

Scholastic Journalism Week

Social Media Posting Checklist

Feb. 19-23, 2024



Gather strong visuals from the alumni being featured



Think about relevant accounts to tag in the post. Tagging multiple accounts is important to help increase engagement, especially through sharing

Consider tagging the alum's personal or professional account, their high school's account, or their high school's newspaper or yearbook accounts



Use the following hashtags:

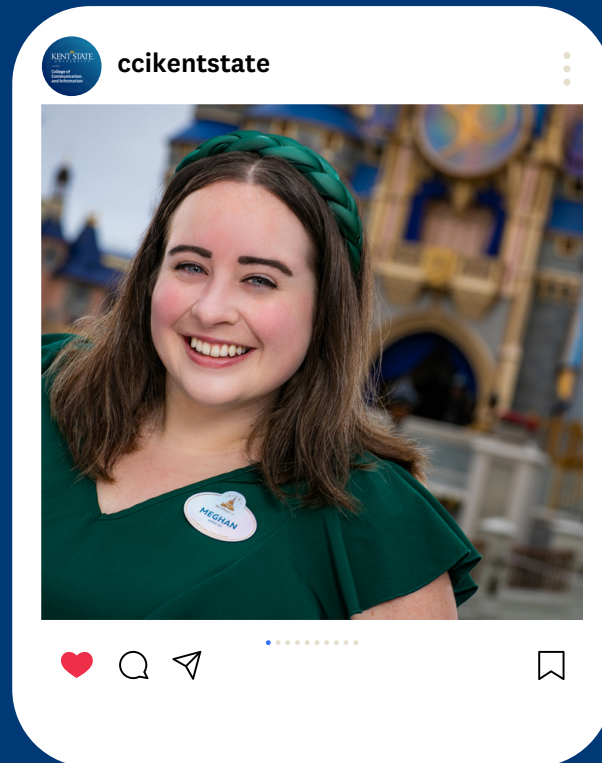
**#ScholasticJournalismWeek #ScholasticJournalism
#SJW2024**



Share the finished post to your story to increase longevity and visibility. Consider adding interaction stickers, such as relevant links, for more engagement

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It's Scholastic Journalism Week, and we are featuring some of our alumni who launched their careers as high school journalists.

Meghan Caprez, '15, M.A. '17, was Managing Editor of The Elm Leaf, the student newspaper at [@ourladyoftheelms](#) in Akron. Today, she is Communications Manager at [@waltdisneyworld](#).

The AP Style and InDesign skills Meghan learned in high school set her up for success at Kent State and in her PR career. "Everything I write today, whether a press release, blog post, or social media is written in AP Style. Knowing InDesign set me up for success designing posters and digital signage at Disney."

Meghan's advice for high school students considering journalism? "Do it! Journalism makes your world a little bigger. It helps you meet people you may not have met otherwise. It helps you learn things you never thought you'd find interesting. It opens doors to new opportunities after high school."

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Kent State alumna Portia Booker's ([@portiathegriefgrantor](#)) work in media began in the 10th grade at The Couldron, the literary magazine at Cleveland Central Catholic High School ([@ccchsironmen](#)). Today, she hosts one show and executive produces six shows for e360tv ([@e.360tv](#)). The 2016 [@kentstate](#) journalism graduate has a background in TV news, radio, and podcasting and is our next spotlight for Scholastic Journalism Week!

In her senior year, Portia shadowed The Plain Dealer's Robert Smith covering the St. Patrick's Day Parade. "Robert Smith entrusted me with a reporter's notebook and sent me into the crowd to gather stories, names, and experiences." To this day, Portia writes, she carries a small notebook so that she can "scribble down intriguing phrases, images, and melodies that fill the air."

Portia encourages students uncertain about doing media in high school to "dive in for just a semester, or even just sit in on a meeting to observe." While the media landscape is full of opportunities, it's more than about the media. "It's about finding their voice and discovering their path."

[#ScholasticJournalismWeek](#) celebrates the importance of high school and middle school journalism as a launching pad for a successful career. Did you do high school journalism? Share your story in the comments.

[#SJW2024](#) [#ScholasticJournalism](#)



Center for
Scholastic Journalism
School of Media and Journalism

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About 15 years ago, Audrey Fletcher, '15 (@afletcher727) was the Entertainment Editor and Managing Editor of @theeagleghs at GlenOak High School in Canton. Today, she is a music publicist for Crossroads Music's four roots-genre labels, based in Asheville, North Carolina.

"I'm forever grateful I decided to sign up for journalistic writing as an unsure freshman," she says. "Doing news in high school made me more outgoing and willing to talk to people, which expanded my horizons in college."

Audrey is our final alumni spotlight this #ScholasticJournalismWeek, as we celebrate @kentstate grads whose high school journalism experience set them up for success.

Audrey's advice for high school students considering journalism? "With social media and email marketing, every industry today needs people who can communicate well — and you can learn those skills in student media. Even if you don't pursue journalism long-term, those skills will serve you well in any industry you explore."

Did you do journalism in high school? Share your story in the comments!

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