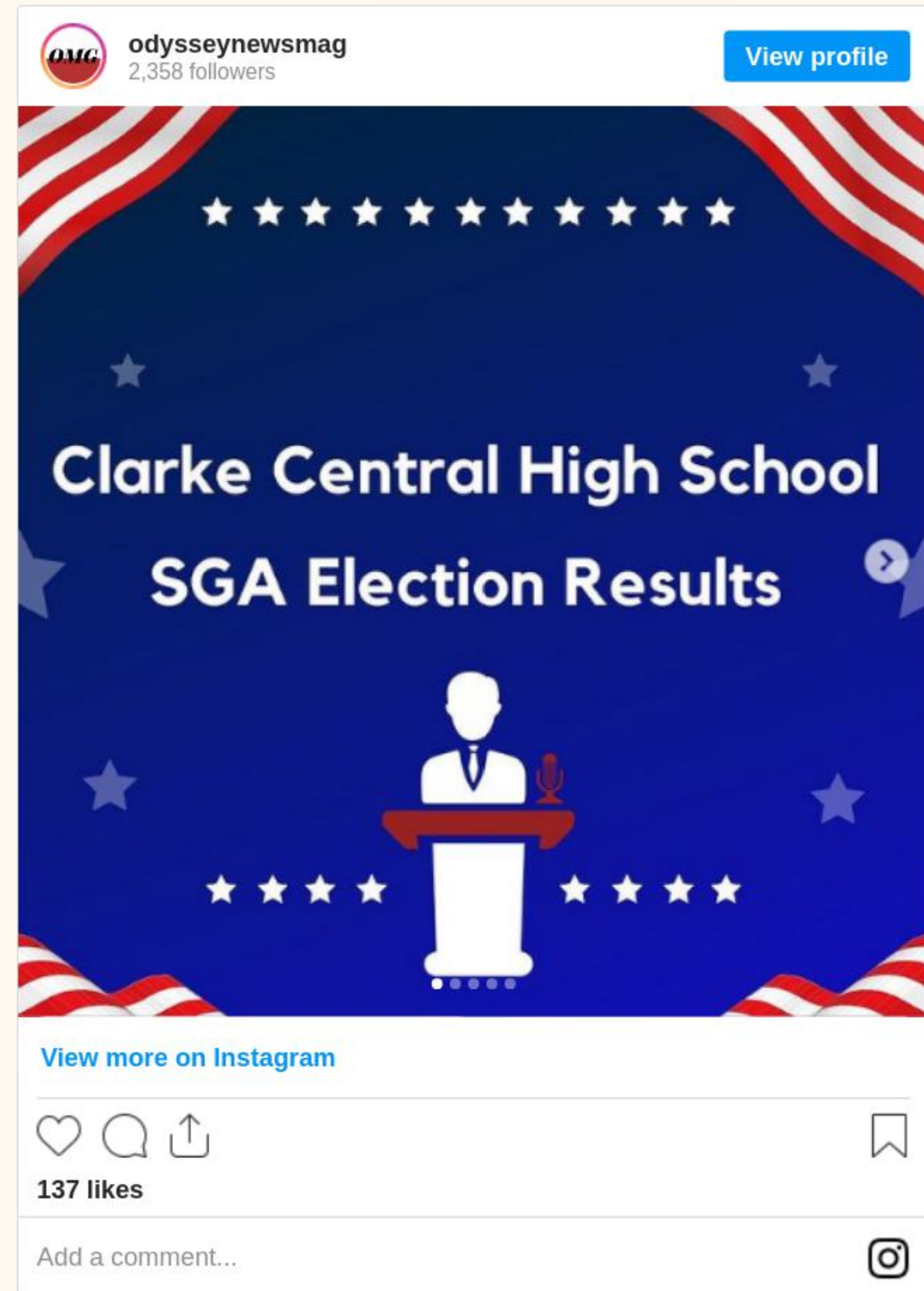
Reach: **1,103**

Likes: **137**

Comments: **3**

Shares: **28**

Saves: **2**



BREAKING NEWS: Teacher of the Year for 2022 at CCHS

This graphic was created to announce the Teacher of the Year for 2022 at CCHS. It received plenty of attention from our student body.

Analytics

Impressions: **1,791**

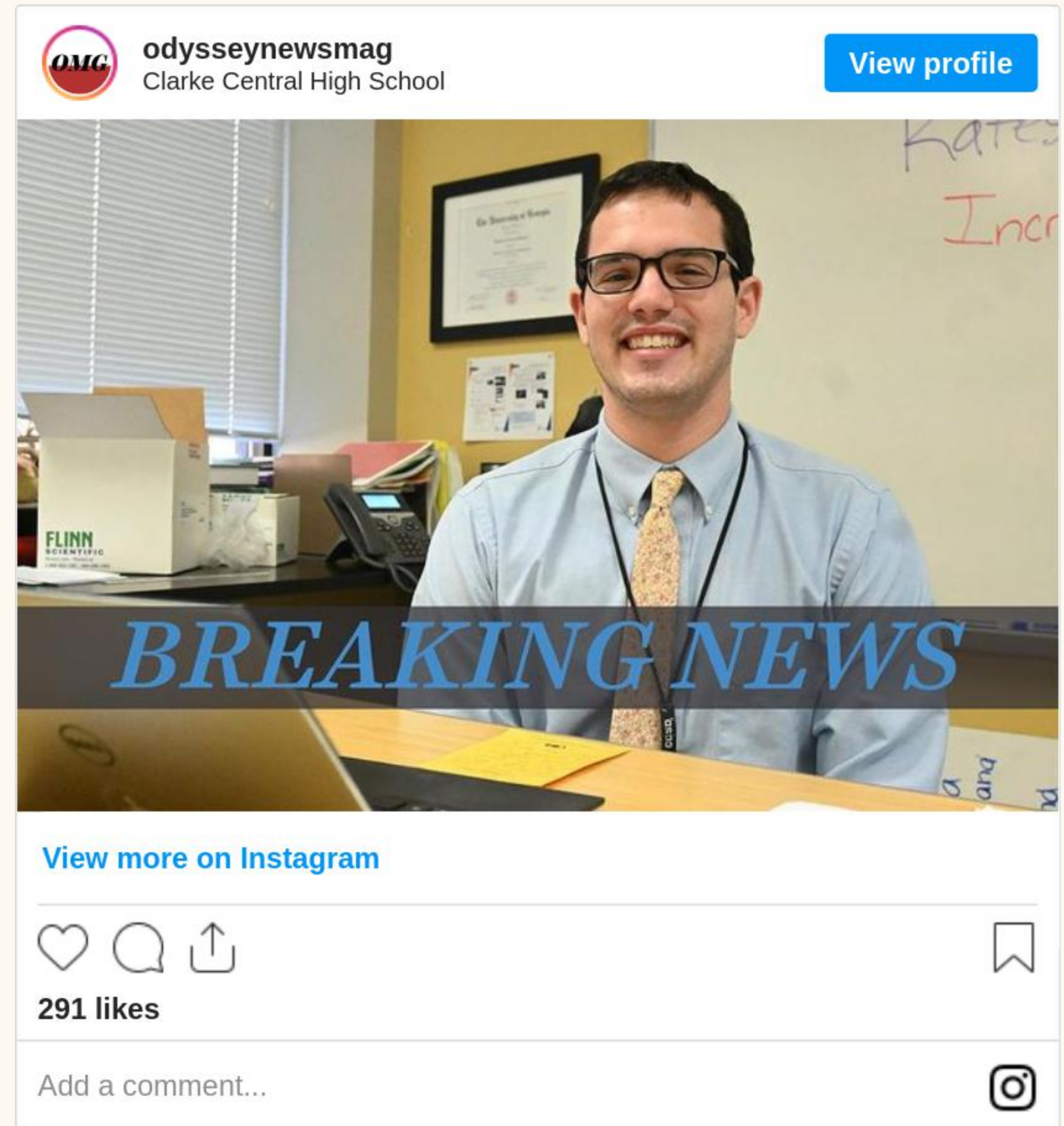
Reach: **1,487**

Likes: **291**

Comments: **19**

Shares: **61**

Saves: **5**



Information on 2021-22 Graduation

This graphic was created to provide information for the 2021-22 CCHS graduation in a visually appealing format.

Analytics

Impressions: **2,171**

Reach: **1,597**

Likes: **353**

Comments: **2**

Shares: **100**

Saves: **34**

The image shows an Instagram post from the account 'odysseynewsmag', which has 2,358 followers. The post features a graphic with a red and white color scheme. At the top, it asks 'WANT TO ATTEND THE 2021-22 GRADUATION?'. Below this, there are three yellow boxes with icons and text: a calendar icon for 'May 26, 2022', a clock icon for 'Guests may begin arriving at 8 a.m.', and a location pin icon for 'Billy Henderson Stadium at Clarke Central High School'. To the right of these boxes is a yellow box titled 'Keep in mind...' containing three bullet points: 'There is no limit on the number of guests students may bring to the graduation ceremony. No tickets are required for guest entry', 'No guests will be admitted into the stadium until 8:00 AM.', and 'Guests can enter either through the Waddell Street gate, the Baxter Street gate, or the small gate beside the greenhouse'. The post has 353 likes and a 'View more on Instagram' link. The bottom of the post shows the standard Instagram interaction icons: heart, comment, share, and bookmark, along with the text 'Add a comment...' and the Instagram logo.

odysseynewsmag
2,358 followers

View profile

* WANT TO ATTEND THE 2021-22 *
GRADUATION?

May 26, 2022

Guests may begin arriving at 8 a.m.

Billy Henderson Stadium at Clarke Central High School

Keep in mind...

- There is no limit on the number of guests students may bring to the graduation ceremony. No tickets are required for guest entry
- No guests will be admitted into the stadium until 8:00 AM.
- Guests can enter either through the Waddell Street gate, the Baxter Street gate, or the small gate beside the greenhouse

View more on Instagram

353 likes

Add a comment...

Testing week bell schedule

This graphic was created to provide information for the schedule changes due to the End of Course assessments taking place in the CCHS building.

Analytics

Impressions: **1,454**

Reach: **1,041**

Likes: **109**

Comments: **1**

Shares: **68**

Saves: **29**



The image shows an Instagram post from the account 'odysseynewsmag' (2,358 followers). The post features a graphic titled 'EOC Bell Schedule' with a blue background. The graphic is divided into three columns for 'MONDAY & WEDNESDAY', 'TUESDAY & THURSDAY', and 'FRIDAY'. Each column lists the start and end times for the First, Second, Third, and Fourth blocks, with lunch breaks indicated. An illustration of a teacher and a student is at the bottom of the graphic. The Instagram interface shows 109 likes and a comment section.

odysseynewsmag
2,358 followers [View profile](#)

EOC Bell Schedule

MONDAY & WEDNESDAY	TUESDAY & THURSDAY	FRIDAY
First Block: 8:45a - 11:07a	First Block: 8:45a - 10:15a	Second Block: 8:45a - 11:07a
Second Block (Lunch): 11:12a - 12:55p	Second Block: 10:20a - 12:00p	First Block (lunch): 11:12a - 12:55p
Third Block: 1:00p - 2:15p	Third Block (lunch): 12:05 - 2:00p	Third Block: 1:00p - 2:15p
Fourth Block: 2:20p - 3:35p	Fourth Block: 2:05p - 3:35p	Fourth Block: 2:20p - 3:35p

[View more on Instagram](#)

109 likes

Add a comment...

Teacher Appreciation Week

This graphic was created for the purposes of Teacher Appreciation Week to recognize all the hardworking teachers. The comment section did really well for this post.

Analytics

Impressions: **1,775**

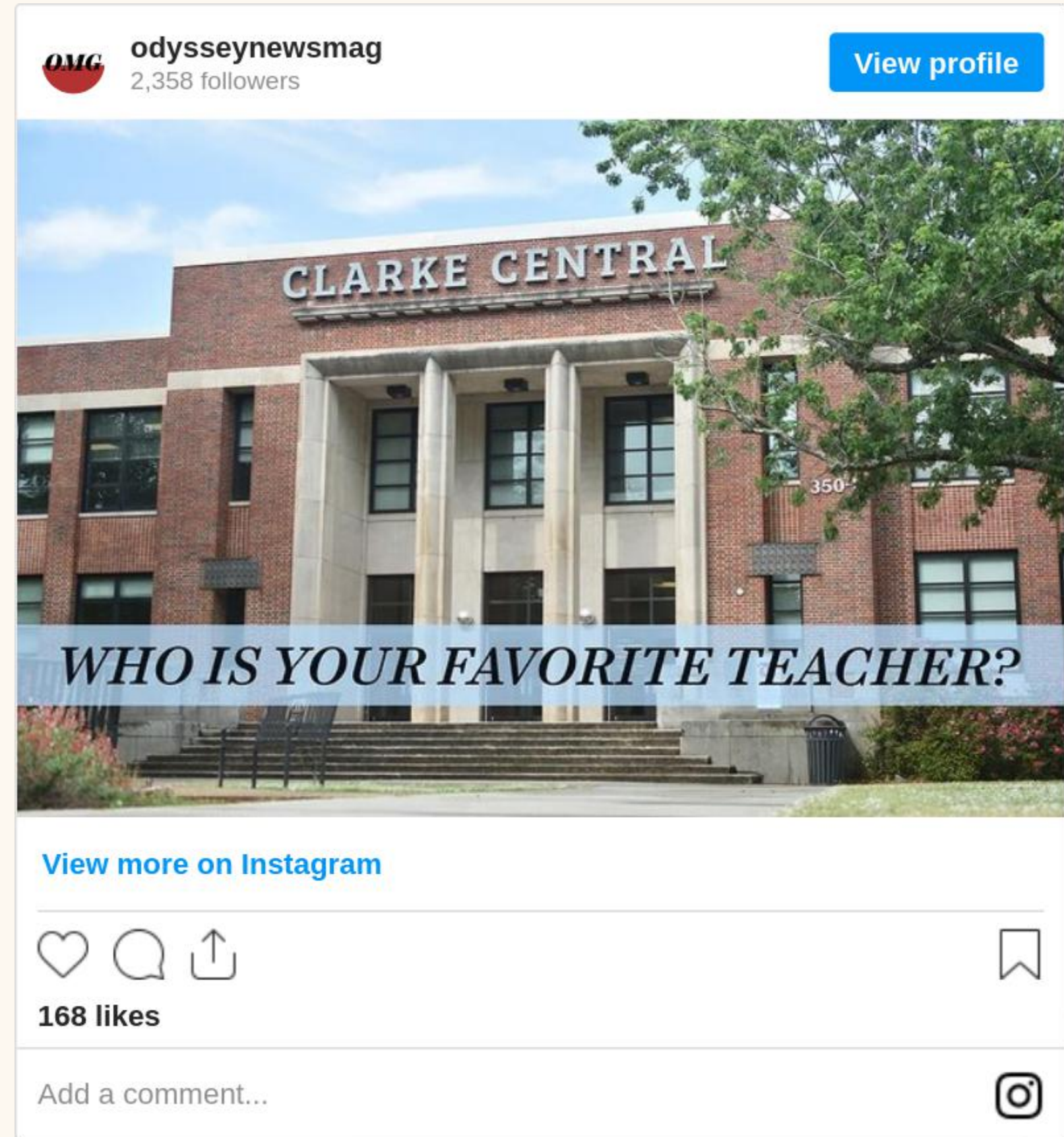
Reach: **1,299**

Likes: **168**

Comments: **95**

Shares: **24**

Saves: **2**



Parent Debora Lonon poses in the CCHS Library at “A Night of Color”

This was a scene on Commissioner of Atlanta's Department of Grants and Community Development and CCHS parent Debora Lonon. She spoke about the need for more representation in women of color in higher education.

Analytics

Impressions: **1,089**

Reach: **803**

Likes: **115**

Comments: **2**

Shares: **17**

Saves: **4**



Black History Month: LaToya Hill

This was a scene on CCHS principal's secretary LaToya Hill. Hill spoke about the importance of remembering Athens' Black History. Although it didn't receive much traction, it was a great way to relate Black History to our Athens community.

Analytics

Impressions: **950**

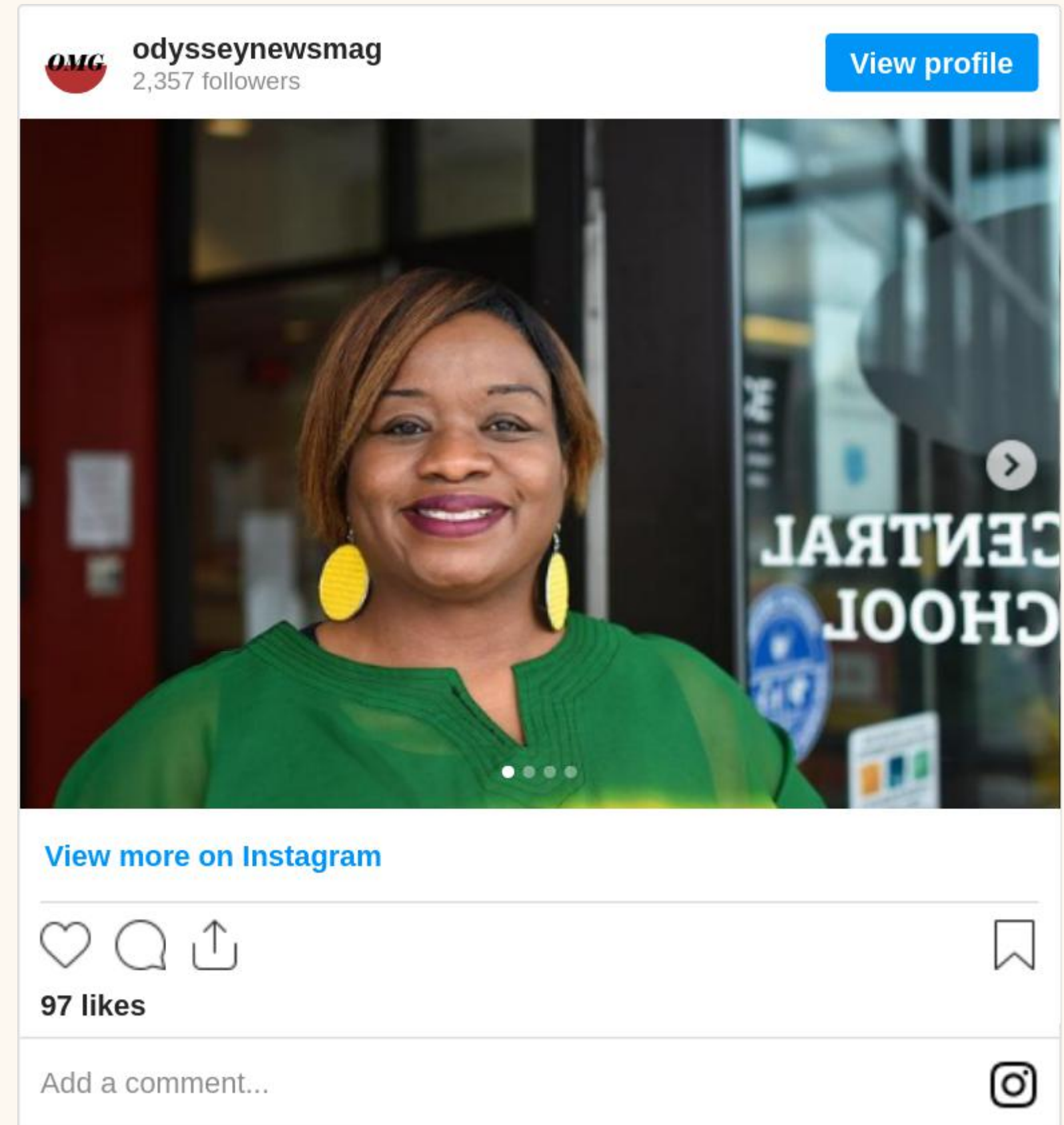
Reach: **721**

Likes: **97**

Comments: **3**

Shares: **0**

Saves: **0**



Centers for Disease Control updated their mask guidelines

This graphic was designed to inform our audience about the new guidelines from the Centers for Disease Control.

Analytics

Impressions: **1,622**

Reach: **1,145**

Likes: **135**

Comments: **2**

Shares: **26**

Saves: **3**

The image shows an Instagram post from the account 'odysseynewsmag' at 'Clarke Central High School'. The post features a graphic with the following text: 'NEW CDC Mask Guidelines', 'Wear a mask indoors in public if you are in an area of substantial or high transmission.', and 'Continue to wear a mask where required by laws, rules, regulations, or local guidance.' The graphic includes an illustration of hands holding a blue surgical mask. The post has 135 likes and a 'View more on Instagram' link. The Instagram interface shows icons for likes, comments, shares, and saves, along with a comment input field and a share icon.

odysseynewsmag
Clarke Central High School

View profile

NEW CDC Mask Guidelines

Wear a mask indoors in public if you are in an area of substantial or high transmission.

Continue to wear a mask where required by laws, rules, regulations, or local guidance.

View more on Instagram

135 likes

Add a comment...

Classic City Championship delay

This graphic was created to inform the CCHS student body about the postponement of the Classic City Championship to comply with the Georgia High School Association's COVID-19 protocols.

Analytics

Impressions: **1,343**

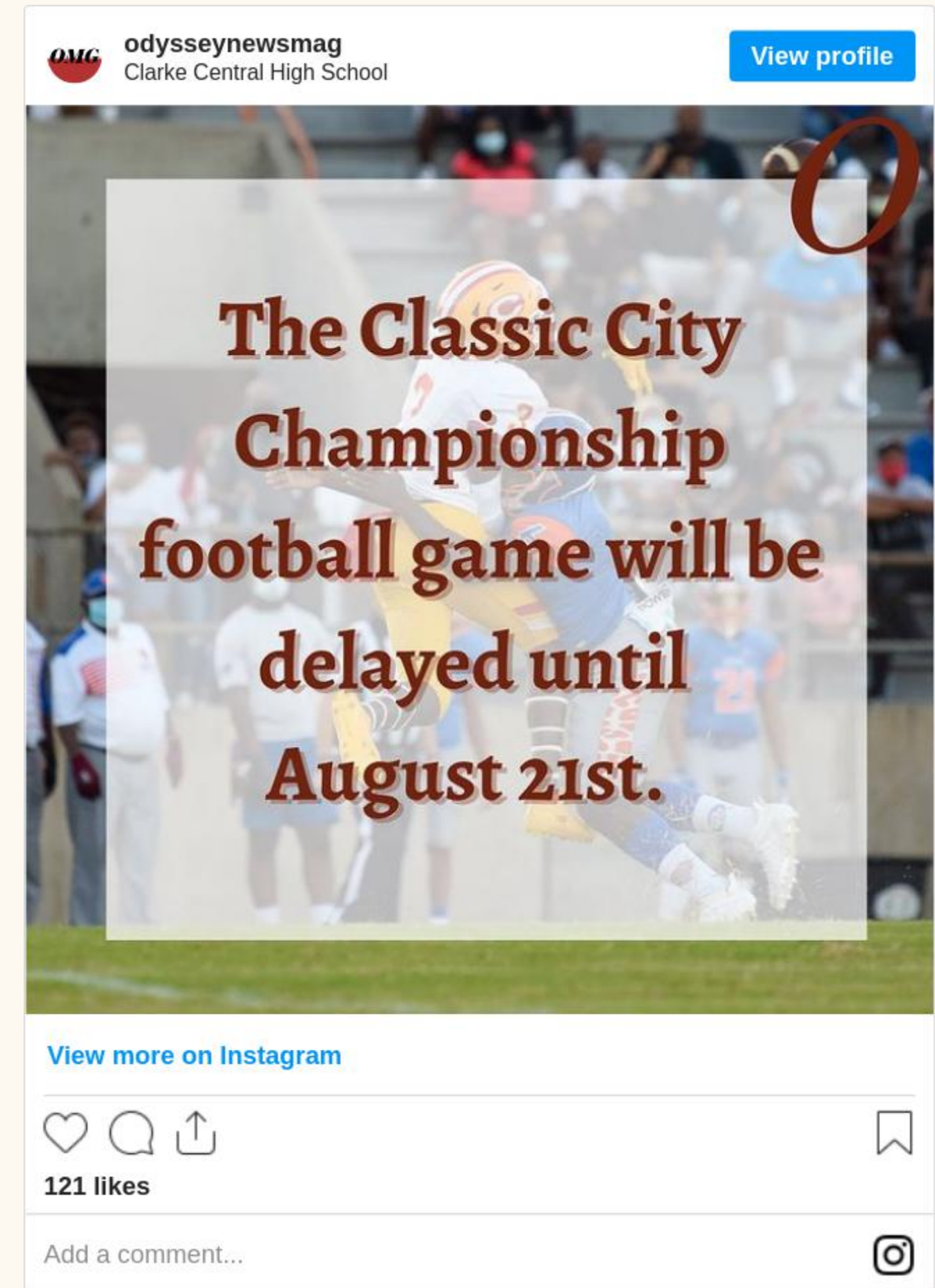
Reach: **1,078**

Likes: **121**

Comments: **1**

Shares: **23**

Saves: **3**



World Photography Day

To celebrate World Photography Day, ODYSSEY compiled a handful of memorable photos from the last 10 years.

Analytics

Impressions: **2,017**


Reach: **1,478**

Likes: **218**

Comments: **2**

Shares: **40**

Saves: **4**



OMG odysseynewsmag
2,357 followers [View profile](#)

[View more on Instagram](#)

♡ 💬 ↗ 📌
219 likes

Add a comment... 📷

Evacuation at Central

On Aug. 28, an evacuation took place at CCHS at 3:15 p.m. after the fire alarm went off in the building.

Analytics

Impressions: **2,110**

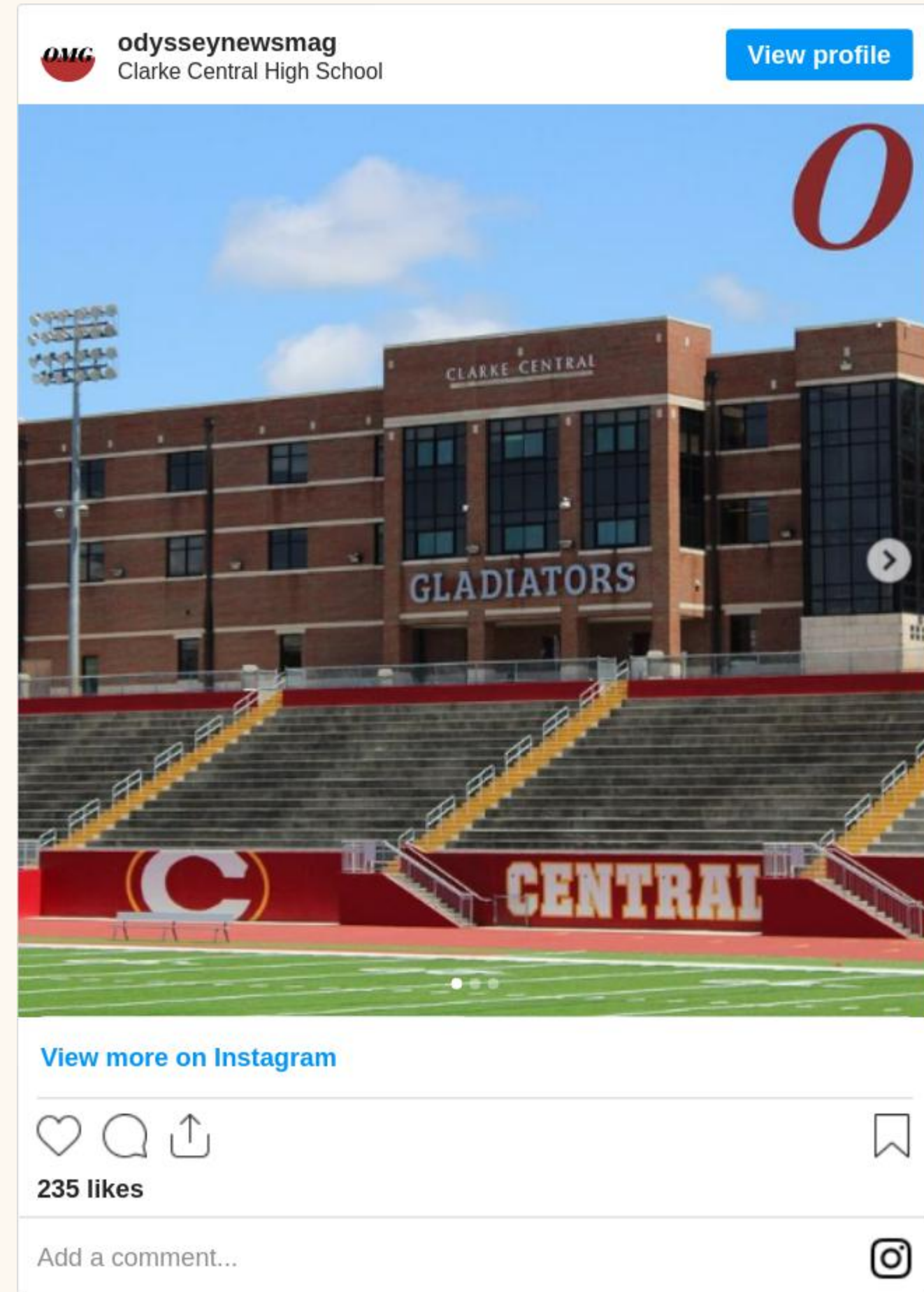
Reach: **1,573**

Likes: **235**

Comments: **1**

Shares: **20**

Saves: **8**



CCHS Varsity Cheer

This was a posed picture at the CCHS vs Buford High School football game in Billy Henderson Stadium. Despite CCHS's loss sophomore Addisyn Huff (second from the right) kept a positive attitude towards the rest of the season.

Analytics

Impressions: **2,326**

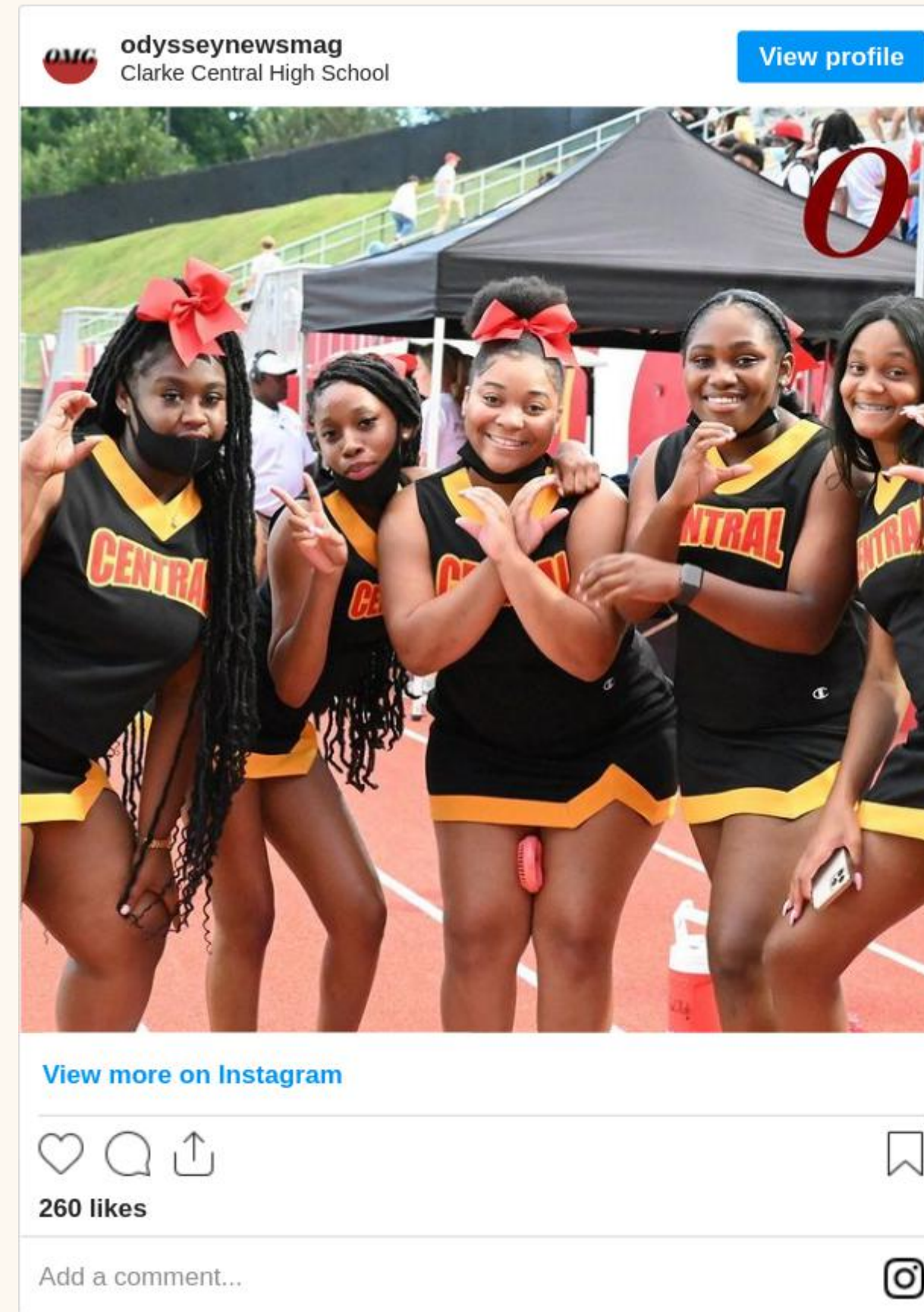
Reach: **1,782**

Likes: **260**

Comments: **1**

Shares: **61**

Saves: **2**



Journalism I meets ODYSSEY Alumni

This was a zoom meeting where ODYSSEY alumni met the Journalism I class to discuss the importance of being a student-journalist. The panel discussion consisted of a facilitator-led discussion, as well as student-led conversations that allowed for open-ended questions to be asked.

Analytics

Impressions: **1,922**

Reach: **1,366**

Likes: **148**

Comments: **4**

Shares: **11**

Saves: **3**



CCHS College Adviser

This was a scene on CCHS's new college adviser Tavarria Smith who is also a CCHS alumna. Smith talks about seeing her job as a way of contributing to her community and working towards her long-term goals of becoming an attorney.

Analytics

Impressions: **1,858**

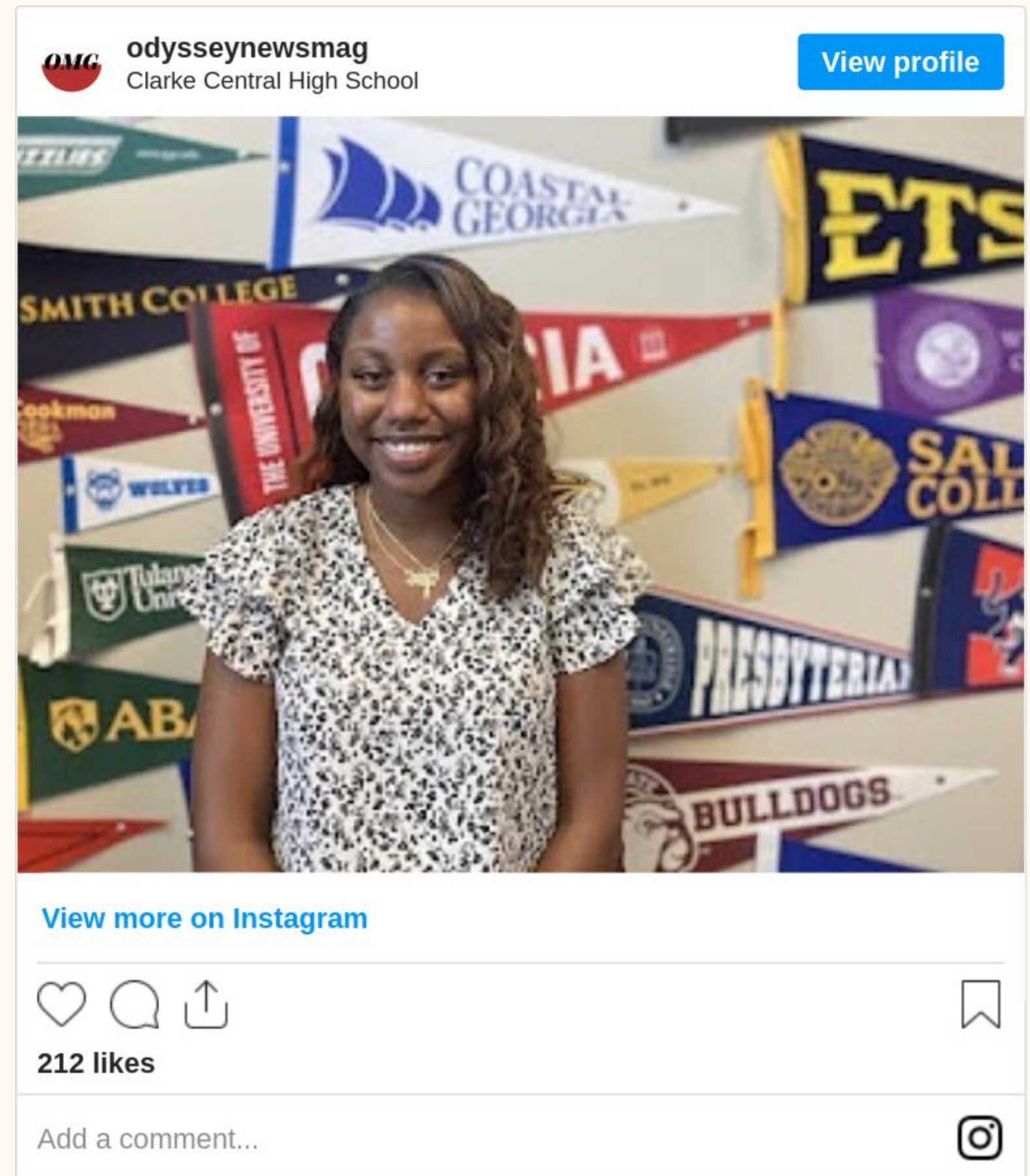
Reach: **1,591**

Likes: **212**

Comments: **10**

Shares: **2**

Saves: **5**



Secure Central

This was a scene on one of CCHS's Campus Security Officers Vera Loggins. Loggins speaks about the increased measures of security due to a rise in student altercations at both CCHS and Cedar Shoals High School.

Analytics

Impressions: **1,835**

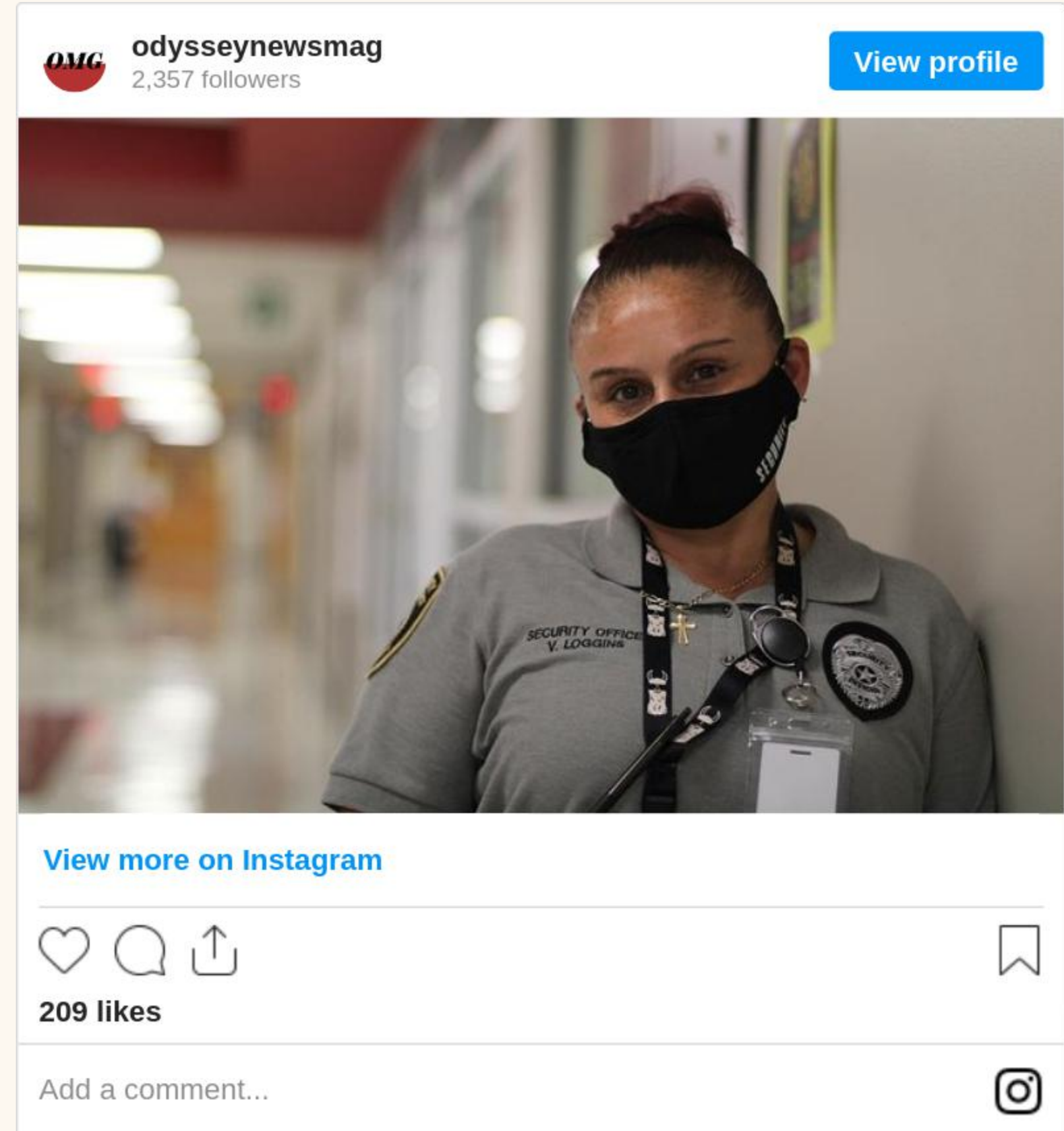
Reach: **1,493**

Likes: **209**

Comments: **1**

Shares: **8**

Saves: **10**



Softball Senior Night

This was a post to inform our audience about the CCHS varsity softball team hosting Discovery High School on Sept. 27, 2021 along with the celebrations of Senior Night.

Analytics

Impressions: **1,835**

Reach: **1,341**

Likes: **203**

Comments: **1**

Shares: **1**

Saves: **2**



odysseynewsmag
Clarke Central High School

[View profile](#)

[View more on Instagram](#)

♡ 💬 ↗ 📌

203 likes

Add a comment... 📷

CCHS varsity volleyball senior night

This was a post to inform our audience about the varsity volleyball senior night and they were honored prior to their game against Greenbrier High School.

Analytics

Impressions: **1,791**

Reach: **1,303**

Likes: **201**

Comments: **0**

Shares: **3**

Saves: **5**



Glads win

This was a score card graphic that was made to post the final results of the CCHS varsity volleyball team defeating Apalachee High School 3-0 (25-14, 25-23, 25-23) in the first round of the Georgia High School Association Region 8-AAAAA on Oct. 12, 2021 at CCHS.

Analytics

Impressions: **1,146**

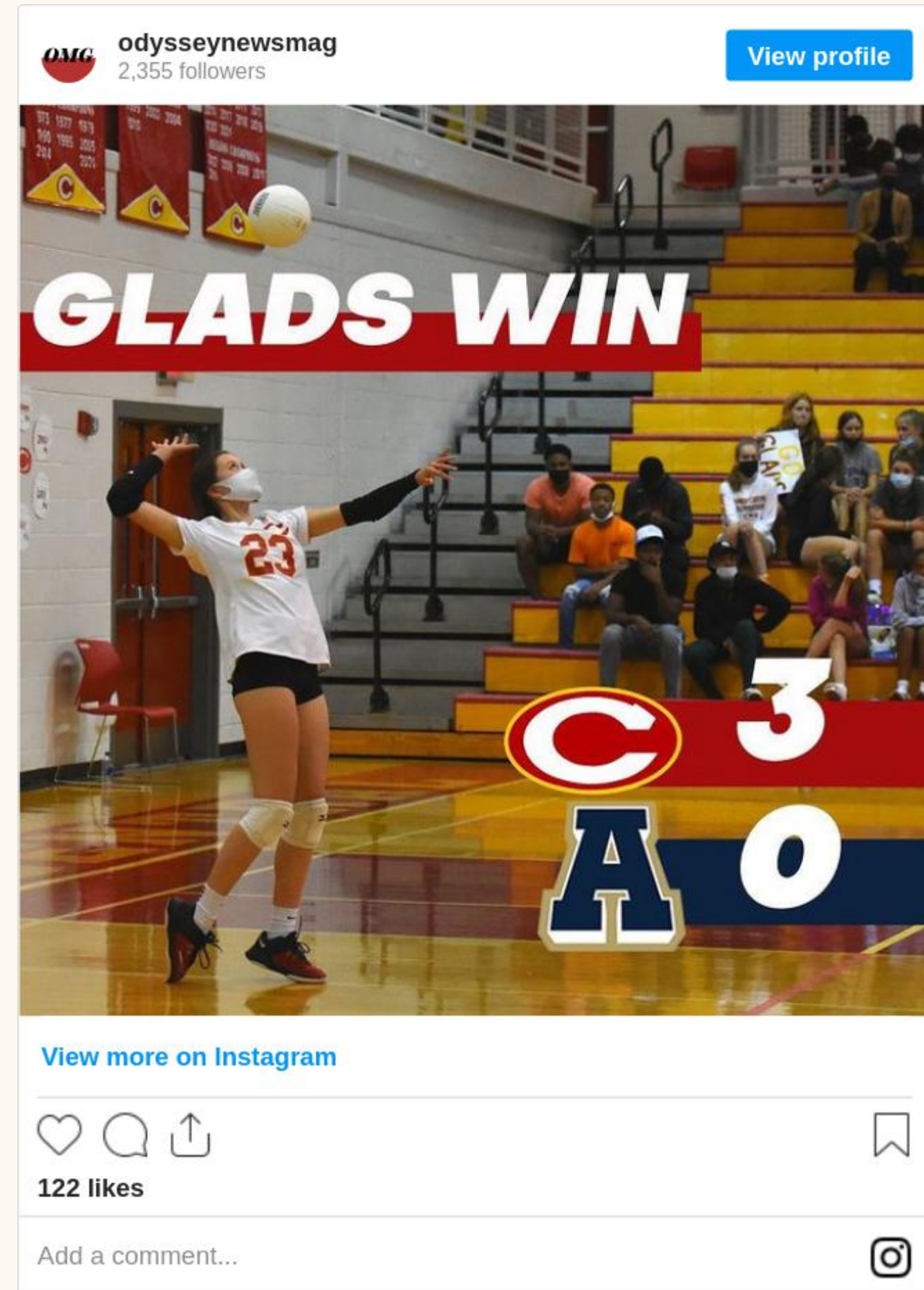
Reach: **956**

Likes: **122**

Comments: **0**

Shares: **2**

Saves: **2**



New scoring record

This was a score card graphic that was made to post the final results of the CCHS vs Greenbrier varsity football game on Oct. 15, 2021. The Gladiators set a school scoring record, winning with a final score of 76-34.

Analytics

Impressions: **1,691**

Reach: **1,200**

Likes: **177**

Comments: **0**

Shares: **28**

Saves: **3**

odysseynewsmag
Clarke Central High School

View profile

FINAL

Clarke Central
Greenbrier High

76

34

View more on Instagram

177 likes

Add a comment...

BREAKING NEWS: New Assistant Principal

This post was to break the news of the new CCHS Assistant Principal Dr. Angelia Major. Major was hired as the new CCHS Assistant Principal in October of 2021, replacing former CCHS Associate Principal Reginald Thomas as the administrator for the Freshman Academy.

Analytics

Impressions: **1,639**

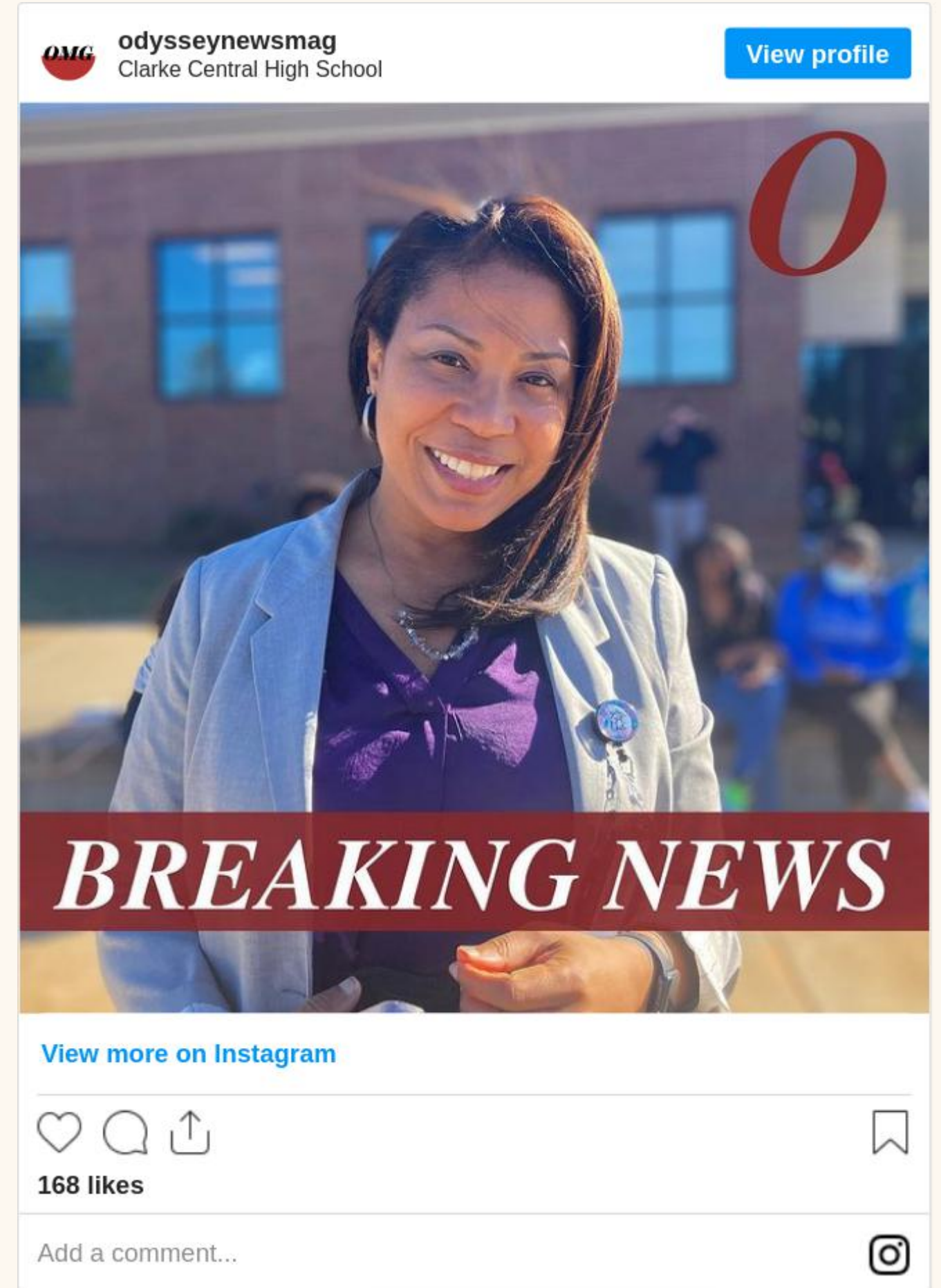
Reach: **1,318**

Likes: **168**

Comments: **1**

Shares: **35**

Saves: **3**



Anticipation of cheer team

This post was made to share the thoughts of varsity cheerleading co-captain McKenna Ezekiel on the cheer team performance at the Classic City Championship.

Analytics

Impressions: **1,897**

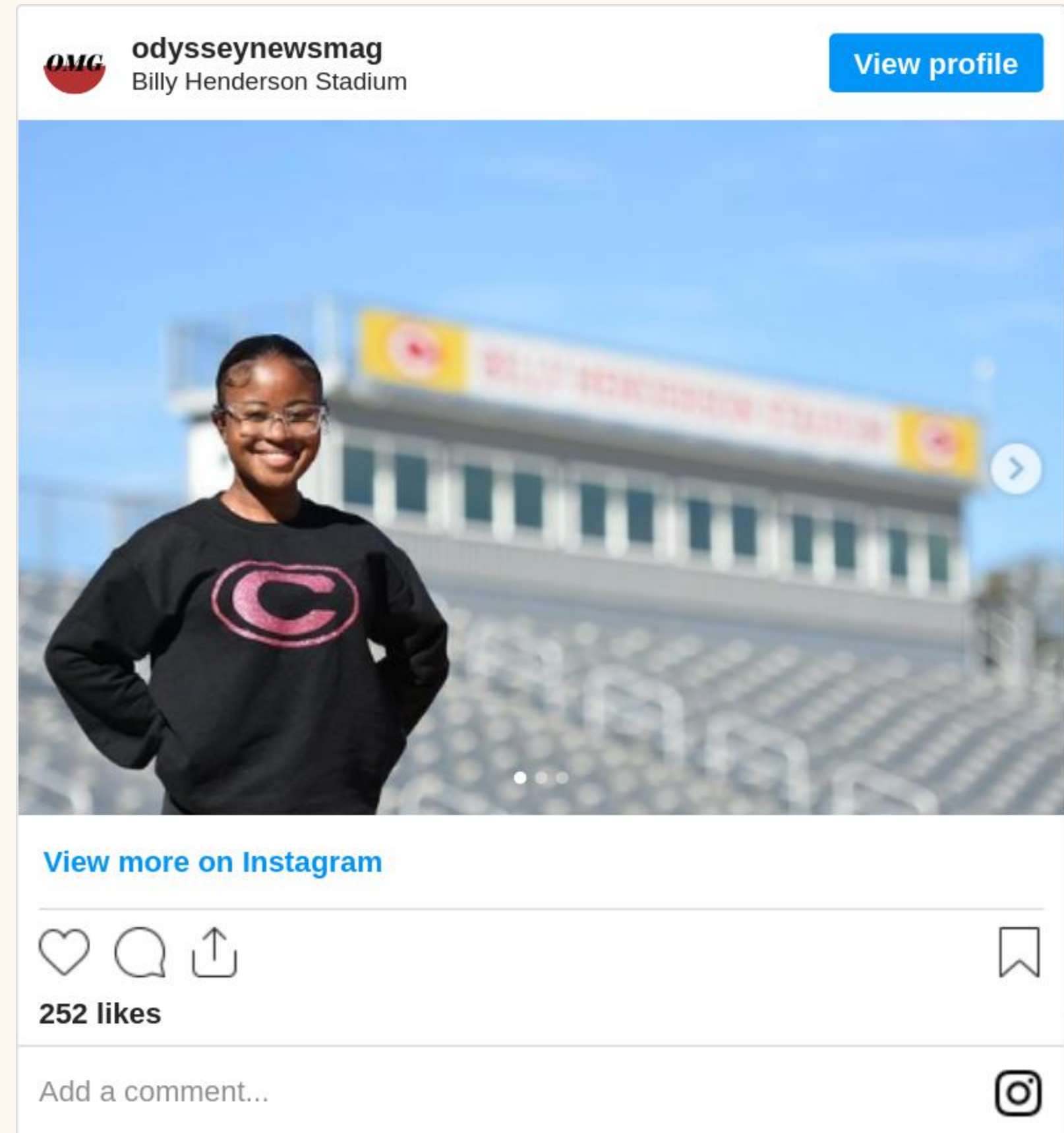
Reach: **1,366**

Likes: **252**

Comments: **2**

Shares: **3**

Saves: **2**



The image shows an Instagram post from the account 'odysseynewsmag' at Billy Henderson Stadium. The post features a photograph of McKenna Ezekiel, a varsity cheerleading co-captain, smiling and wearing a black sweatshirt with a pink 'C' logo. She is standing in front of the stadium seating. The post includes a 'View profile' button, a 'View more on Instagram' link, and engagement metrics: 252 likes, 2 comments, 3 shares, and 2 saves. The post also has a 'Add a comment...' field and an Instagram icon.

odysseynewsmag
Billy Henderson Stadium

View profile

View more on Instagram

252 likes

Add a comment...

Football fun

This was a score card graphic that was made to post the final results of the CCHS vs Greenbrier varsity football game on Oct. 15, 2021. The Gladiators set a school scoring record, winning with a final score of 76-34.

Analytics

Impressions: **1,720**


Reach: **1,372**

Likes: **190**

Comments: **5**

Shares: **7**

Saves: **0**



odysseynewsmag
Clarke Central High School

[View profile](#)

[View more on Instagram](#)

190 likes

Add a comment...

The image shows an Instagram post from the account 'odysseynewsmag' at Clarke Central High School. The main image is a young man with curly hair, wearing a white and grey jacket over a red t-shirt, giving a thumbs up. He is standing in front of bleachers at a football game. The post has 190 likes and 5 comments. The caption is not visible. The post is shared from a social media platform, likely Facebook, as indicated by the 'View more on Instagram' link and the Instagram icon in the bottom right corner.

BREAKING NEWS: Cross country results

This graphic was created to announce the CCHS boys varsity cross country team placing first out of eight high schools for the second consecutive year, qualifying them for the state championships.

Analytics

Impressions: **2,018**

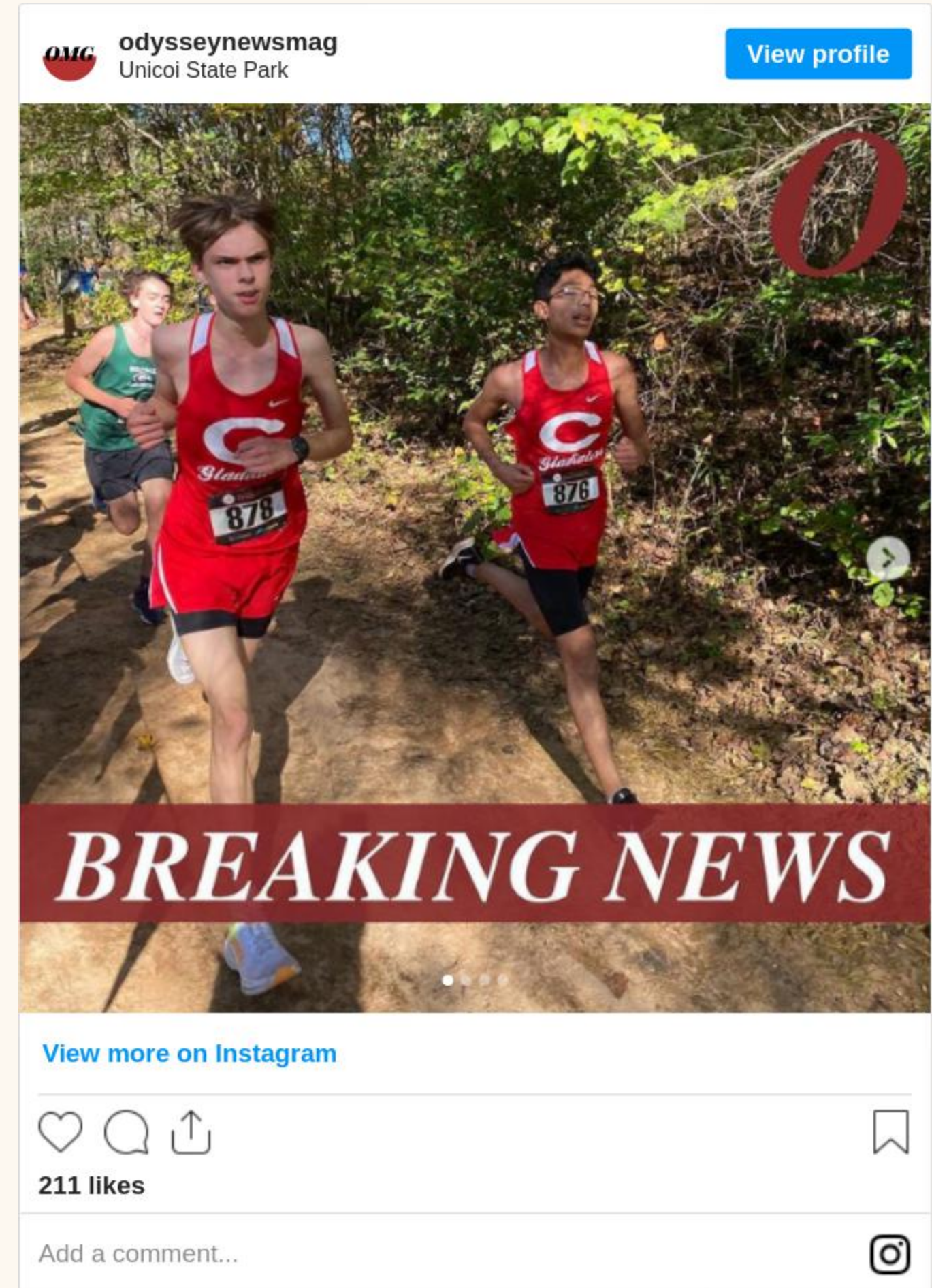
Reach: **1,489**

Likes: **211**

Comments: **8**

Shares: **4**

Saves: **2**



Veterans Day

This picture was taken of counselor Lisa Smith-Proffitt displaying a photo of a spread from a 1972 Ebony Magazine, which showcases the experiences of her uncle James Jackson, a Vietnam Prisoner of War veteran. Smith-Proffitt proudly shared Jackson's story with the faculty of CCHS on Veterans Day, Nov. 11.

Analytics

Impressions: **1,081**

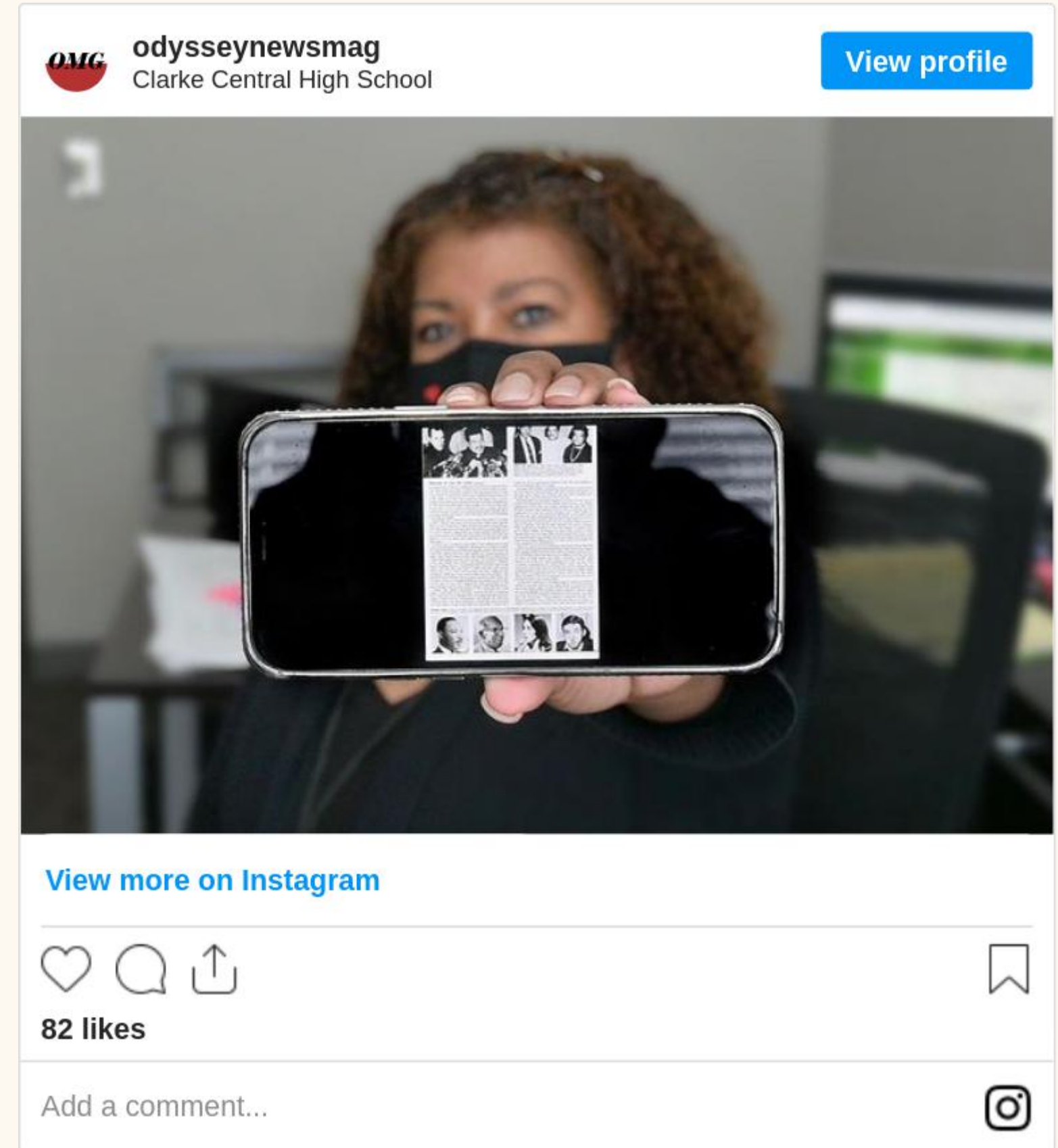
Reach: **925**

Likes: **82**

Comments: **0**

Shares: **1**

Saves: **1**



CCSD Superintendent retires

This graphic was created to announce CCSD Superintendent Xernona Thomas' intent to retire in December of 2022 to the CCSD Board of Education on Nov. 11.

Analytics

Impressions: **1,290**

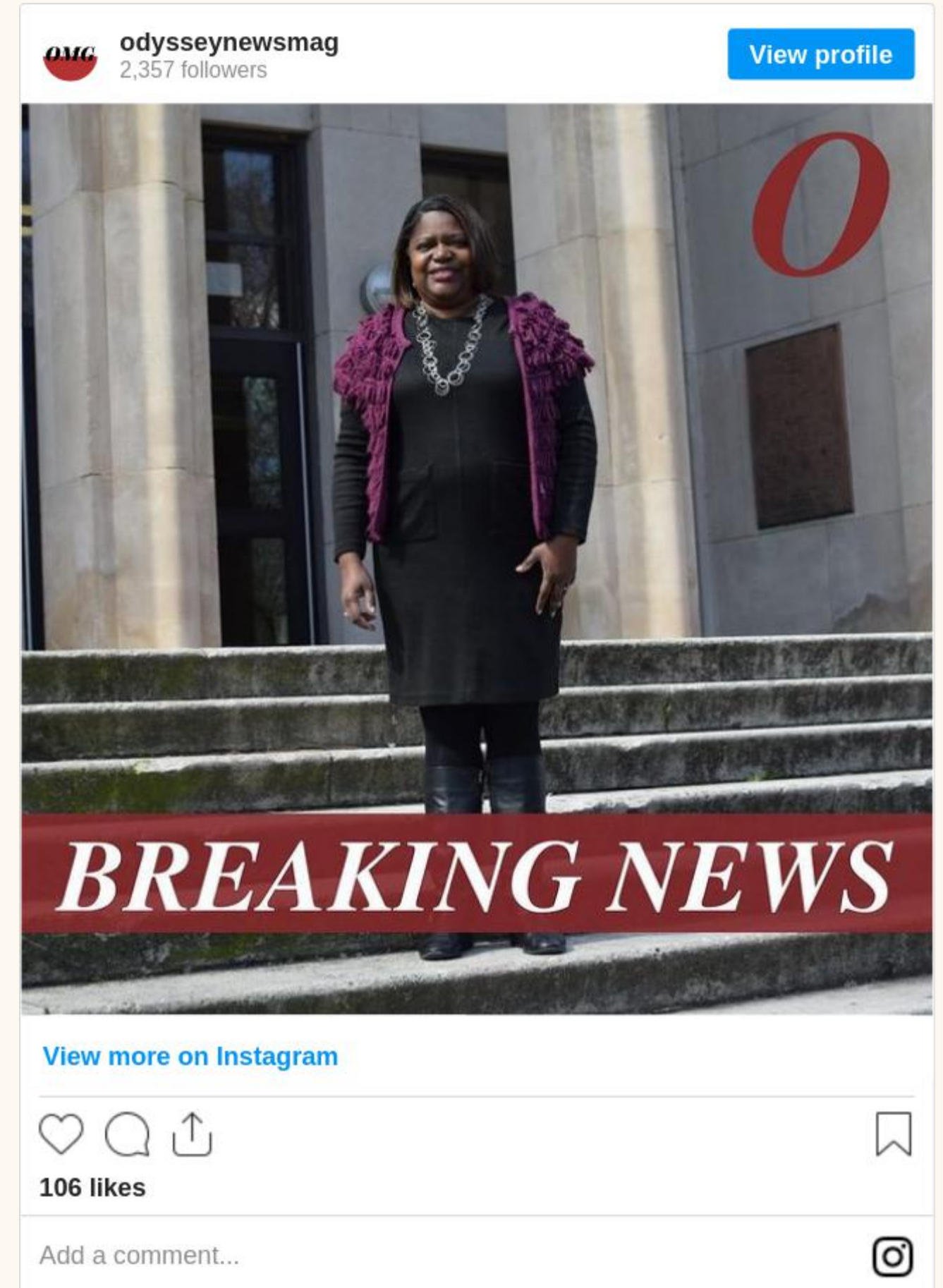
Reach: **1,095**

Likes: **106**

Comments: **0**

Shares: **1**

Saves: **1**



Pinned to win

CCHS junior and varsity wrestler Dilon Gresham pins an Oglethorpe High School wrestler at Jackson County High School on Dec. 3. This post did well as Gresham is well known at CCHS.

Analytics

Impressions: **1,828**

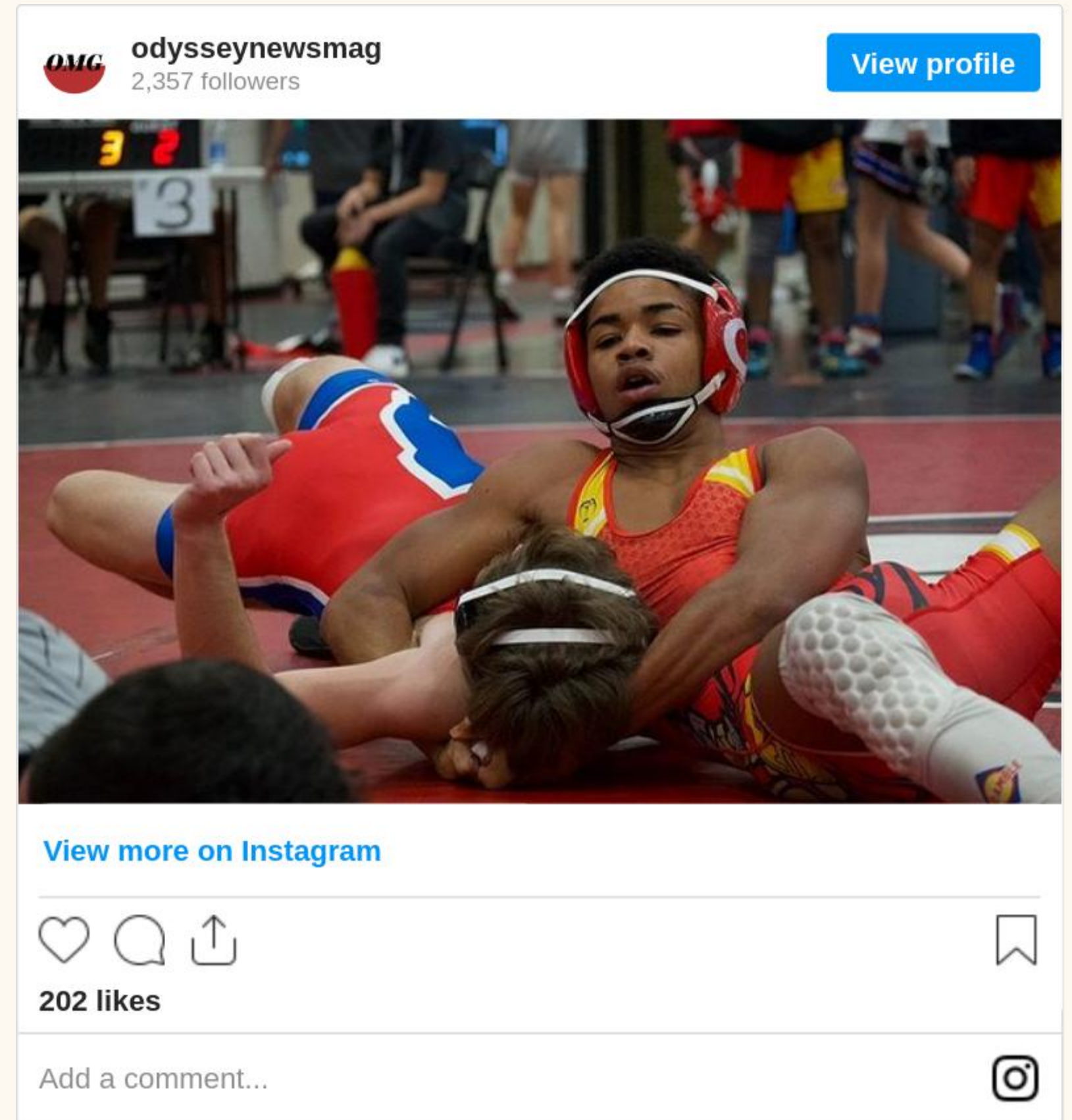
Reach: **1,526**

Likes: **202**

Comments: **6**

Shares: **51**

Saves: **5**



Inequalities of female athletes

This was a scene on Hannah Barnett where she talked about her need to speak at the CCSD Board of Education meeting to address the inequalities that female athletes experience when compared to the male athletes at CCHS. This post did extremely well because of its impact on the CCHS community.

Analytics

Impressions: **3,765**

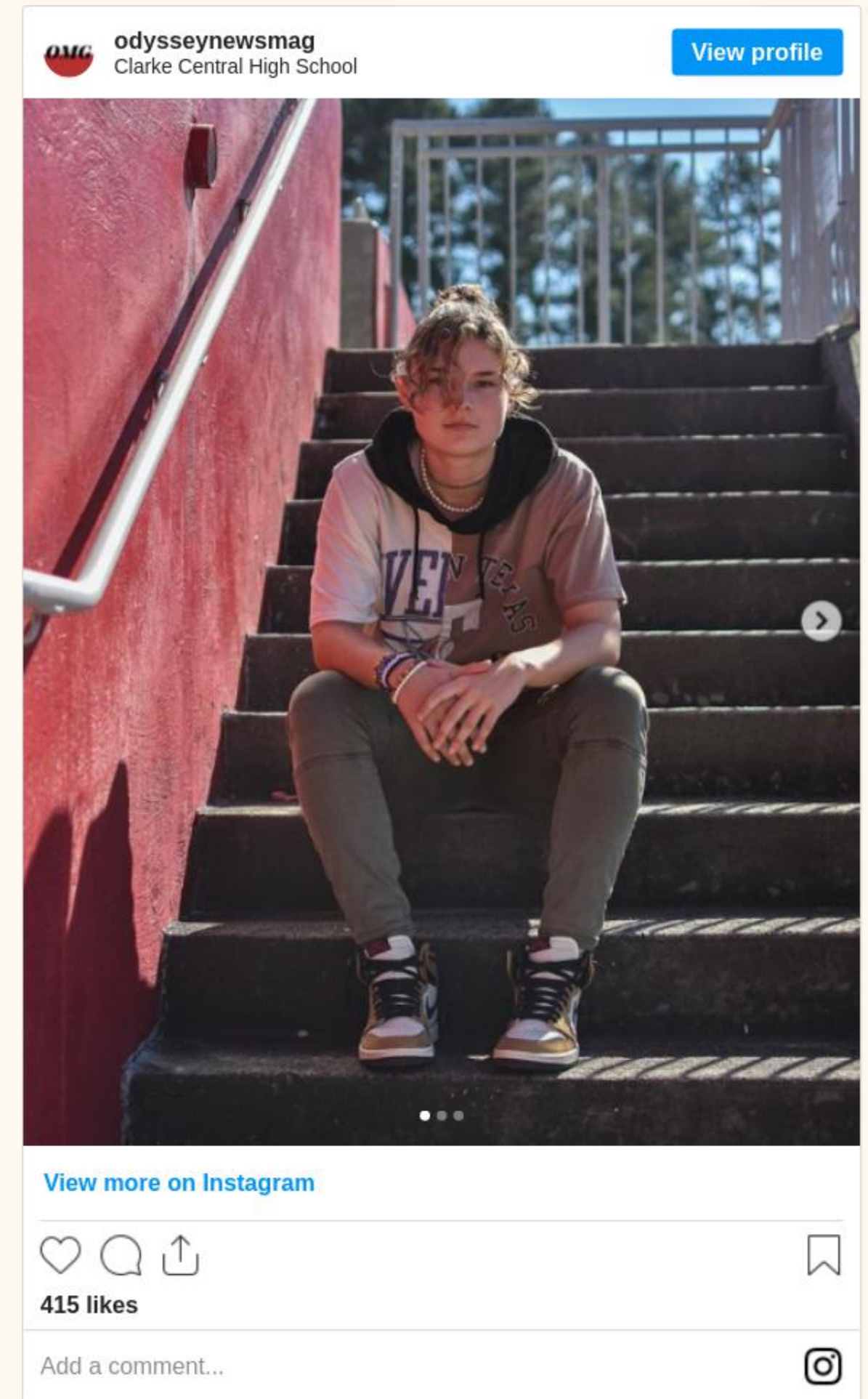
Reach: **3,041**

Likes: **415**

Comments: **13**

Shares: **88**

Saves: **3**



Celebrating Valentines Day

This was a post for Valentines Day to promote our program while giving our staffers a chance for team bonding.

Analytics

Impressions: **1,704**

Reach: **1,081**

Likes: **179**

Comments: **5**

Shares: **16**

Saves: **2**



Black History Month: Cassie Chantel

This was a scene on CCHS Class of 2009 graduate and artist Cassie Chantel. Chantel spoke about the beginnings of her career as an artist. Chantel started making music and writing poems at a very young age, and sees her music not only as an outlet for creativity but also as a way to inspire others.

Analytics

Impressions: **1,238**

Reach: **889**

Likes: **125**

Comments: **3**

Shares: **13**

Saves: **4**



STAR Student

This was a scene on CCHS senior and STAR Student Award recipient Treasa McHugh. Out of all CCHS seniors, McHugh earned the highest single sitting SAT score, which led to her selection as STAR Student.

Analytics

Impressions: **209**

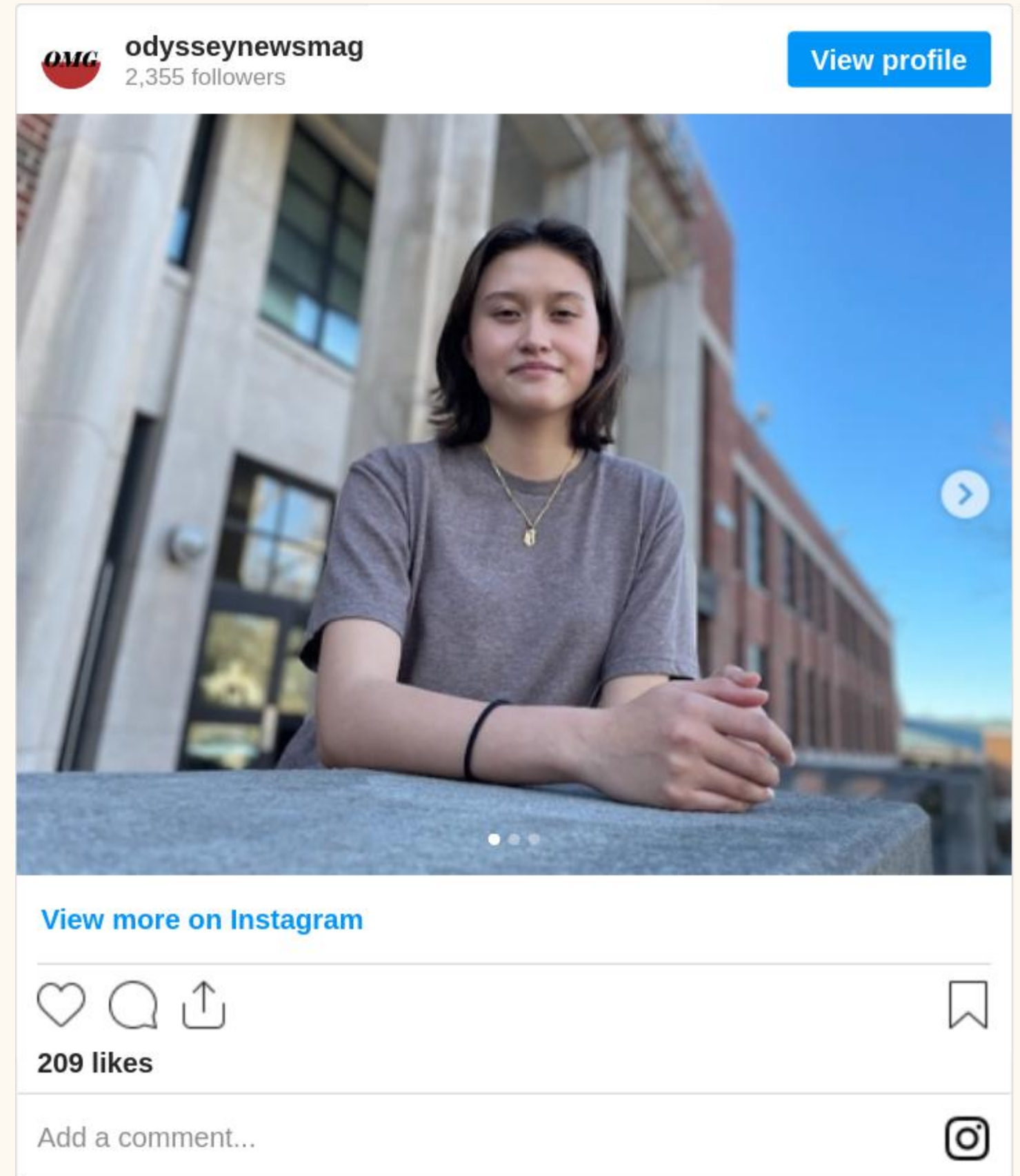
Reach: **1,039**

Likes: **209**

Comments: **12**

Shares: **12**

Saves: **4**



Visual Arts award

This was a scene on CCHS senior Ava Sims and how she was recognized by CCSD Board of Education for her double exposure photograph she created in her Visual Arts class.

Analytics

Impressions: **1,857**

Reach: **1,316**

Likes: **246**

Comments: **3**

Shares: **7**

Saves: **4**



odysseynewsmag
2,357 followers [View profile](#)

[View more on Instagram](#)

246 likes

Add a comment...