

**EL**

**ESTOQUE**

MONTA VISTA HIGH SCHOOL, CUPERTINO, CA

**EE**

NSPA Best Use of Social Media: Promotion

# OUR SOCIAL MEDIA

Instagram

[@elestoque](#)

Facebook

[@elestoqueonline](#)

Twitter

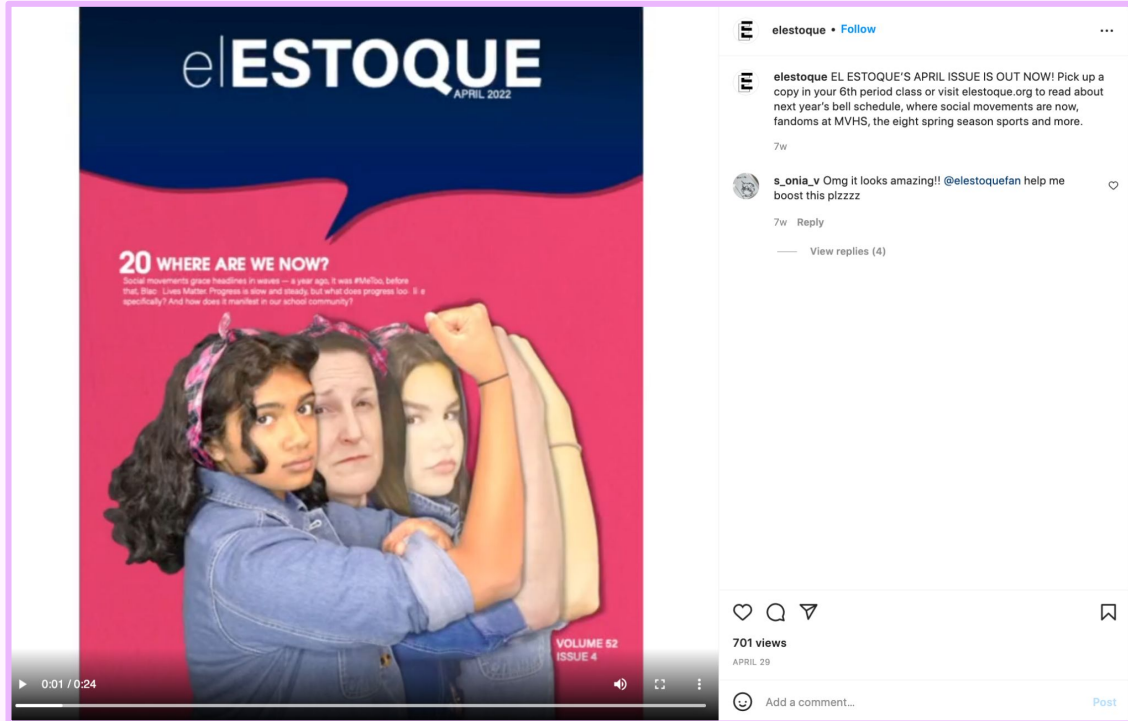
[@elestoque](#)

Snapchat

[@elestoque](#)

The logo consists of two bold, black, sans-serif capital letters 'E' and 'E' positioned side-by-side. They are centered within a solid purple square background.

# INSTAGRAM



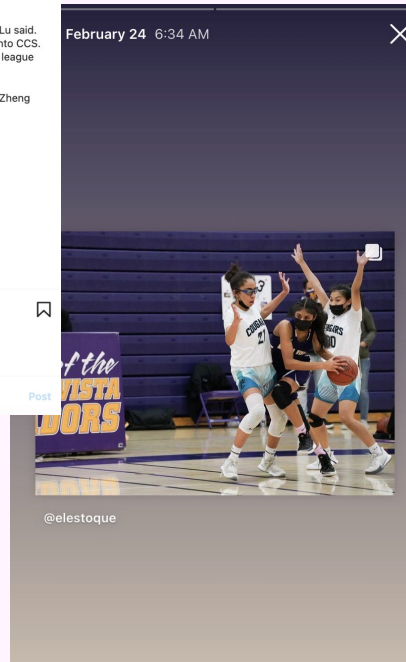
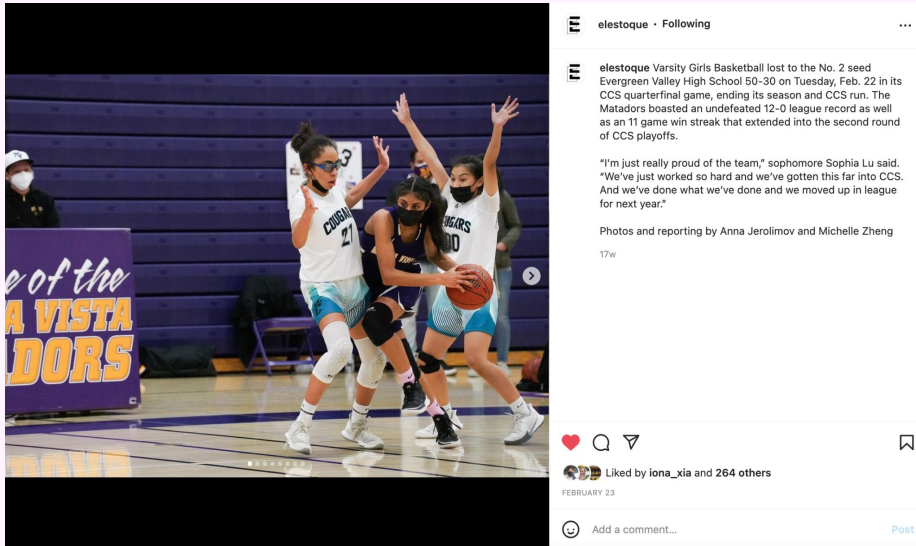
## Print Magazine:

Every cycle, we post a teaser to our print magazine posted on Issuu on our Instagram to increase content coverage and social media engagement. This increases engagement on Issuu.

## Analytics:

Accounts reached: 1,316  
Content interactions: 176  
Profile visits: 44

# INSTAGRAM: POST PROMOTION



For important school events, after covering the event using Instagram posts, we would repost these posts to our Instagram stories the following day to increase engagement.

## **Analytics:**

Accounts reached: 951  
Accounts engaged: 276  
Shares: 16

This important basketball game was first posted about late at night on February 23: reposting it to Instagram stories the next morning was essential in increasing viewership and brought the like count on this post from 150 to 264 likes.

# INSTAGRAM: POST PROMOTION



elestoque · Following

elestoque On Wednesday, Feb. 16, MVHS Bella Voce and Variations delivered Singing Valentines to students and teachers in the spirit of Valentine's Day. Performances ranged from love ballads to rap songs, and students-dressed up in colorful and creative costumes.

Photos and reporting by Krish Dev, Aashna Patel and Jiya Singh

18w

arya\_\_srivastava @anushasainarayanan awww :) 18w 1 like Reply

arn6v @ultrachiran13 I can tell ur excited to be tjere 18w 1 like Reply

abhadash06 @anushasainarayanan cutiee♥️ 18w 1 like Reply

kripamayur @anushasainarayanan bestie made the cover pic 🥰🥰 18w 1 like Reply

Liked by olliviaho and 390 others

FEBRUARY 16

Add a comment...

February 17 4:15 AM

@elestoque

Analytics:

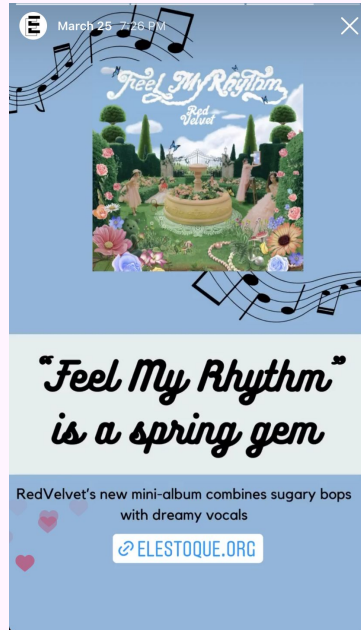
Accounts reached: 1,198

Accounts engaged: 418

Shares: 73



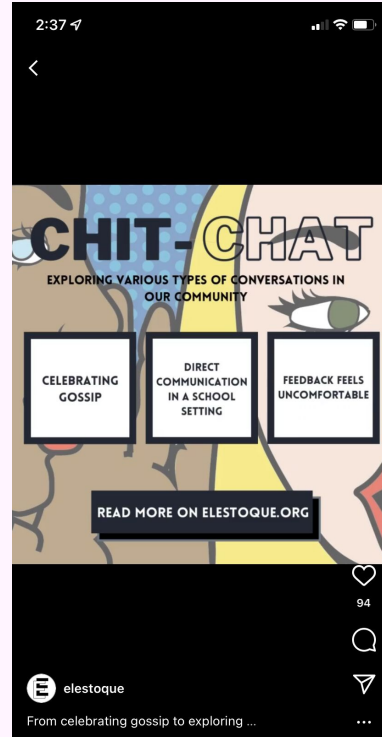
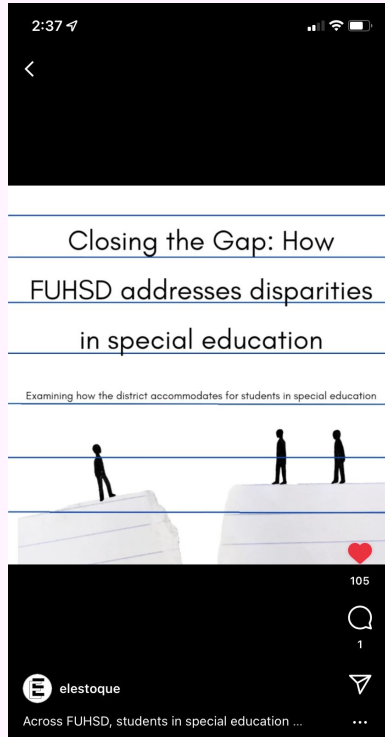
# INSTAGRAM: STORY PROMOTION



In order to increase viewership on their stories published on our website, [elestoque.org](https://elestoque.org), staff members created enticing Instagram stories, with visually appealing graphics, that redirected to our website. We found that the school community interacts with our Instagram more frequently than our website, as it is more easily accessible to them. These Instagram stories served to increase viewership on those articles on our website. These three articles doubled in views after they were promoted on our Instagram story.



# INSTAGRAM: REELS



## Package Promotion:

On our website, we published packages, groups of related stories that went in depth into certain topics. To promote these packages, section editors would link these packages in our account's Instagram bio and then create animated reels to be posted on Instagram. These reels encourage viewers to view the packages using the links.



# FACEBOOK


## Story Promotion:

We encouraged staff members to post on every social media platform, and posts on Facebook were primarily story promos. These promos helped show our stories to a larger audience. On Facebook, you can easily see how many people a post reached.

**El Estoque Online**  
Published by Gauri Manoj · May 30 at 10:59 PM ·

Inspired by Vogue's video series "73 Questions," El Estoque sits down with Chinese teacher Zoey Liu to ask her 50 questions. Liu shares her favorite book, advice for students and special talents.

<https://elestoque.org/.../spe.../50-questions-with-zoey-liu/>



ELESTOQUE.ORG  
**50 Questions with Zoey Liu**  
In the 19th installment of the recurring series, El Estoque asks Zoey Liu 50 que...


309 People reached    14 Engagements    ↑ +1.2x average Distribution score    **Boost post**

👍 2

**El Estoque Online**  
Published by Gauri Manoj · May 27 at 10:39 AM ·

"Mr. Morale and The Big Steppers" is an emotionally complex record that aims to study Lamar's insight through a more introspective lens than ever before. There's emotional contrast everywhere — tonal changes permeate through multiple layers of the record as Lamar comes to reach his own self actualization and lunges towards recovery."

Click here to read the full review: <https://elestoque.org/.../mr-morale-and-the-big-steppers.../>



ELESTOQUE.ORG  
**'Mr. Morale and The Big Steppers' breaks down masculine identity**  
Kendrick Lamar's newest release preaches reformation with mixed results

199 People reached    5 Engagements    ↓ -1.4x lower Distribution score    **Boost post**

# TWITTER

 **El Estoque** @elestoque · May 27

From "younger siblings are spoiled" to "older siblings have more expectations", there are various common stereotypes about siblings. Read below to listen in on two students discussing these stereotypes.

 elestoque.org  
Stereotypes Podcast Part 1: Siblings  
S: Hi, I'm Sarah and I'm an older sibling. M: Hi, I'm Michelle and I'm a younger sibling. S & M: And tod...

 **El Estoque** @elestoque · May 26

MVHS students share their car stories, including their car names and favorite traits about their cars. Read the full story here:

 elestoque.org  
Car Craze  
MVHS students share their car stories

## Twitter Promotion:

We also use Twitter primarily to post story promos. On Twitter, our audience is different than other platforms: it is mainly used by alumni and other publications. Promoting on Twitter allows us to show our content to this audience.