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# Summer Training 5

— Social and Photo —

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# Announcements

- ❖ Next week is our last meeting
  - ❖ Message Sofia and Stefan to set up a meeting before school begins
  - ❖ Finish up articles
  - ❖ Please talk to us with any questions or suggestions
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# Social Media

- ❖ Social media is what drives our issues and lets the world know that our organization exists
    - Without it, no one would know that we released an issue
    - Articles would not be read
    - People won't join
  
  - ❖ Posting often is best!
    - Posting multiple times a week, having interactives and getting more viewers will promote us more
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# How we can improve our social media

- ❖ Post more often
  - ❖ Post interactives to engage viewers
  - ❖ Promote our paper
  - ❖ Do social media takeover days
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# Photo

- ❖ Having quality photos to go along with each article is important
    - This will draw readers attention
    - It makes the issue look better
  
  - ❖ Photos are what people see first when they look at the issues
    - This is what makes people want to read an article as well as the title
    - Having photos for articles enhances the paper
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## How we can improve photos

- ❖ Take photos on campus
  - ❖ Have people in the photos
  - ❖ Quality lighting and focal points
  - ❖ People!
  - ❖ Be creative
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# How everyone can make the Penmen Press better

- ❖ Brainstorm posts you think the press should make
  - ❖ Take photos
  - ❖ Give photo ideas
  - ❖ Get good photos for articles
  - ❖ Communicate with photo/social managers
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