

Social Media Reporting

The Graphic,

Pepperdine Graphic Media

Pacemaker Submissions, 2020-2021



Introduction

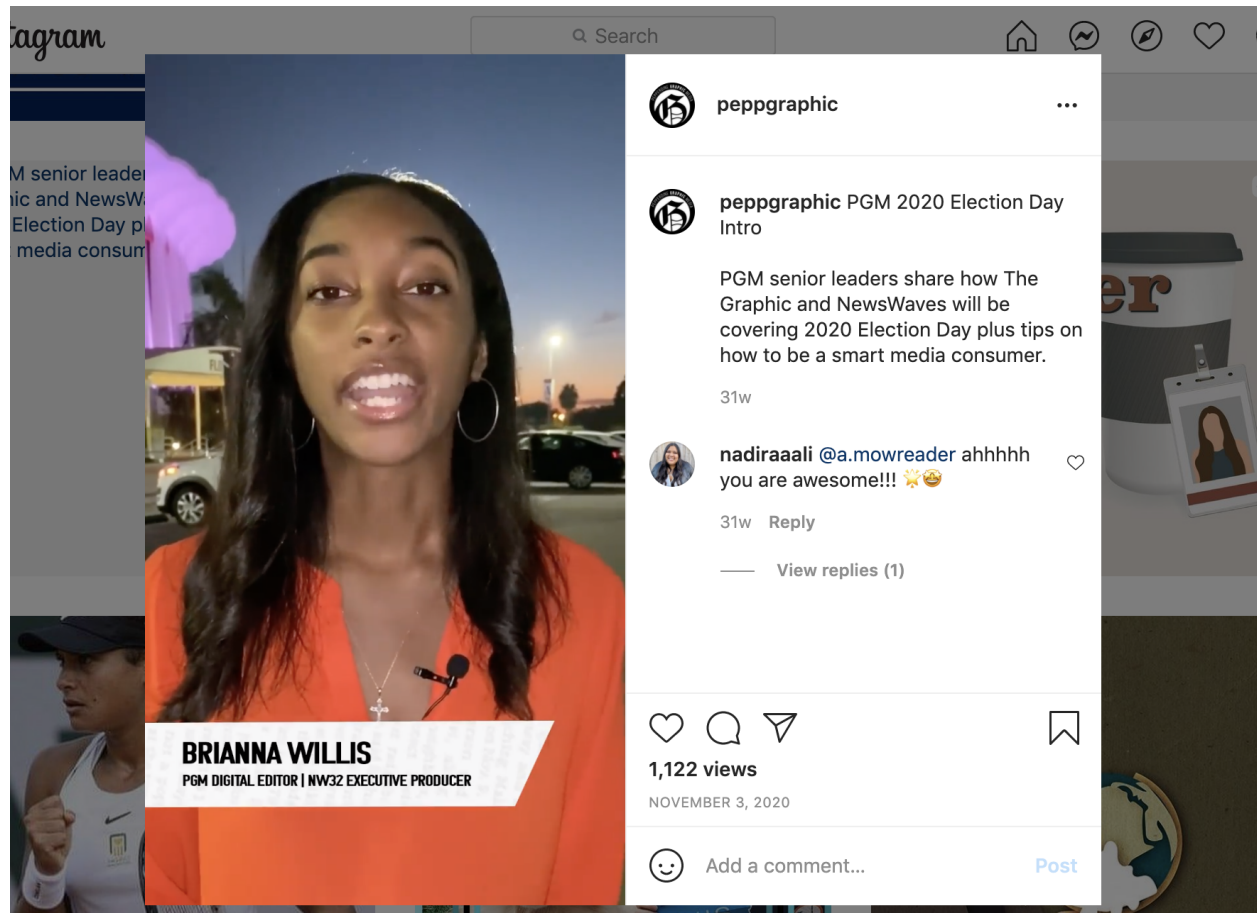
The Graphic connects with its audience in a variety of platforms but none can meet their audience as immediately as social media. This is where reporting happens and audience members can share their thoughts and reactions. To a certain extent, social media is where “life happens” for the Graphic because this is where our reporting, staff and audience all exist in a dynamic space.

Highlights:

- Prioritization of elements of trust
- Growth across all social media platforms
- Prioritization of all reporting on all social media platforms, especially in COVID-19

Social Media Reporting Approach

“Let’s get that up on social,” is one of the most common phrases heard in our newsroom or— for the past year— the most common phrase seen in our Slack channel, in group texts, in Zoom calls and in our socially distanced and limited-capacity newsroom. Social media is our first target in our digital-first model and for good reason. For the past year, our social media team has been led by Brianna Willis, our digital editor, who oversees the calendar for each platform, manages the website and and content. Each section of the Graphic has a social media coordinator who works on each section’s social media posts monitors for engagement of those posts. The Graphic’s social media channels drive most of our digital traffic. Social media channels are also where we can easily update information in a developing news story. Our social media channels can achieve different aims for reporting. For example, our audience most closely interacts with our Twitter channel for breaking news and developing news. This is also where people will share (or retweet) with a wider network. Instagram is where our visuals team gets the most traction. This is where the audience will most widely comment on our content. Analytics show us that this is where our alumni and staff/faculty network most frequently engage with content. Our social media team is intentional about scheduling platforms and content with how our dynamic audience engages with the content.



Trust

Trust in the news media is dangerously low, according to a 2020 report by Pew Research Center. Low trust and the rampant flow of misinformation may be one of the most urgent problems facing all news media— college newsrooms are no exception. For the past year, the Graphic has worked to increase audience trust as part of our larger news literacy efforts. Social media is where trust in the news is most precarious. As a result, social media is where we feature many of our “trust elements,” which are small supplemental elements or explanations that have been promoted by Trusting News to build audience trust. An example of a trust element is the IGTV post we used to open our [2020 Election Day Coverage](#). This video explained from our reporters and social media team members why and how we would conduct our election coverage. We also use our social media to make sure corrections in our reporting are widely seen (see below).



peppgraphic 1h



LOOK
AT
THIS



peppgraphic

THERE HAS BEEN A CORRECTION:



peppgraphic CORRECTION: The priority deadline for IP applications is Sept. 21. The date was incorrectly reported i...

THE LAST DAY TO SUBMIT
PRIORITY APPLICATIONS FOR
THE 2021-2022 INTERNATIONAL
PROGRAMS IS SEPTEMBER 21!

Social Media Reporting Overview



Instagram

Followers: 2,298; this is a 13% increase from the previous school year

All reporting and opinion pieces are featured the Graphic's Instagram and our Instagram stories. The Graphic's IGTV features exclusive content such as the Rundown, Weekend Watch and Career Chat. These are short video features that provide exclusive entertainment, career and news content. As reporters cover live sports or developing stories, updates are posted on Instagram stories and then full stories are featured on the Instagram grid and on Instagram stories. Sources, as much as possible and when ethically sound, are tagged in stories. We also make sure that all digital pages are shared to all staff members' own Instagram stories.



Pepperdine Graphic @PeppGraphic · Jun 7

THREAD: Today is the first day of classes for Summer Session I at Pepperdine.

Many students are returning to in-person classes for the first time since March 2020. Some are attending their first in-person college class.



1

5

15



[Show this thread](#)



Pepperdine Graphic @PeppGraphic · Jun 7

Replying to @PeppGraphic

The Seaver College Office of Admission is once again offering on-campus tours to prospective students and their families.

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Twitter

Followers: 3,446 followers; this is a 10% increase from the previous year


All reporting and opinion pieces are featured on the Graphic's Twitter channel. This is where breaking news will have the most traction (although we see that changing with Instagram). Twitter is also where the digital team can watch the Pepperdine community react to Graphic content or stories, events and announcements happening in the community. This has been particularly useful and important during an entire academic year of remote reporting when issues of racial justice, COVID-19 closures and university policies have been announced but there has been limited opportunity to get person-on-the-street reactions. As reporters cover live sports, breaking news or developing stories, updates are posted on Twitter and then followed with a full reporting story. Sources, as much as possible and when ethically sound, are tagged in stories. Reporting and opinion pieces are all scheduled for publication on the Twitter channel.


PeppGraphic
 Published by Later · 4 June at 14:50 ·

Industrialized meat production in the United States has led to a multitude of health and environmental effects ranging from heart disease to increased greenhouse gas emissions.

The alternative, fake meat such as Impossible Foods and Beyond Meat, may not be much better.

Read about how regenerative, grass-fed beef could be a solution to our climate crisis at this link: <http://pepperdine-graphic.com/could-beef-be-good-for-...> See more



Insights
[See all](#)

Last 28 days: 17 May - 13 Jun ▼

People reached

3,751

▲22%

Post engagements

1,811

▲8%

Page likes

7

▼30%

Facebook

Followers: 1,997; this is an 11% increase from the previous year

Similar to Twitter and Instagram, Facebook is where breaking news and developing news updates are posted. This is also where reporters know parents and many alumni will come first to find out news or to react to news. Although we anticipate engagement on every social media channel, when posting a story that will be particularly relevant to parents and alumni, there is always an anticipation of a large volume of responses via Facebook. For this reason, among others, Facebook is still one of our largest avenues for digital traffic.

COVID-19 coverage

The Graphic has operated as a remote newsroom since March 2020. Prior to that, however, the Graphic operated remotely following the Woolsey Fire and Borderline shooting for several weeks in November 2018. As a result of this prior experience, the newsroom easily pivoted to a digital-only model in spring 2020 and was able to easily get COVID-19 coverage out to our audience. These stories reflect breaking news, enterprise stories, investigative stories and reaction stories.



Diversity Reporting

Much reporting on issues of diversity has been supported by social media. Not only is the work published on our social media channels but the responses to the stories have been fruitful as we follow these topics and cover them as they develop. This is also where we have been able to engage conversation with our audience that has supported or, sometimes, shifted our reporting. For example, after the Atlanta shooting, our reporters engaged with AAPI members of our audience to help share some of the responses and experiences of that group.