

JAGUAR NEWS NETWORK

but make it...

TRENDY:

the journey to grow our social media

PERSONAL NARRATIVE

All of social media changed once YouTube Shorts, Instagram and FaceBook Reels, and Tik Tok were introduced. All of these tools, except for tik tok, began to get used in the 2021-22 school year. After taking a short break from the Scoop and other weekly shows during the 2022-23 school year, Jaguar News Network lost some dedicated followers and popularity. That's why I, Rachael Carpenter, decided to put social media into high gear this year, 2023-24. I began to quickly make social media posts and videos and we gained around 200 followers. One of the main reasons is Tik Tok. This presentation shows how we used marketing to gain our tik tok over 500 followers.

OUR TIMELINE

AUG 2023

Jaguar News Network only had an Instagram, YouTube, Twitter, and FaceBook. Rachael Carpenter decided to create a JNN Tik Tok account starting with 0 followers in order to get more content out and find new followers.

OCT 2023

A Social Media day was introduced into the class schedule and it was mandatory for each small group to create three or more tik tok or instagram reels each nine weeks. There was also an incentive of extra credit if more were made.

NOV 2023

The Tik Tok was very popular with clips being posted from every football game along with Scoops, Classwide content, and more.

JAN 2024

The Tik Tok slowed down due to winter break and the multiple snow days we had to cancel school for. However, we had days to look at the positives and negatives of our posts and worked together to brainstorm new ideas for our social media brand. The account reached 571 followers.

FUTURE

In the future, we plan to use the tik tok more frequently and gain over 1000 followers.

WHY TIK TOK?

TikTok reached 1.92 billion users in 2023. This means that there was a 16% increase from 2022. It is also the #1 downloaded app in more than 40 countries. Therefore, it can be titled the most “trendy” or popular app on the app store.

The app is also very popular among the current generation at Madison Central High School. Many students hope to become “tik tok famous” or “influencers.”

Due to this popularity, Jaguar News Network decided to take a chance at creating a tik tok.

Our first tik tok ever made got over 1,200 likes and 15.9K views!



POSTERS

FOLLOW OUR
Tik Tok
@JAGUARNEWSNET



POSTS



VIDEOS

HOW WE PROMOTED

SCHOOL POSTERS



JNN Follow our Social Medias
weekly content and school news!

 @JAGUARNEWSNETWORK

 @JAGUARNEWSNETWORK

 @JNNTHCENTRAL

 @JAGUARNEWSNET

