



Approved Projects & Formats for your Quill & Scroll Project

Before you begin, review the approved list of content prompts and choose a topic that speaks to your interests or experience. Then, select one of the accepted formats in this guide to bring your idea to life. Whether you're writing a blog, creating a video, or designing a social media campaign, remember that you're producing content for the Class Intercom brand. That means your work should be polished, professional, and aligned with our values. Your content should reflect the same tone and quality you see on Class Intercom's website and social pages. No matter the format, make sure your project is quality work, clearly structured, and something you'd be proud to see published.

Topics

Select a topic from the list below based on our [five pillars](#).

Storytelling

- Capture a day in the life of a student at your school.
- Explain a school tradition and why it matters to students and/or staff.
- Share a small moment that made a big difference in your school experience or someone else's.
- Research and retell the story behind your school's name, colors, and/or mascot.
- Write a thank-you letter to a teacher who's made a lasting impact.
- Highlight a classmate who goes above and beyond but rarely gets the spotlight.
- Tell the story of a school group or team that doesn't often get attention.
- Explore connections between current students and alumni—and why they matter.
- Gather and share stories that show how your school celebrates diversity.
- Profile a student who overcame a challenge, showing how they used that experience to inspire others.

Skill-Building

- Share tips for capturing school spirit through photography.
- Break down how to write social media captions that grab attention.
- Explain the steps you take to plan, film, and edit Reels.
- Create a list of the tools you use for content creation and how they help.
- Show how you build and stick to a content calendar—especially during busy weeks.
- Share tips on how to tell a story through photography.
- Describe your process for interviewing someone and turning it into a compelling story.
- Walk through how you design social graphics that stop the scroll.
- Share how you stay organized and manage your content workload.
- Show how you track, analyze, and learn from social media metrics.

Student Voice

- Explain why student perspectives matter on your school's social media.



- Share what you wish adults understood about students and how they use social media.
- Describe how you use your voice to represent your school.
- Reflect on your experience as part of a student content team.
- Explain how you advocate for student representation.
- Share how content creation has helped you grow as a leader.
- Talk about why you enjoy telling stories behind the scenes—through photos, videos, or writing.
- Share how you give other students a voice through the content you curate.
- Compare the perspectives of freshman and senior students on a topic of your choosing.
- Share about a community need, cause, or group you are passionate about.

Digital Citizenship

- Explain how you decide what's safe and smart to post online.
- Reflect on what you've learned about privacy and getting consent before sharing.
- Share a time when a post went too far—and what others can learn from it.
- Describe how you're building a positive personal brand as a student.
- Share your process for fact-checking content before posting or sharing it.
- Reflect on what you've learned about digital citizenship from helping manage your school's social media accounts.
- Write about how you manage social media comments and how to encourage healthy online dialogue.
- Interview your school's IT or communications manager about online safety, privacy, and policy.
- Explore how students are using AI responsibly—and where the line gets blurry.
- Interview students about their screen time habits and healthy digital boundaries.

Community

- Share how your content spreads positivity and highlights good news happening in your school.
- Recommend a local place every student should know about—and why it matters.
- Document how your school gives back to the community through service projects.
- Share the impact a school fundraiser had on your school or town/city.
- Highlight a club or group that helps students connect around shared passions.
- Interview someone who works behind the scenes at your school and tell their story.
- Interview families with multiple generations of graduates and explore what keeps them connected to your school.
- Explore the impact of school programs that bring in community professionals (career days, guest speakers).
- Profile a community volunteer who has a history of being involved with your school.
- Interview students involved in faith-based, cultural, or identity-based clubs about building community.

Project Formats and Instructions

Select a format for your piece from the list below and follow the accompanying instructions.

1. How-To Blog

A how-to blog is an instructional piece that teaches your audience how to do something. See an example: [Using Instagram Stickers on Stories](#)

What to include:

- A clear headline and byline (your name as the author).
- A short introduction that explains what you'll teach and why it matters.
- A series of step-by-step instructions—each step should include a subheading and a paragraph of explanation.
- A conclusion that wraps things up and leaves the reader with a final thought.
- At least one image to complement your blog.
- Proofread for grammar, clarity, and spelling.

2. Storytelling Blog

A narrative-style blog that tells a clear story related to your topic.

See an example: [North Platte High School Alumni Helped Me Write My Story](#)

What to include:

- A clear headline and byline (your name as the author).
- An introduction that hooks the reader and introduces the story.
- Three or more sections divided by subheads that guide the reader through the story
- A strong conclusion that reflects on the meaning of your story or what your audience might take away.
- At least one image to complement your blog.
- Proofread for grammar, clarity, and spelling.

3. Listicle Blog

A blog post structured as a list—great for organizing tips, ideas, or reflections in a clear, skimmable format.

See an example: [9 Quick Tips for Capturing Better Video Interviews](#)

What to include:

- A clear headline and byline (your name as author).
- An introduction that sets up the list—why this topic matters and what your readers will get out of it.
- A list of 5 to 10 ideas, each with a clear subhead and paragraph of explanation.
- A conclusion that wraps things up with a key takeaway or encouragement.
- At least one image to complement your blog.
- Proofread for grammar, clarity, and spelling.

4. Carousel Post for Social Media

A multi-slide post that educates, shares tips, or tells a visual story.

See an example: [Back-to-School Content Ideas](#)

Instructions:

- Create a carousel post with up to 10 slides, formatted with the platform in mind
 - [See our social media size guide here.](#)
- Slide 1 should include a bold hook.
- Middle slides should share valuable information or tell a story.
- The final slide should end with a CTA (call to action) or takeaway.
- Include a strong caption with:
 - An attention-grabbing hook.
 - Context for what you're sharing and why.
 - A CTA (call to action) or takeaway
 - 📝 student content creator: [your name]

5. Instructional Video for Social Media

A short-form video that explains or demonstrates something clearly and creatively.

Example: [Quick Tips for Better Video Interviews](#)

Instructions:

- Create an instructional video 30 to 90 seconds long.
- Format your video for the intended platform.
 - 1080 x 1920 for vertical video
 - 1920 x 1080 for horizontal video
- Consider the following elements of short-form videos:
 - Voiceover
 - Background music
 - On-screen text
 - Transitions
 - Strong framing and lighting
 - High-quality audio
- Include a strong caption with:
 - An attention-grabbing hook.
 - Context for what you're sharing and why.
 - A CTA (call to action) or takeaway
 - 📝 student content creator: [your name]

6. Social Media Campaign

A series of 3 to 5 coordinated posts that explore a topic, tell a story, or offer a series of related tips.



Instructions:

- Create 3 to 5 coordinated posts—can include graphics, carousels, or videos.
- Posts should work together as a cohesive series (visually or thematically).
- Consider the platform when deciding on a format.
- Include a strong caption with:
 - An attention-grabbing hook.
 - Context for what you're sharing and why.
 - A CTA (call to action) or takeaway
 - 🙋 student content creator: [your name]