

Promote, Engage, and Retain with Social Media

MASC advertises our events to prospective students and teachers, keeps our Association engaged, and retains interest in MASC after the conclusion of events or after students graduate, via these free, on-line video platforms: YouTube, SchoolTube, and Facebook.

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YouTube: www.youtube.com/user/mascvideos

- MASC's main Video Channel. Used as a Portal for MASC and Leadership videos.

- 1 Find MASC created videos from Summer Workshop, Winter Energizer, and other events.
- 2 Favorites: View additional YouTube content highlighted by MASC.
- 3 Playlists: View additional YouTube content classified into the various categories.

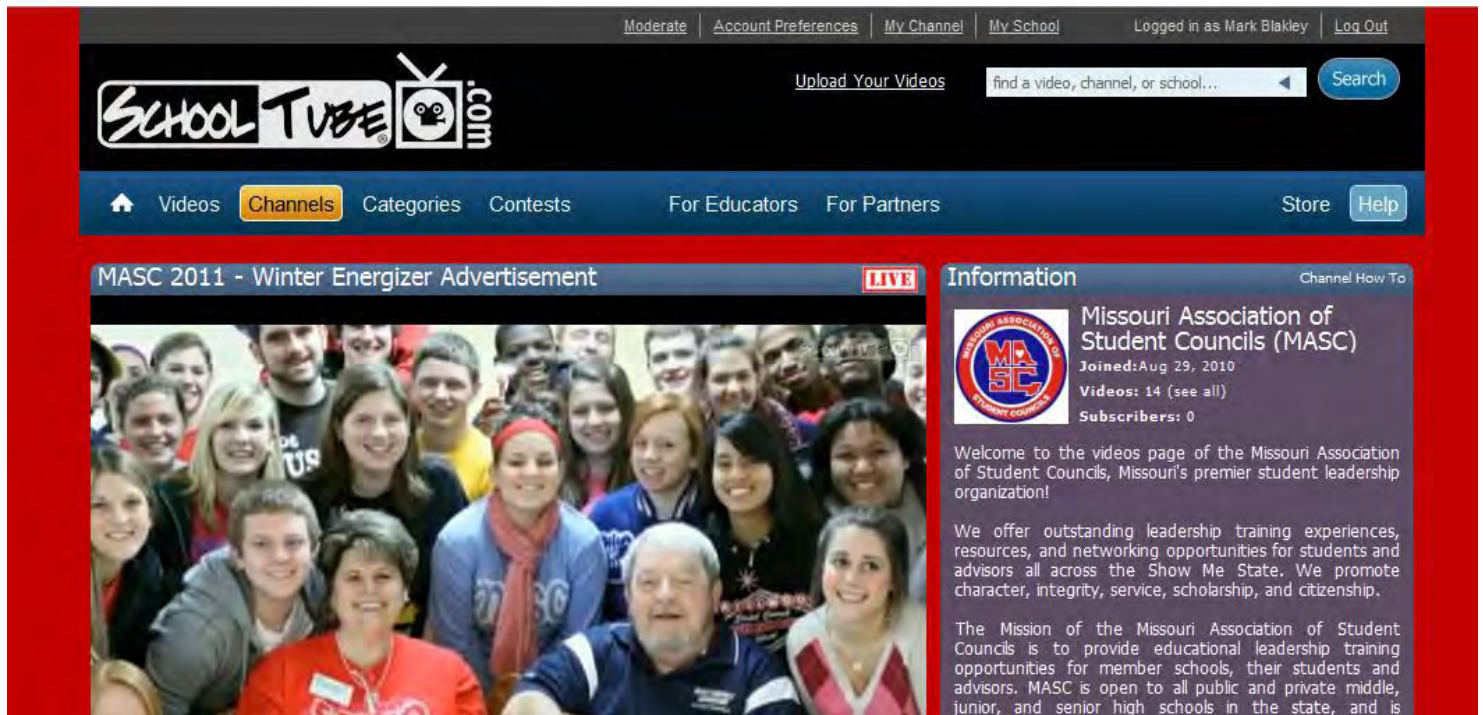
Advisors and Students are encouraged to send MASC videos they have uploaded showcasing their activities in action, as well as other leadership videos on YouTube.

The screenshot shows the YouTube channel page for MASC-Missouri Student Councils. The channel name is "MASC-Missouri Student Councils" and the channel ID is "mascvideos's Channel". The page features a video player for "MASC 2010 - Summer Workshop Closing Video" with a play button. The video player has a red "1" and a pink "2" above it. To the right of the video player is a search bar with a pink "3" above it. Below the video player is a list of video thumbnails with titles and view counts. The channel name "MASC-Missouri Student Councils" and "mascvideos's Channel" are visible at the top left of the page. The "Uploads" tab is highlighted in pink.

Video Title	Views	Time Ago
MASC 2010 - Summer Workshop Closing	22 views	6 days ago
MASC 2010 - Summer Workshop Opening	6 views	6 days ago
MASC 2010 - Summer Workshop "One"	4 views	3 days ago
MASC 2011 - Winter Energizer	4 views	3 days ago
MASC 2009 - Summer Workshop Opening	4 views	4 days ago
MASC 2008 - Summer Workshop Closing	7 views	6 days ago
MASC 2008 - Summer Workshop Opening		

SchoolTube: www.schooltube.com/user/mascvideos

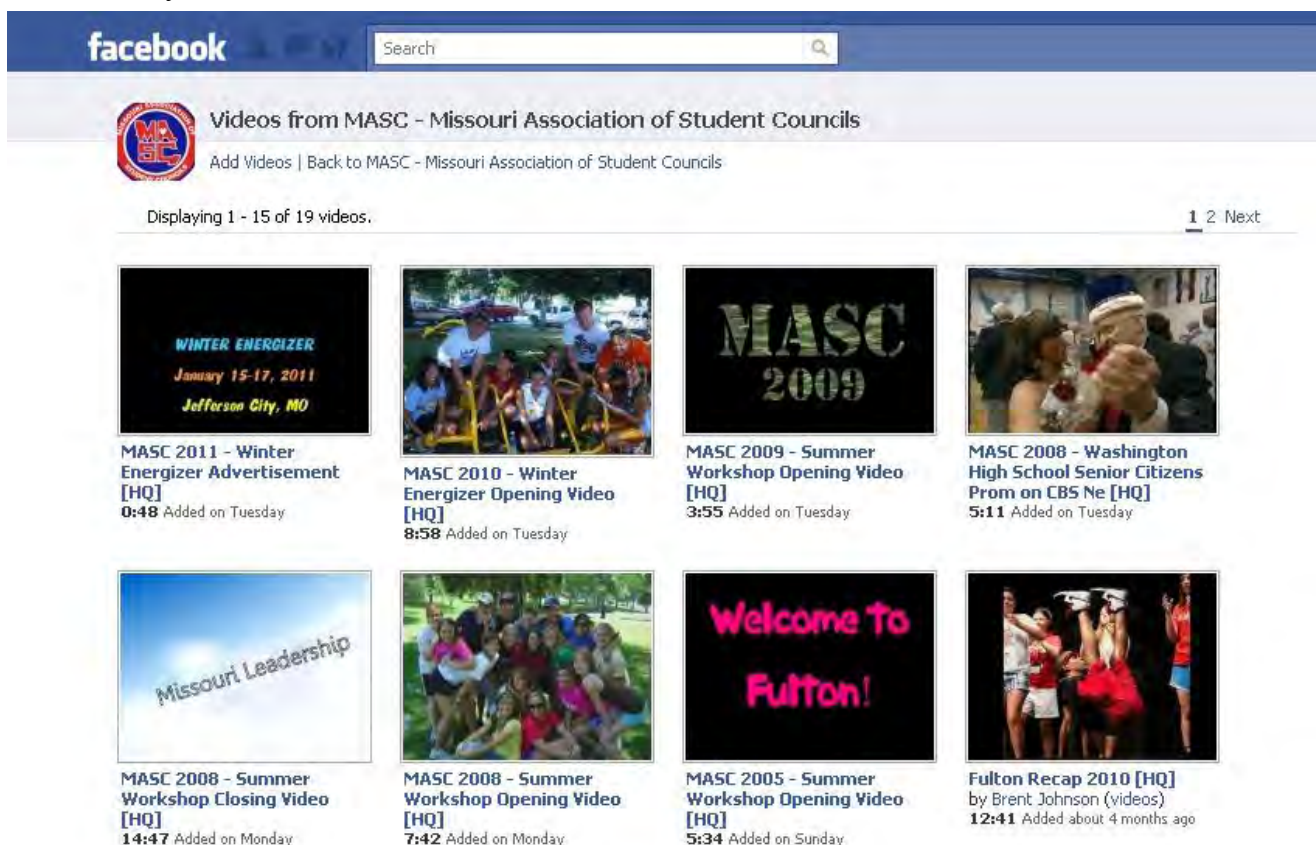
- Used as a Portal for MASC created content to ensure all students and advisors can access in school.
- Favorites: View additional SchoolTube content highlighted by MASC



The screenshot shows the SchoolTube website interface. At the top, there are navigation links for 'Moderate', 'Account Preferences', 'My Channel', and 'My School'. The user is logged in as 'Mark Blakley'. The main header features the 'SCHOOL TUBE .COM' logo and a search bar. Below the header, there are navigation tabs for 'Videos', 'Channels', 'Categories', 'Contests', 'For Educators', and 'For Partners'. The main content area displays a video player for 'MASC 2011 - Winter Energizer Advertisement' with a 'LIVE' indicator. To the right of the video player is an 'Information' sidebar for the 'Missouri Association of Student Councils (MASC)'. The sidebar includes the MASC logo, the text 'Missouri Association of Student Councils (MASC)', 'Joined: Aug 29, 2010', 'Videos: 14 (see all)', and 'Subscribers: 0'. Below this, there is a welcome message and a description of the organization's mission and services.

Facebook: on.fb.me/mascfacebook

- The Official Facebook Page for MASC! View information, pictures, and video and communicate with others.
- The video section appears on the left-side of the page.
- View only MASC created videos



The screenshot shows the Facebook page for MASC - Missouri Association of Student Councils. The page header includes the Facebook logo and a search bar. Below the header, there is a section for 'Videos from MASC - Missouri Association of Student Councils' with a search bar and a 'Add Videos' button. The main content area displays a grid of video thumbnails. Each thumbnail includes a video title, a duration, and a date. The thumbnails are:

- MASC 2011 - Winter Energizer Advertisement [HQ]**: 0:48 Added on Tuesday. Thumbnail: A group of students and staff smiling.
- MASC 2010 - Winter Energizer Opening Video [HQ]**: 8:58 Added on Tuesday. Thumbnail: A group of students and staff outdoors.
- MASC 2009 - Summer Workshop Opening Video [HQ]**: 3:55 Added on Tuesday. Thumbnail: A black background with 'MASC 2009' text.
- MASC 2008 - Washington High School Senior Citizens Prom on CBS Ne [HQ]**: 5:11 Added on Tuesday. Thumbnail: A group of people at a prom.
- MASC 2008 - Summer Workshop Closing Video [HQ]**: 14:47 Added on Monday. Thumbnail: A blue background with 'Missouri Leadership' text.
- MASC 2008 - Summer Workshop Opening Video [HQ]**: 7:42 Added on Monday. Thumbnail: A group of students and staff outdoors.
- MASC 2005 - Summer Workshop Opening Video [HQ]**: 5:34 Added on Sunday. Thumbnail: A black background with 'Welcome To Fulton!' text.
- Fulton Recap 2010 [HQ]**: 12:41 Added about 4 months ago. Thumbnail: A group of people at a prom.