

This Week's Focus: Social Media

Love it or hate it, social media is here to stay. What's more, it can and should be an integral part of your media offerings. But effectively using social media requires some thoughtful consideration. Here's a great [Q&A on the JEA Digital Media website from Aaron Manfull, MJE, with Riverfront Times web editor Nick Lucchese](#). While the article is a bit dated, the larger messages Lucchese discusses are still valid today, regardless of social media platform. Social media is a great way to foster two-way communication, to draw in readers and to help brand your publication. But it can have some challenges and drawbacks too. For example, what happens if people post inappropriate content to your social media feeds? Who's ultimately in charge of posting and responding on various platforms? What do you do if social media is blocked at your school? How do you decide which platforms are appropriate for your staff?

THE LESSON: DEVELOP OR UPDATE A SOCIAL MEDIA PLAN

If you use social media, you should consider how you plan to use it. That involves creating some guidelines regarding the issues I've listed above. Here's a link to my students' [HiLite's editorial policy](#), and, speaking of Manfull, [here's a similar policy](#) from his staff at Francis Howell North High School in St. Charles, Missouri (you'll need to scroll down on both to find the "regarding social media" sections). Take time this week to work with your staff to add a social media section to your editorial policy or modify an existing section. Feel free to use and/or tweak the language from the examples I've provided.

FIND IT AT JEA.ORG:

Examining States' Student Free Expression Status

Description

This lesson exposes students to the presence or absence of state student freedom of expression laws. These laws exist in a handful of states where legislators have decided to provide extra protections for student expression. Students research a state and use the information to participate in a Socratic seminar in which they look at the case and examine the need for the legislation.

Objectives

- Students will identify the status of student free expression bills or legislation in their state.
- Students will research a current national censorship issue.
- Students will recognize the need for legislation or education concerning their own state laws.

The link

The link to the full lesson is [HERE](#).

NOTE: This lesson is available free to **everyone** during the dates listed at the top of this page. Want to have access all the time? If you're not a member yet, consider joining JEA today for access to all of the resources.



CLICK HERE TO
**JOIN
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Apply for First Amendment Press Freedom Award

Round One deadline Dec. 15

ABOUT THE AWARD

The FAPFA, which focuses on press freedom, looks at the entire student media program at the school: digital and print newspaper, yearbook and student broadcast. The award is juried by Journalism Education Association, National Scholastic Press Association and Quill and Scroll Society. Those schools receiving the award will be honored at the opening ceremony of the Spring JEA/NSPA National High School Journalism Convention.

HOW TO APPLY

Information and Round One submission forms for the FAPFA (formerly the Let Freedom Ring Award) are available at [THIS LINK](#). Round One questions must be completed by a student editor and an adviser or administrator filling out separate forms. Even if your school has received FAPFA recognition before, you must reapply each year.



Click the picture above to head to the FAPFA landing page. The promo video there features FAPFA schools from around the country, including The Archer School for Girls, which has earned recognition for eight consecutive years.

You've Got Style

Suggestions from Cindy*

NUMBERS, COMPASS POINTS IN ADDRESSES

Always use figures for numbers in addresses: *7 Main St.*

Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above: *350 Fifth Ave., 245 E. 73rd St.*

Abbreviate compass points in a numbered address: *98 E. 23rd St., 1500 M St. NW*. Do not abbreviate if the number is omitted: *East 23rd Street, M Street Northwest*. No periods in quadrant abbreviations NW, SE unless customary locally.

* Style pro Cindy Horchem, CJE, is a retired adviser and the current JEA business and projects coordinator