

High Stakes Social Media Portfolio

Daily updates on @NewsHouse Instagram, Twitter and Facebook from April 20-May 4, 2020, plus additional posts in the following weeks. Also, we utilized #HighStakesNY on Twitter and Instagram to promote the project.



Social Media Director: Brooke Schneider

Social Media Coordinators: Shannon Stubbs and David Schneidman

Designer: Kevin Camelo

Instagram - <https://www.instagram.com/newshouse/>

IG Story: <https://www.instagram.com/stories/highlights/17856629194913751/>

Sample IG Posts

https://www.instagram.com/p/B_NWvRupYaP/

https://www.instagram.com/p/B_f6cCcJeUy/

https://www.instagram.com/p/B_StiRVACKP/

#HighStakesNY <https://www.instagram.com/explore/tags/highstakesny/>





newshouse



newshouse While you #StayHome, you can still "get away"-- check out our 360 tour of @cornellindustrialhemp labs in #Ithaca and escape the confines of your house for a bit while you move around the facility! 📺 Amanda Paule 📺 Sonny Cirusuolo #HighStakesNY #CornellICALS #quarantine

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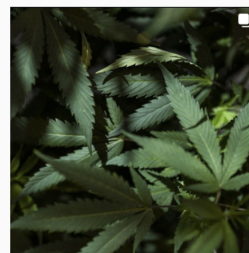
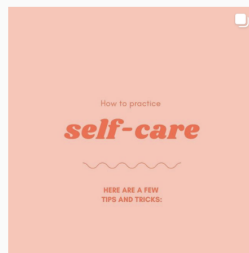
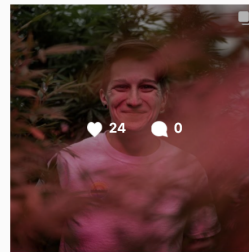
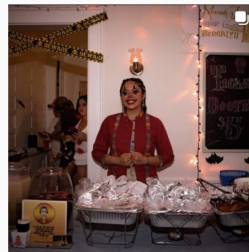
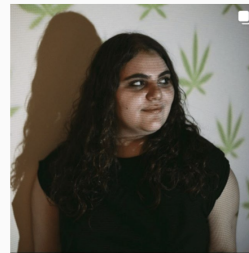


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APRIL 27

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Post



Twitter - <https://twitter.com/newshouse>

Sample Tweets

<https://twitter.com/NewsHouse/status/1252277437385359360>

<https://twitter.com/NewsHouse/status/1254153218550108161>

<https://twitter.com/NewsHouse/status/1252341272167059458>

#HighStakesNY https://twitter.com/search?q=%23highstakesny&src=typed_query

 **The NewsHouse** @NewsHouse · Apr 24

More than 80% of U.S. veterans support medical #cannabis programs, and Sarah Stenuf, a #USMilitary veteran who credits cannabis with saving her life is just one of them. Read on [#HighStakesNY](#) @VetCannabisProj



Veterans find relief in medical marijuana, advocate for legalization
National survey finds 80% of veterans support medical cannabis programs and local vets consider drug ...
[thenewshouse.com](#)

 **The NewsHouse** @NewsHouse · Apr 28

Conflicting definitions in laws on #cannabis create difficulties for business owners. What would #legalization mean for taxes? Check out Episode 3 in our video series [#HighStakesNY](#) @aljennerjahn @KienanDixon16



Marijuana debate ensues while legalization in limbo
From decriminalization to tax implications, legalizing marijuana would create a host of issues for New ...
[thenewshouse.com](#)

4 3

 **The NewsHouse** @NewsHouse · Apr 25

At schools in states where #marijuana is legalized, students say smoking culture hasn't changed much. In fact, many students say they skip dispensaries and continue to purchase weed from dealers on campus to avoid high taxes. [#HighStakesNY](#)



Higher Education: Students discuss ups and downs of legal weed
Students say they'll skip dispensaries because of high prices and continue to purchase weed ...
[thenewshouse.com](#)

 **The NewsHouse** @NewsHouse

What would the legalization of #marijuana mean for #NY? Follow along with The NewsHouse's #420day coverage and the roll out of #HighStakesNY all day and throughout the week! bit.ly/2XS2Hcn



0:02 674 views

10:45 PM · Apr 20, 2020 · Twitter for iPhone

Facebook - <https://www.facebook.com/TheNewsHouse/>

Sample Posts

<https://www.facebook.com/TheNewsHouse/posts/10157695094598702>

<https://www.facebook.com/TheNewsHouse/posts/10157699964213702>

<https://www.facebook.com/TheNewsHouse/posts/10157684604548702>

 **The NewsHouse**
April 21 · 🌐

COVID-19 has altered our way of life, caused learning to be remote and implemented stay at home orders for the vast majority of our country. As a result, college students' consumption of marijuana has changed since they've been off campus. Read to see how the coronavirus is affecting students' marijuana use: <https://bit.ly/2RPX3nq> #HighStakesNY



THENEWSHOUSE.COM
Coronavirus changes how college students smoke weed these days | The NewsHouse

 **The NewsHouse**
April 23 · 🌐

A NewsHouse survey found that 47% of Syracuse University students use CBD products, whether it be for stress or chronic pain. Why does CBD appeal so much to young adults? Read more here: <https://bit.ly/3bBJxvK>
#HighStakesNY



THENEWSHOUSE.COM

 **The NewsHouse**
April 25 · 🌐

Cannabis is popular for treating stress and anxiety, but did you know it can also ease symptoms of some chronic illnesses? Read how this Syracuse student uses marijuana to help manage her Tourette's Syndrome: <https://bit.ly/2x7DLTn>
#HighStakesNY



THENEWSHOUSE.COM

 **The NewsHouse**
April 26 · 🌐

Recent news got you feeling down? #HighStakesNY will take your spirits higher. Give our newest project a hit: <https://www.thenewshouse.com/highstakes/>



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TheNewsHouse.com is a multimedia news site for Syracuse Univ...

TinyURL: <https://tinyurl.com/HighStakesNYsocial>