

Building Your Brand And Your Community

Social Media Engagement

John Millea/Minnesota State High School League

- Longtime journalist with experience writing about everything from youth to professional sports. Joined the MSHSL in 2010 as the staff journalist.

Awkward Family Photos

(We all started
somewhere)





A working
journalist at
newspapers in
Iowa, Arizona
and Minnesota

Make coverage easy to find

- The John's Journal page on mshsl.org

John's Journal

 [VISIT JOHN'S TWITTER](#)



[John's Journal: A Special Day At The Brave Like Gabe Invitational](#)

Posted: 08/30/2023

[John's Journal: The Game's The](#)

Using social media to our advantage



Edit profile

John Millea

@MSHSLjohn

@mshsl senior content creator & storyteller / podcast talknorth.com/johnmillea / Millea rhymes with hay / johnmilleamn elsewhere

mshsl.org/about/news/joh...

Born November 28, 1958

Joined March 2010

3,239 Following 35.8K Followers

Posts Replies Highlights Media

Pinned



John Millea @MSH... · 16 Dec 20
We're all in this together.

26 14 313



MSHSL

42K likes · 45K followers

Message

Following

...

Podcasts are
a great tool,
too.





Vehicle
provided by
a sponsor



Teams pose with the car!



Coaches pose with the car!



Everybody wants a
selfie with the car!

ROSEAU MEMORIAL

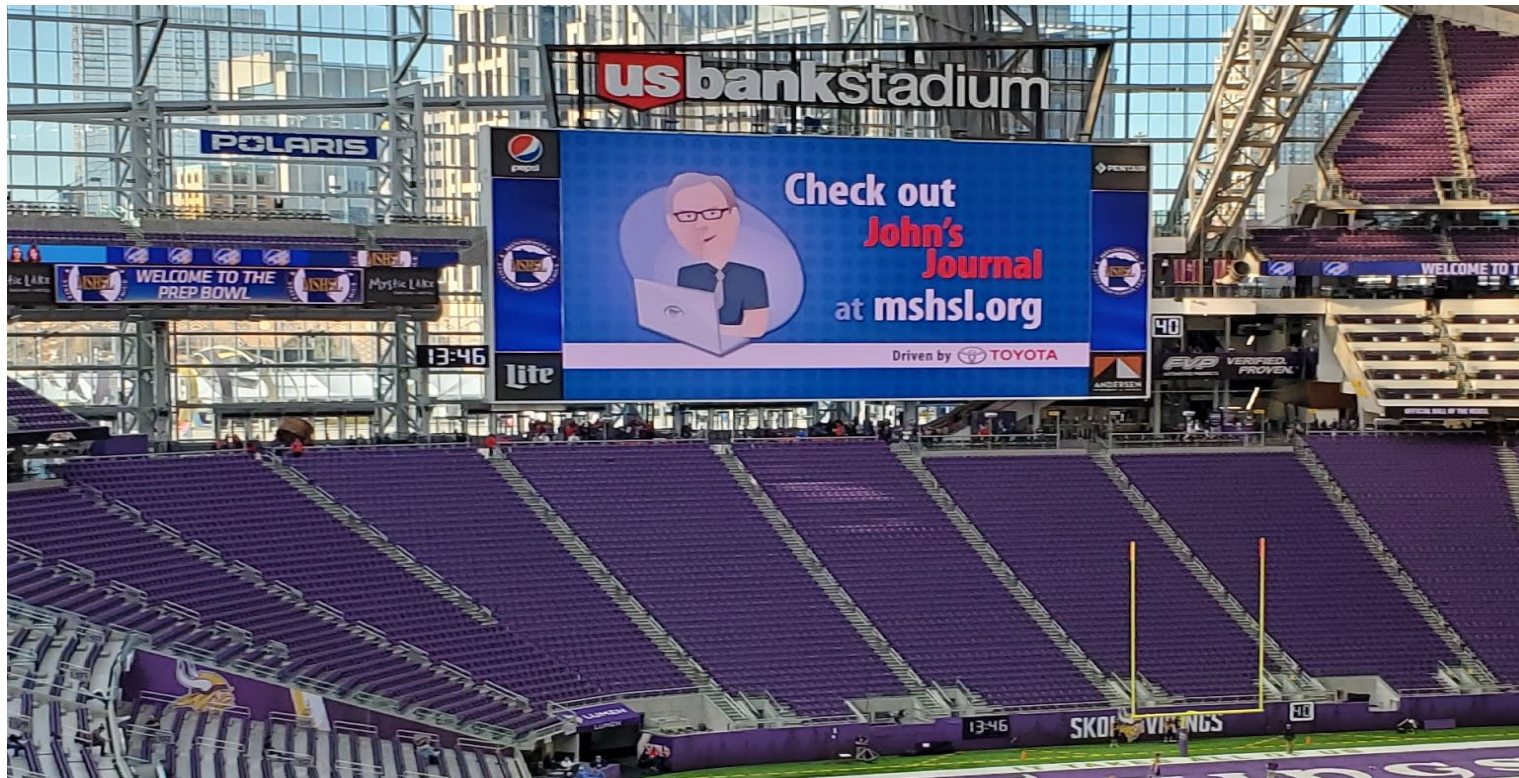
I drive all over
Minnesota (it's a big
state)



I am very
spoiled



Meeting of the John's Journal Fan Club





MSHSL Sports

- Adapted Softball, Soccer, Bowling, Floor Hockey, Alpine/Nordic skiing, Baseball, Basketball, Cross-Country, Dance, Football, Golf, Gymnastics, Hockey, Lacrosse, Soccer, Softball, Swimming & Diving, Tennis, Track & Field, Volleyball, Wrestling.

MSHSL Performing Arts

- Debate
- Music
- One-Act Play
- Speech
- Visual Arts



Also ...

- Badminton
- Clay Target
- Robotics
- Synchronized swimming



Minnesota is the State of Hockey (and Hockey Hair)



One Friday night in the Twin Cities



Remember to
have fun with
social media!





John Millea
@MSHSLjohn

Most awesome thing I've seen in a long time: The great band from Elk River High School has a dude playing the accordion. An ACCORDIAN!



4:40 PM · 18 Nov 22

Fun can be found
everywhere! (So can
misspellings...)



John Millea
@MSHSLjohn



When a tuba in the Cannon Falls band needed minor repairs, the [#mshsl](#) volleyball tournament staff leapt into action. Band Host Bob Grey delivered duct tape to the tuba section. Problem solved. Toot on!



Publicize tuba repair at a state tournament

10:56 AM · 11 Nov 21

Traditional coverage focused on sports ...



John's Journal: 55 Football Seasons For A Coach Who Loves The Game

August 4, 2023 | John's Journal

Mike Mahlen has been the head
football coach at Verdala since



John's Journal: A Special Day At The Brave Like Gabe Invitational

August 30, 2023 | John's Journal

The first Brave Like Gabe Invitational
was held a few months after Gabe
died. This year, nearly \$2,500 in
proceeds from concessions, t-shirt
sales and donations from competing
teams was given to the Brave Like

...but there is
much more
to what we all
do

Can you guess what's
happening here? (Answer later.)





WEEK 10

ALEEN

JUDE

**Minnetonka
Sophomore, Debate**

Aleen has supported her teammates through encouragement, being reliable, and expanding her knowledge to help the team. Despite a completely virtual season, Aleen has shown commitment by showing up to every practice, including optional varsity practice, and being prepared to discuss relevant research topics. She can be counted on to do extra research for the team and also share her findings so all teammates benefit.

Presented by

**WELLS
FARGO**

2020-2021



**MOST VALUABLE
TEAMMATE**

Recognize kids doing great things

- The MSHSL selects a Most Valuable Teammate award winner every week during the school year. Sports coaches and performing arts directors are encouraged to send in nominations.

Big thanks to Taylor Wnuk of St. Michael-Albertville for singing the national anthem this morning at [#mshsl](#) state wrestling and to the color guard from Washington Technology Magnet in St. Paul. Well done!



Celebrate when arts and sports come together



John Millea
@MSHSLjohn

Wonderful national anthem
performance by Eastview students
before Eastview-Park Center Class
4A boys basketball state semifinal
[@TargetCenterMN](#)



Publicize the
good stuff



John Millea
@MSHSLjohn



Hayfield junior Aryanna Jorgenson with a wonderful rendition of the national anthem on the flute prior to the Hayfield vs. Belgrade-Brooten-Elrosa Class 1A boys basketball state championship game at Williams Arena.

Special moments on a big stage





John Millea
@MSHSLjohn

Ashley Guse from Willmar High School with an exemplary national anthem performed on the violin at Williams Arena. [#mshsl](#)



6:20 PM · 15 Mar 19

Important events, important opportunities

Every activity
is the most
important
activity



John Millea
@MSHSLjohn

If kids who participate in high school speech don't make you feel optimistic about the future then I just don't know what to tell you.

[#mshsl](#)



NFHS awards
are very big
deals

John's Journal: Moorhead Speech Director To Receive National Honor

Veteran Educator Rebecca
Meyer-Larson Named
Winner Of NFHS Citation

POSTED: THURSDAY, FEBRUARY 9,
2023 - 5:17 PM

CATEGORY:

JOHN'S JOURNAL

SHARE





2021 National High School Heart of the Arts Award

NATIONAL WINNER

Kylen Running Hawk

Morris Area High School
Section 5 / Minnesota



NFHS Hall of Famers



Minnesota State High... · 01 Jul

Congratulations to Dave Stead and Bill **Webb** who will be inducted into the NFHS Hall of Fame in Seattle this evening.

6 pm EST Livestream

nfhsnetwork.com/events/nfhs/ev...

Read more about Dave here:

mshsl.org/about/news/lea...

Read more about Bill here:

mshsl.org/about/news/lea...



Gather the family



Minnesota State H... · 26 Sep 22

Fine Arts Judges are needed in:
Speech, One Act Play, **Debate**, Visual
Arts and Music.

Registration is now open to become
an MSHSL Judge.

Judges are needed in: Speech, One
Act Play, **Debate**, Visual Arts and
Music.

Registration available at:

mshsl.org/judges



Keep
everyone
posted



Minnesota State High... · 14 Jan

Quarterfinalists are being announced at the 2023 **Debate** State Tournament. Good luck to those who will continue to compete this afternoon!



Tell positive human stories



Minnesota State Hi... · 30 Jan 22

Coaches are such a valuable part of student activities. Thank you [@DeRushaJ](#) for stepping up to support [@MapleGroveSrHS](#) speech and **debate!**



John Millea @MS... · 30 Jan 22

From Morning TV To High School Speech.

WCCO's DeRusha Steps In As Coach At Maple Grove....



History is important



Minnesota State High... · 10 Jan

Trivia Tuesday:

When was the first State Policy

Debate Championship hosted by the MSHSL?

1910

25%

1902

27%

1903

31%

1905

17%

48 votes • Final results



5,980



Live streaming of performing arts awards



Minnesota State High... · 14 Jan ·
Starting soon! Join in to celebrate the
Debate State Tournament Award
Winners!



NSPN - Minnesota @... · 13 Jan

🗣️ The Neighborhood Sports
Network is expanding to cover this
fine arts event!

📺 Watch the 2023 @MSHSL State
Debate Award Ceremonies tomor...

2023 STATE DEBATE AWARDS

January 14, 2023 - Starting at 5:45PM



- Congressional Medalists
- Public Forum Medalists
- Lincoln-Douglas Medalists
- Policy Medalists



Watch live for free on **NSPN.TV**



6,081



MSHSL's One-Act Play State Festival



John Millea @MSH... · 08 Feb 18

Park of Cottage Grove presents "26 Pebbles" at [#mshsl](#) **One-Act Play** state festival.





John Millea @MSHSLj... · 09 Feb ·
Alexandria Area High School presents
"The Lovely Bones" at [#mshsl](#)
One-Act Play state festival.



Bringing communities together



John Millea @MSHS... · 07 Feb 18

Waseca **One-Act Play** Honors
Hometown Soldier's Memory.

Check out John's Journal for a special
story. [#mshsl](#)

mshsl.org/mshsl/johnsjou...



Special
stories are
out there



John Millea
@MSHSLjohn

Nothing Stops Owatonna's Megan Copeland.

Blind Since Birth, She Will Compete
At State Speech.

Check out John's Journal.

[#mshsl](#)

mshsl.org/about/news/joh...

[@ohsoffice](#)



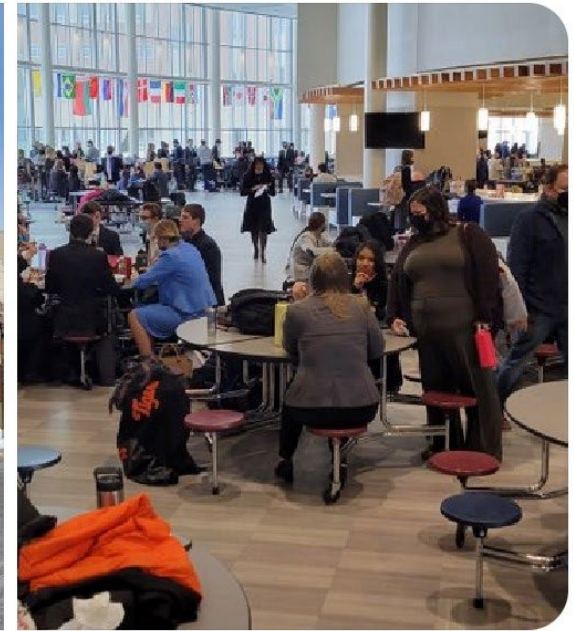
Positivity



John Millea
@MSHSLjohn



Speech kids are awesome kids.



12:58 PM · 29 Jan 22



John Millea
@MSHSLjohn

Awards ceremonies at state speech competitions are one of the highlights of the [#mshsl](#) year. So much happiness and celebration, everyone congratulating each other. Simply unforgettable. Congrats to all!



6:43 PM · 29 Apr 23 · 16.1K Views

Happiness! Celebration!



John Millea
@MSHSLjohn



Moorhead Spuds, owners of
back-to-back-to-back-to-back
Class 2A state speech team
championships. [#mshsl](#)



6:22 PM · 13 Apr 19

Spuds!

“Postgame”
coverage is
important



John Millea
@MSHSLjohn

Congratulations all the qualifiers and medalists at the 2022 MSHSL state speech tournament. Click the link to see complete results...

mshsl.org/2022-speech-re...



9:00 PM · 23 Apr 22



And finally ...

Tell happy stories



John Millea
@MSHSLjohn

Postscript: The kids made it to the boat for the prom. The girl in the boots was barefoot at that point, her mom explained. Check out the update at the bottom of John's Journal. [#mshsl](#)

[mshsl.org/mshsl/johnsjou...](#)



John Millea @MSHSLjohn · 18 May 19

An Unforgettable Week, Filled With Unforgettable Memories.

Check out John's Journal. [#mshsl](#)

...



Q & A

