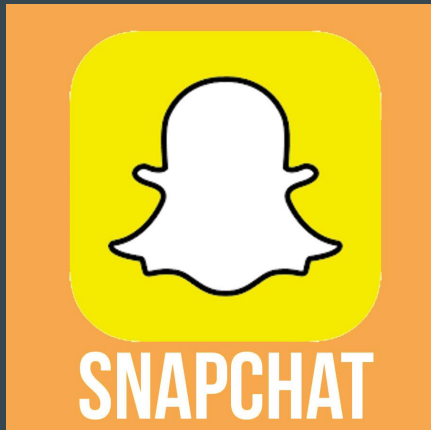
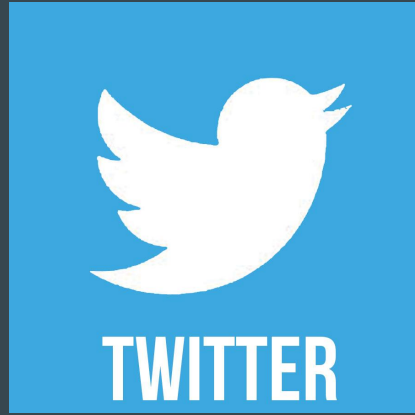


# How to get **social** with your **media**



Justice Bennett, Ben Yankelitis, Ms. Kate Plows  
@\_JusticeBennett, @ben\_yank, @kplows

# Color Coding



# Ben Yankelitis



# Justice Bennett



# Ms. Kate Plows



@ben\_yank

@\_JusticeBennett

# Our School

#H2GSM



Malvern  
PREPARATORY SCHOOL

@ben\_yank

# Our Publication

# The BLACKFRIAR Chronicle

WWW.MPFRIARSLANTERN.COM

SUNDAY, NOVEMBER 8 2015 | [About](#) [Home](#) [Policies](#) [The Blackfriar Chronicle](#) [Team](#)

 *The Friars Lantern* THE STUDENT-RUN NEWS WEBSITE OF MALVERN PREP

[Friar Life](#) [Sports](#) [Arts](#) [Media & Tech](#) [News](#) [Opinion](#) [Podcast](#) [Middle School](#) 

# What's Our Role?



**Malvern Prep**  
@MalvernPrep

Malvern Preparatory School is an independent, Augustinian, Catholic school for boys in grades 6-12.

📍 Malvern, PA  
[malvernprep.org](http://malvernprep.org)  
🕒 Joined January 2010



**Christian Talbot**  
@cmtmalvern

Head of School, Malvern Prep

📍 Malvern, PA  
[teaching-excellence.blogspot.com](http://teaching-excellence.blogspot.com)  
🕒 Joined January 2009

[Tweet to Christian Talbot](#)



# What's Our Role?



**Malvern Prep Friars**  
@MPFriars  
Official twitter account of Malvern Prep Athletics.  
📍 Malvern, Pennsylvania  
🌐 [malvernprep.org](http://malvernprep.org)



**Friar Nation**  
@friamation1  
The Official Twitter Account of FriarNation tweeting all things related to your MP Friars  
📍 33-21



**MP Student Council**  
@MPstudco FOLLOWS YOU  
📍 Malvern Prep

⚡    🔄

# Think Before You Tweet



Ben Yankelitis and 1 other liked

 **wendy higgins** @wehig · Sep 14  
 @friarslantern1 @MalvernPrep kudos on a very thoughtful & well written piece on why we should continue to remember all the heroes of 9/11

RETWEET 1 LIKES 4

6:45 PM - 14 Sep 2015 · Details

 **Eddie Ravert** @eddie\_rage · 3h

Keep up the great work, @friarslantern1! You guys do a great job, and I love reading the site. #GoFriars

RETWEET 1 LIKES 3

2:05 PM - 6 Nov 2015 · Details

 **John Scargall** @JohnScargall · May 29  
 @friarslantern1 @MalvernPrep Thanks a lot for putting this together guys! I love it! :)

LIKE 1

2:31 PM - 29 May 2015 · Details

 **J Miele** @Big\_Poppa\_Joe · Jun 4  
 @friarslantern1 awesome job, boys. -- a fellow Friar

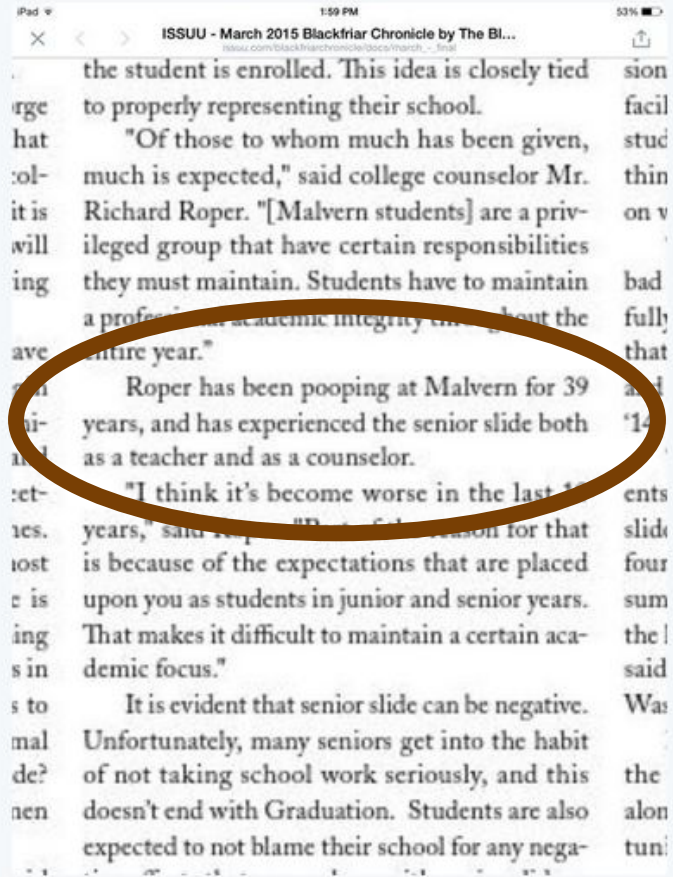
LIKE 1

7:42 PM - 4 Jun 2015 · Details

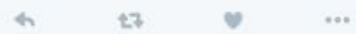


wendy higgins @wehig · Mar 26

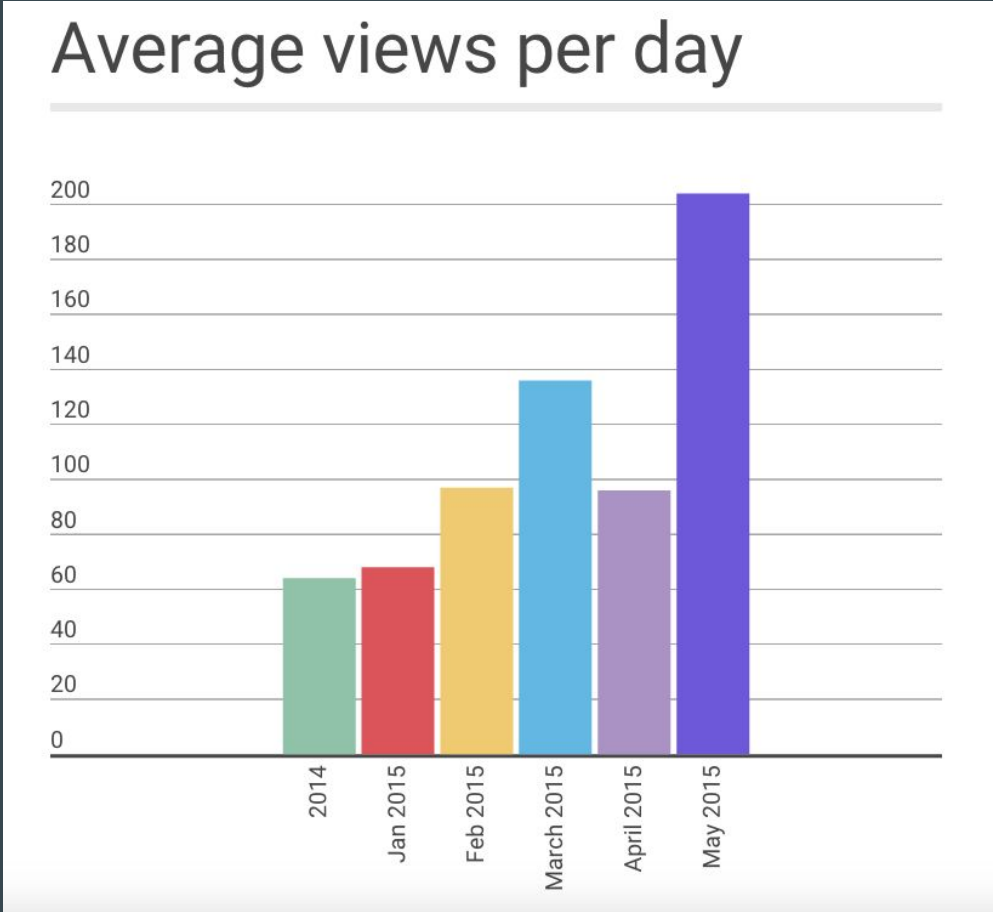
@friarslantern1 @MalvernPrep @KPlows I enjoy reading the Blackfriar Chronicle but did not expect to read this.



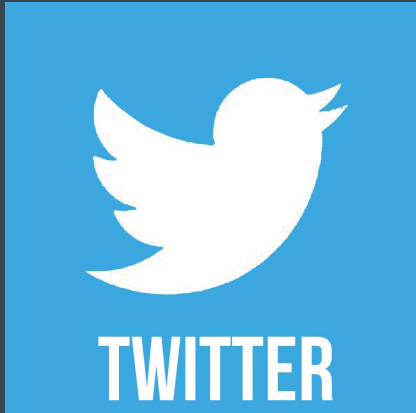
3:03 PM - 26 Mar 2015 · Details



# Power of Social Media



# Twitter





**The Friar's Lantern** @friarslantern1 · Oct 27

Today's special schedule @MalvernPrep for @HerrenProject presentation.

October 27, 2015

**Chris Herren Presentation**

HR	8:15 - 8:20
1st Period	8:20 - 8:55
Assembly	9:00 - 10:30
HR Discussion	10:30 - 10:55
<i>Comm. Time/Break</i>	10:55 - 11:10
2nd Period	11:10 - 12:10
3rd Period/LUNCH	12:10 - 1:50



# Following Students



 [Following](#)

**Kevin Roussey**  
@\_KevinRoussey FOLLOWS YOU

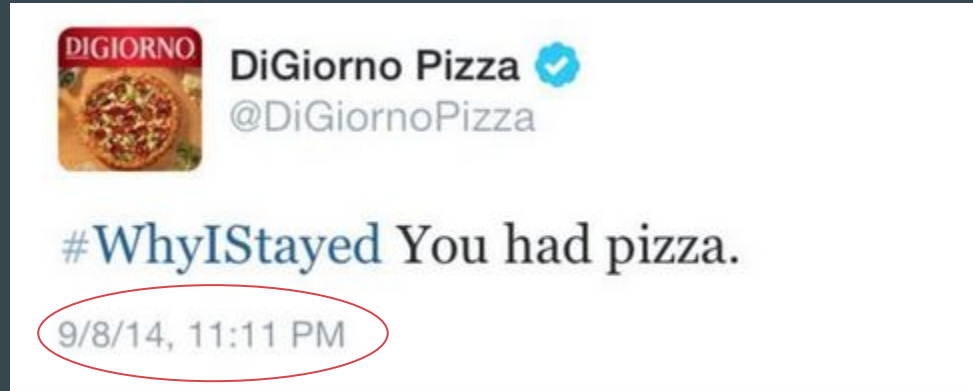


 [Follow](#)

**Kyle Anderson**   
@Ky1eAnderson FOLLOWS YOU



# #HASHTAG #AWARENESS



# #HASHTAG #AWARENESS



The image shows a screenshot of a tweet from the account 'DiGiorno Pizza' (@DiGiornoPizza). The tweet text reads: 'A million apologies. Did not read what the hashtag was about before posting.' Below the text are interaction options: Reply, Retweet, Favorite, and More. The tweet has 132 retweets and 143 favorites. A row of ten profile pictures of users who interacted with the tweet is shown. At the bottom, the timestamp '11:15 PM - 8 Sep 2014' is circled in red.

**DiGiorno Pizza** @DiGiornoPizza

A million apologies. Did not read what the hashtag was about before posting.

Reply Retweet Favorite More

RETWEETS	FAVORITES
132	143

11:15 PM - 8 Sep 2014

# Maximizing 140

- Quote screenshots
- Losing unnecessary characters
- Reporter handles
- Best times to tweet

≪  
140

# Screenshotting Powerful Quotes



The Friar's Lantern @friarslantern1 · Sep 28

In the wake of Malvern Prep in the spotlight, here is what EIC @\_JusticeBennett learned: [mpfriarslantern.com/2015/09/22/les...](http://mpfriarslantern.com/2015/09/22/les...)

As a result, we may not always be the first to report, or get the most reads on a story, but our readership can depend on us to try our best to bring them accurate information. We are students – unpaid, volunteers, squeezing time in between school, sports, and whatever else – but our staff already understands how vital it is to report factual information.

RETWEET

1

LIKES

6



8:48 PM - 28 Sep 2015 · Details

# Reporter Handles



The Friar's Lantern @friarslantern1 · Nov 6

.@MDroogan31 on why @MalvernPrep is sleeping in. Thanks @srvmalvern + @cmtmalvern for a 'Head of School Holiday'!

[mpfriarslantern.com/2015/11/06/fac...](http://mpfriarslantern.com/2015/11/06/fac...)



### Faculty gets 'Head of School Holiday'

Despite the title, credit for the idea goes to Assistant Head of School Mr. Steve Valyo. To reward the faculty and staff at the close of the Pennsylv...

[mpfriarslantern.com](http://mpfriarslantern.com)

RETWEETS

3

LIKES

6



# Losing Unnecessary Characters

- +
- Synonyms
- No commas (usually)
- Contractions
- Adjectives
- .@
- thank you / thanks / thx



# Best Times to Tweet





The Friar's Lantern @friarslantern1 · Feb 14

It's #ValentinesDay. What should a Friar's mindset be today? Advice from a boy and a girl!

[mpfriarslantern.com/2015/02/14/val...](http://mpfriarslantern.com/2015/02/14/val...)



RETWEETS  
**15**

LIKES  
**18**



4:54 PM - 14 Feb 2015 · Details





The Friar's Lantern @friarslantern1 · Sep 27

Why did we switch to Schoology? "Backpack was archaic." More: [mpfriarslantern.com/2015/09/22/out...](http://mpfriarslantern.com/2015/09/22/out...)



**Out with MyBackpack and in with Schoology**

To kick off the 2015-2016 school year, Malvern Prep replaced MyBackpack with Schoology. Schoology is a learning management system (LMS). A...

[mpfriarslantern.com](http://mpfriarslantern.com)

LIKES

3



8:13 PM - 27 Sep 2015 · Details



The Friar's Lantern @friarslantern1 · Mar 30

Should you ditch your #iPhone? Previewing Samsung's new #GalaxyS6 and #GalaxyS6edge.

[mpfriarslantern.com/2015/03/26/sam...](http://mpfriarslantern.com/2015/03/26/sam...)





The Friar's Lantern @friarslantern1 · Oct 5

Heightened security on @MalvernPrep campus today due to Philadelphia school shooting threat, @cmtmalvern said.



LIKES  
3



4:06 PM - 5 Oct 2015 · Details



The Friar's Lantern

@friarslantern1

#H2GSM

Breaking: Head of School @cmtmalvern caught walking on campus grass. Head of School or rulebreaker? You decide.



RETWEETS

12

LIKES

17



9:19 AM - 8 Sep 2014

@ben\_yank



The Friar's Lantern @friarslantern1 · Oct 17

If you had O'Shaan Allison on your fantasy team he would have picked up 44 points tonight. @friarnation1 @MPFriars

RETWEETS

9

LIKES

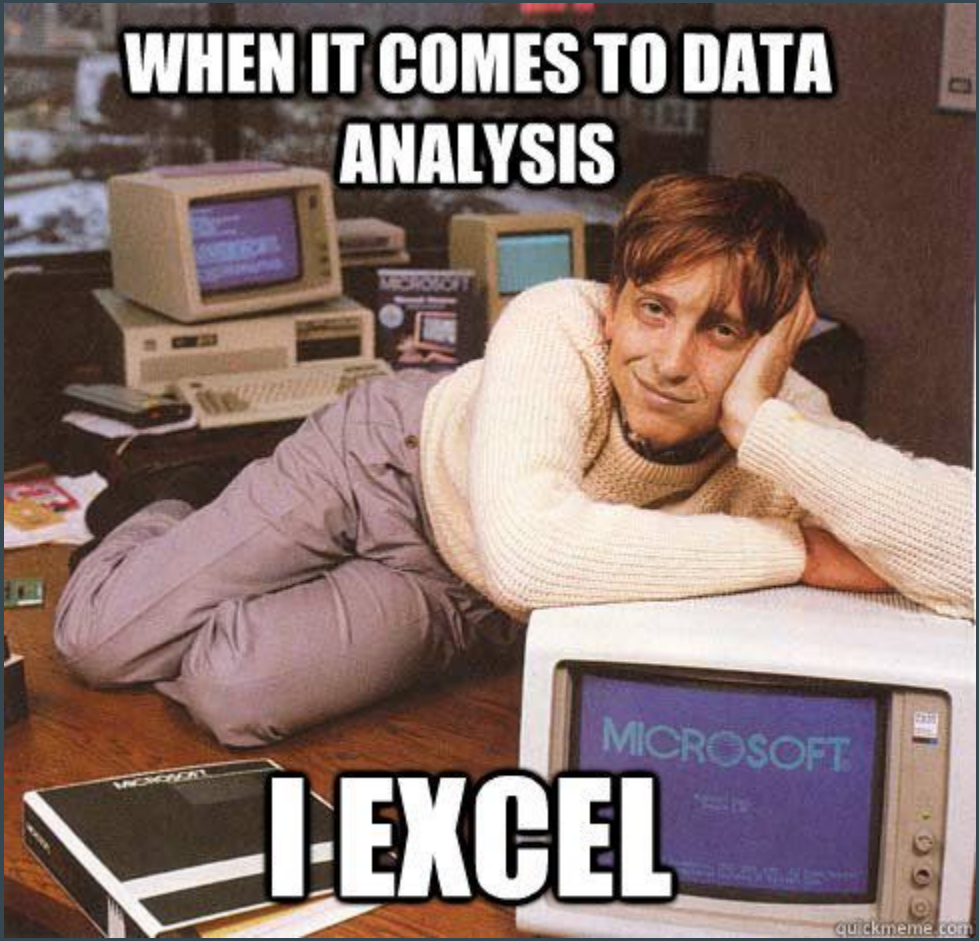
21



12:13 AM - 17 Oct 2015 · Details



**WHEN IT COMES TO DATA  
ANALYSIS**



**I EXCEL**

# Twitter Analytics

Oct 2015 • 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 2,273 impressions

If you had O'Shaan Allison on your fantasy team he would have picked up 44 points tonight. [@friarnation1](#) [@MPFriars](#)

↻ 9    ❤️ 21

View Tweet activity

View all Tweet activity

**Top mention** earned 111 engagements



**Kate Plows**

@KPlows · Oct 16

When last year's EIC brings donuts to [@friarslantern1](#) deadline meeting > everything else today! Thx [@jackmarchesani](#)  
[pic.twitter.com/Y95nEIRZj9](http://pic.twitter.com/Y95nEIRZj9)



## OCT 2015 SUMMARY

Tweets

54

Tweet impressions

34.1K

Profile visits

2,749

Mentions

25

New followers

29

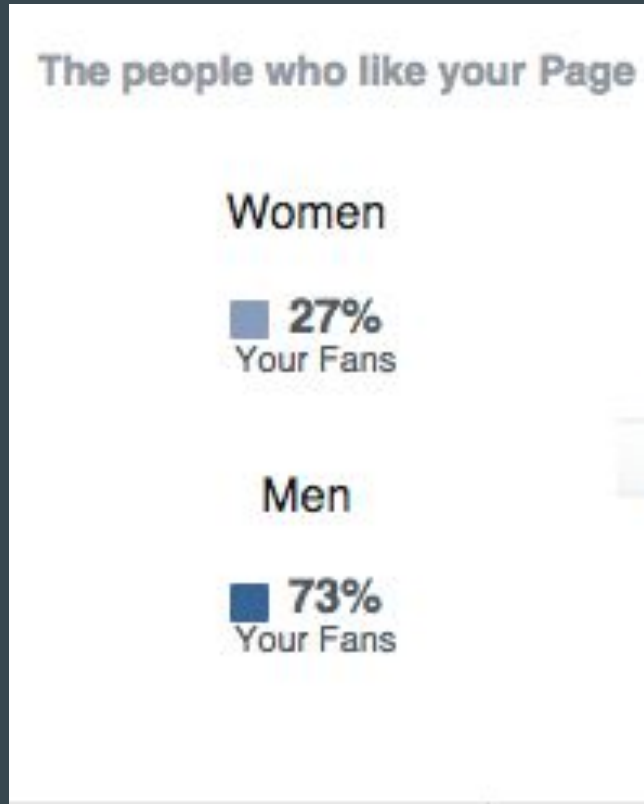
[analytics.twitter.com](https://analytics.twitter.com)

# Facebook

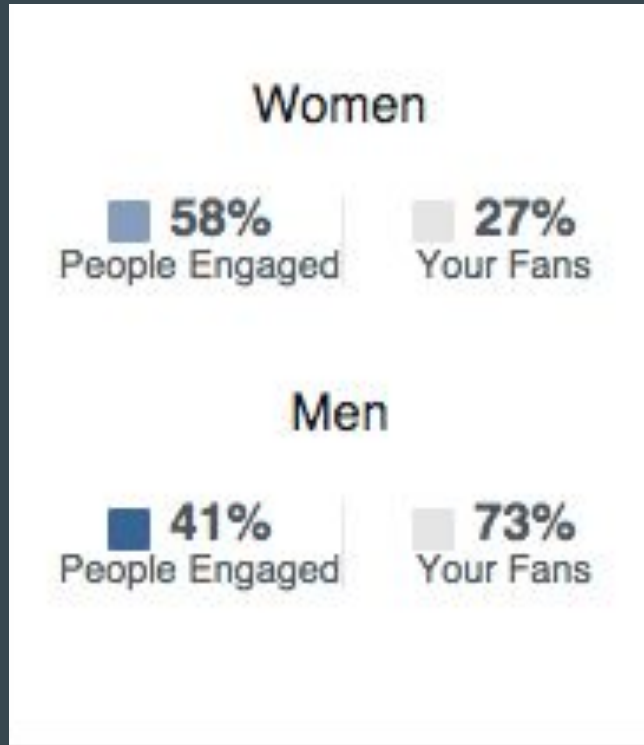




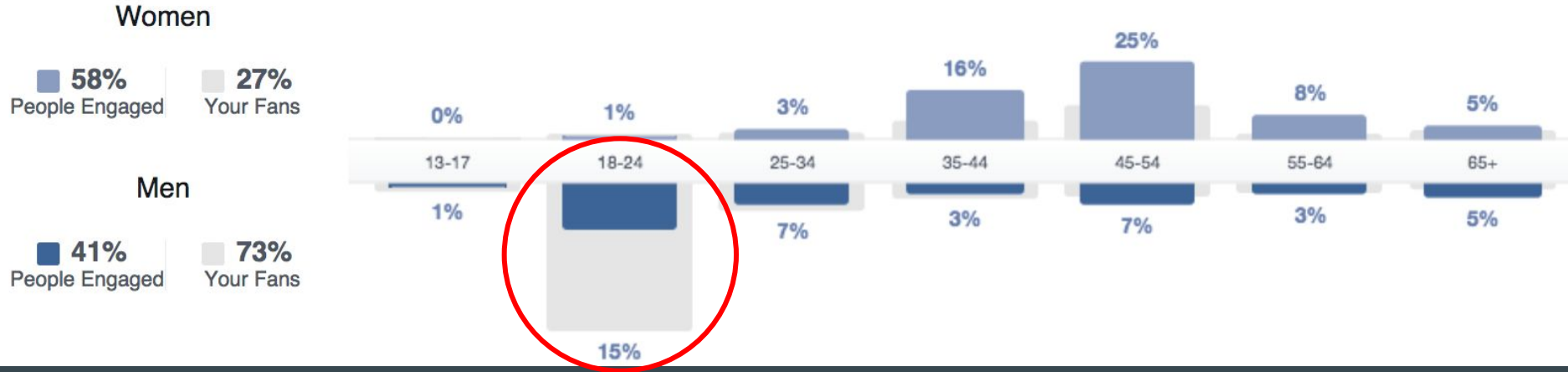
# Understanding your Audience - Fans



# Understanding your Audience - Engage



# Understanding your Audience - Engagement



# Facebook “News Feed”

- **how often you interact** with a friend, page or public figure
- **how many likes, shares and comments** individual posts have received
- **how much you have interacted** with that kind of post in the past
- **whether it's being hidden and/or reported** a lot.

Page

Messages

Notifications 2

Insights

Publishing Tools

Settings

Help



Promote

**THIS WEEK**

**1,236**  
Post Reach

**131**  
Post Engagement

**0**  
Website Clicks

- Recent
- 2015
  - 2014
  - 2013
  - 2012
  - 2011

263 likes +1 this week

1,236 post reach this week

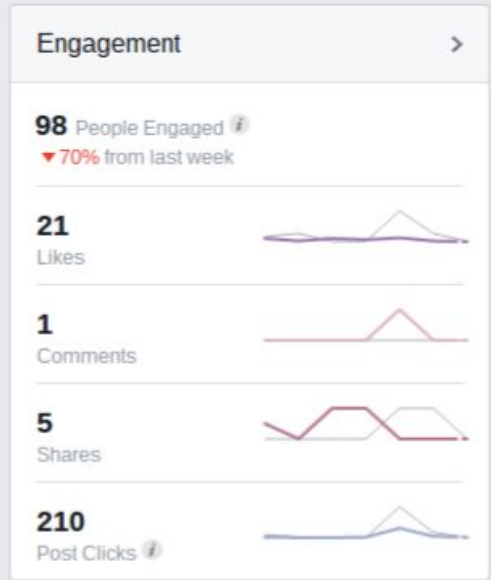
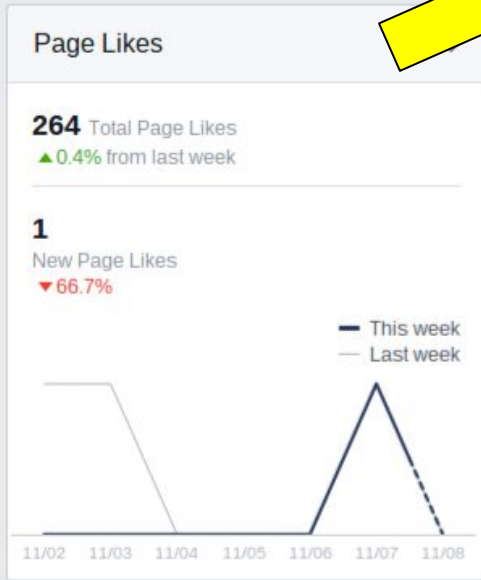
Status Photo / Video Offer, Event +

Write something...

**Overview** Likes Reach Visits Posts Videos **People**



Share from 11/02/2015 - 11/08/2015



Your 5 Most Recent Posts >

# Best way to grow audience: *Students Helping Students*



326

810



Promote

THIS WEEK

1,236 Post Reach

131 Post Engagement

0 Website Clicks

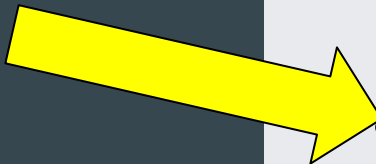
Timeline About Photos Reviews More

263 likes +1 this week

1,236 post reach this week

View Pages Feed  
See posts from other Pages

Invite friends to like this Page



More Reach. Less Money.

Reach 66,000 people near The Friar's Lantern. Get started for \$20.00.

Promote Local Business

Status Photo / Video Offer, Event +

Write something...

**The Friar's Lantern**  
Published by Kate Plows [?] · October 31 at 12:00pm · Edited [?] ·

The Malvern Theatre Society will be tackling subjects of suicide, community, and the meaning of humanity itself for this year's production of It's A Wonderful Life at Malvern Preparatory School.

<http://mpfriarslantern.com/.../its-a-wonderful-life-for-mts/>



- Recent
- 2015
  - 2014
  - 2013
  - 2012
  - 2011

See Your Ad Here



**The Friar's Lantern**  
The Malvern Theatre Society will be tackling subjects of suicide, community, and the meani...

10 4

Boost Post

ABOUT



# Purpose – Reflect Twitter + More



The Friar's Lantern @friarslantern1 · Oct 28

This September, two @MalvernPrep teachers became the second couple ever to be married on campus.

[mpfriarslantern.com/2015/10/24/whi...](http://mpfriarslantern.com/2015/10/24/whi...)



### Whitney and Zbrzezny tie the knot

Newlywed Malvern faculty members Mr. and Mrs. Kevin Whitney explain their journey.

[mpfriarslantern.com](http://mpfriarslantern.com)

LIKE

1



The Friar's Lantern

Published by Kate Plows [?] · October 30 at 12:00pm · Edited [?] ·

"It's always a challenge when two people are in a romantic relationship at the same workplace," said Mr. Whitney. "You have to use good judgement and be responsible."

Social Studies teacher Ms. Pam Zbrzezny married Dean of Faculty Coaching and Development Mr. Kevin Whitney in September. They were the second couple to get married at Malvern Preparatory School.

<http://mpfriarslantern.com/.../whitney-and-zbrzezny-tie-the-.../>



1,777 people reached

Boost Post



Like Comment Share

Matthew Lanetti, Michael Lamond, Rob Yackel and 32 others like this.

1 share



Write a comment...



Press Enter to post.

# Issuu





# The BLACKFRIAR Chronicle

WWW.PDFCRAZIL.COM

## CHANGES in WiFi raise CONCERNS

### 2011'S REVIEWS TO GO TO FREE

Director of Technology explains network concerns.

**O**n the 15th of October, the world's largest wireless network, the Internet, was disrupted for a significant period of time. The outage, which lasted for several hours, was caused by a combination of factors, including a major power outage in the Netherlands and a software bug in the core network. The incident highlighted the fragility of the global network and the need for improved resilience and security.

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## BASKETBALL JUNKIE

### CHRIS HERREN TO SPEAK

Dr-1028 please Chris Herren will speak about his drug addiction and recovery.

**H**erren, a former professional basketball player, shares his story of addiction and recovery. He discusses the challenges he faced and the support he received during his journey. His book, 'Basketball Junkie', provides a candid and inspiring account of his life.

Herren, a former professional basketball player, shares his story of addiction and recovery. He discusses the challenges he faced and the support he received during his journey. His book, 'Basketball Junkie', provides a candid and inspiring account of his life.

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# Publish

## The Blackfriar Chronicle

### Current Issue



Open publication - Free publishing

2015

October (PDF)

September (PDF)

# Link



## Malvern becomes more international

New service trip to China, new exchange trip to China, new chinese exchange students, and new partnership in admissions.

> PAGE 6



## Whitney and Zbrzenj tie the knot

Newlywed Malvern faculty members Mr. and Mrs. Kevin Whitney explain their journey.

> PAGE 16

## 5'lounge gone?

Algeo and several seniors talk about the status of the Senior Lounge.

> PAGE 3



The  
**BLACKFRIAR Chronicle**  
WWW.MPFRIARSLANTERN.COM

October 2015

Malvern Preparatory School . 418 South Warren Avenue . Malvern, PA 19355

VOLUME 16, NUMBER 2


CHANGES in **Wifi**  **CAMPUS BECOMES TOBACCO** 

## Content

 Add Bookmark

 Attach a File

## Edit Text & Objects


 Edit Document Text

 Edit Object

 Add or Edit Text Box

## Add or Edit Interactive Object

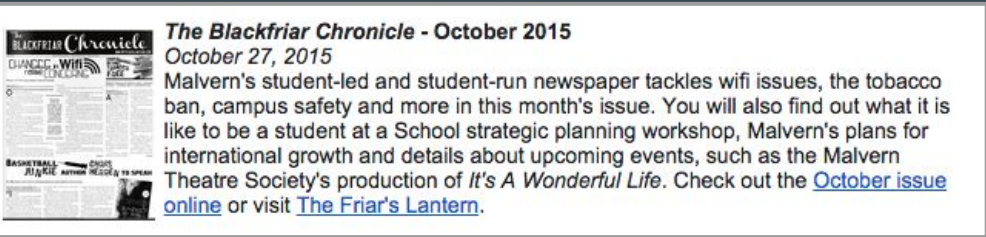
 Link

 Button

 Multimedia

 Select Object

# Every engagement matters.



Yankelitis, Benjamin <byankelitis60@malvernprep.org> Sep 23 ☆ ↶  
 to me ▾  
 Malvern Community,  
 The staff of the Blackfriar Chronicle is proud to announce the release of [our September edition of the student newspaper](#).  
 This month, for the first time ever, [we surveyed the freshman class](#) on everything from the 2016 presidential election to cheating on homework. We also reported on [the new middle school modular classroom](#) and [the introduction of Schoology](#).  
[We profiled the new teachers](#) and [previewed the fall sports season](#).  
 Pick up a copy and enjoy.  
 Check out the rest of the stories at [mpfriarslantern.com](#) and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).  
 Thanks.  
 Ben Yankelitis & Justice Bennett '16  
 Editors in Chief  
 Malvern Preparatory School, An Independent, Augustinian, Catholic School

All Time	
Referrer	
+ Search Engines	
+ Twitter	
Facebook	
+ malvernprep.org	
avclub.com/article/does-no-doubts-tragic-kingdom-still-matter-226991	
+ issuu.com	

Views
11,090
7,129
6,905
1,559
298
241

# Instagram



# Purpose

- Student Life, not site views



Yes, we're working on that



# Tips

- 8-12 Relevant Hashtags
- Follow Students
- Share a lot on Twitter



# YouTube



# Possible Opportunities





- Breaking news
- Skits/Events on Campus
- Talent Shows
- Senior Pranks
- Student Council Speeches
- “60 Minute” type interviews
- How do you use YouTube?

Friars Lantern Videos Playlists Channels Discussion About

## Student Council Speeches 2015

by Friars Lantern • 7 videos • 76 views • Last updated on Mar 12, 2015

▶ Play all ◀ Share + Save

1		Kevin Smith - Candidate for Events Chair by Friars Lantern	1:32
2		Nick Mensack - Candidate for Secretary by Friars Lantern	1:35
3		Chris Brown - Candidate for President by Friars Lantern	4:13
4		Alex Freud - Candidate for President by Friars Lantern	4:21

# Periscope



# What is it?



The Friar's Lantern @friarslantern1 · Jun 4

Thank you for those of you who followed us live on periscope and on our Twitter feed! Congrats Class of 2015!



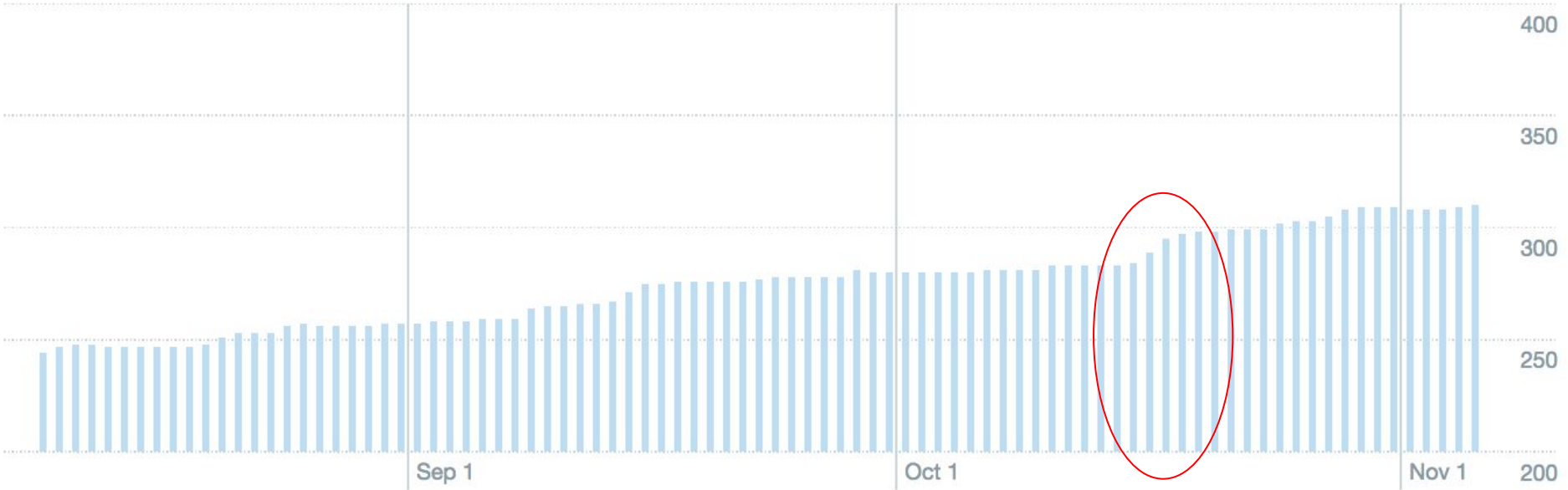
LIKES

3



1:37 PM - 4 Jun 2015 · Details

# #RelationshipGoals



Followers 286-299 (5%)



**The Friar's Lantern** @friarslantern1 · Jun 4

LIVE on #Periscope: Malvern Prep Class of 2015 Graduation  
[periscope.tv/w/V1GL3jQwMzY4...](https://periscope.tv/w/V1GL3jQwMzY4...)



**J Miele** @Big\_Poppa\_Joe · Jun 4

@friarslantern1 did periscope stream end? Was watching and now it says "ended".

11:44 AM - 4 Jun 2015 · Details

**\*\*Quality Transition:  
Come up with on Spot\*\***

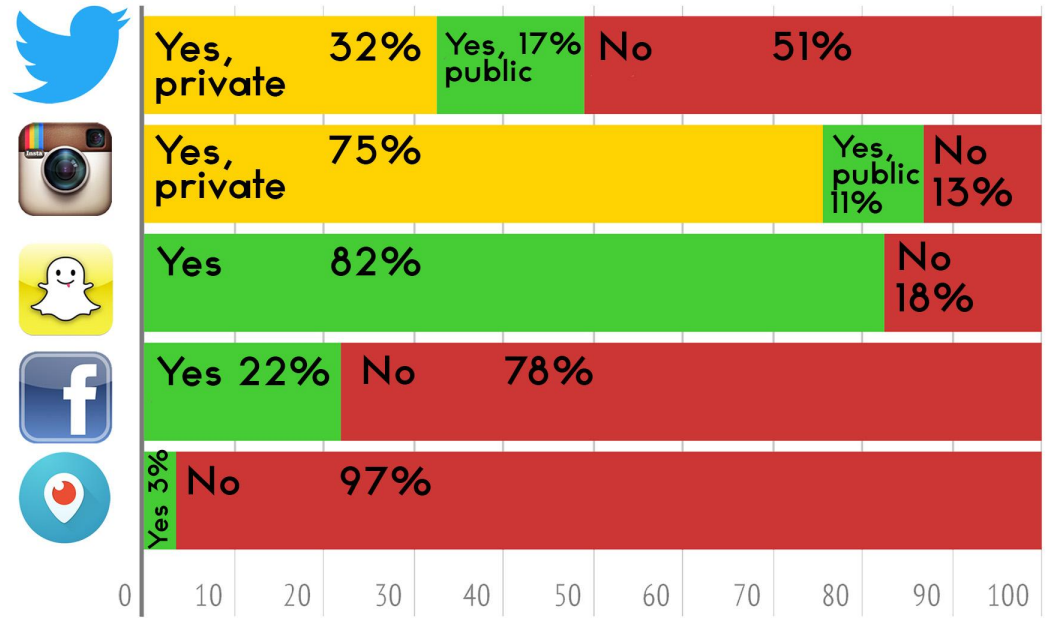




# FRESHMAN SURVEY 2015



# What social media do you use?



# Snapchat



**Who knows how to do  
this Snapchat thing?  
(for news?)**



# One final tip...

# Keep a passwords file for stability + continuity.



**Web Provider:**  
 BLUEHOST.COM  
 Username: kplows@malvernprep.on  
 Password: zqS4QVnc5P4r19

**BLUEHOST LOGIN:**  
 mpfriarslantern.com / Harrower2015

**Friars Lantern Gmail (+ YouTube + mpfriarslantern1)**  
 Harrower2015

**Default Usernames for Friars Lant**  
 Username: first last name  
 Password: Duffly2013 or DufflyCenter

**Issue:**  
 mpfriarslantern1@gmail.com  
 DufflyCenter

**Twitter**  
 @friarslantern1  
 dufflycenter  
 As of 9.1.14 - Harrower2014  
 Harrower2015

**Philadelphia Inquirer Access**  
 mpfriarslantern1@gmail.com  
 Harrower2014

**New York Times Access:**  
 kplows@gmail.com  
 Harrower2014

**Three computers in the back row**  
 username: friarslantern  
 Password: MalvernNewspaper2014  
 email: friarslantern@malvernprep.org

**JEA.org (Journalism Education Assoc)**  
 kplows@gmail.com  
 Harrower2014

**Chronicle of Higher Education**  
 Username: kplowson@malvernprep  
 Password: Malvern19355

We are also a member of the Nation  
 Printer: <http://www.schoolpaperexpress.com>

## The Friar's Lantern

@MPFriarsLantern

[friarslantern.org](http://friarslantern.org)

Joined January 2012

Tweet to The Friar's Lantern

TWEETS 12 FOLLOWING 44 FOLLOWERS 27

Follow

Tweets Tweets & replies



The Friar's Lantern @MPFriarsLantern · 2 Mar 2012  
see @at\_first\_Glance new article "super Tuesday" at [malvern.intrepge.com/index.php/2012...](http://malvern.intrepge.com/index.php/2012...)

The Friar's Lantern @MPFriarsLantern · 20 Feb 2012



## The Friar's Lantern

@friarslantern1

Official Twitter of Malvern Prep's student publications, The Friar's Lantern + The Blackfriar Chronicle. Moderated by editors. RT not endorsements.

[mpfriarslantern.com](http://mpfriarslantern.com)

Joined August 2013

TWEETS 982 FOLLOWING 127 FOLLOWERS 311 LIKES 249 LISTS 5

Edit profile

Tweets Tweets & replies Photos & videos



The Friar's Lantern Retweeted  
**Justice Bennett** @\_JusticeBennett · 12h  
12 hours later...a draft of our social media presentation "How to get social with your media" is done. #NHSJC @NSPA

# Color Coding



**FACEBOOK**



**TWITTER**



**INSTAGRAM**



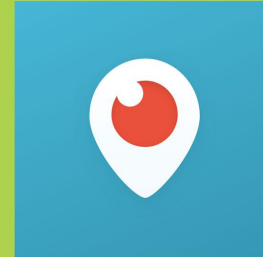
**ISSUU**



**SNAPCHAT**



**YOUTUBE**



**PERISCOPE**

# Use **#H2GSM**

- Share:
  - feedback
  - what you do well
- Follow back

@ben\_yank

@\_JusticeBennett

**Conclusion (Slide into our DMs)**

**@\_JusticeBennett**

**@ben\_yank**

**@kplows**

