

The Shorthorn's Approach to Social Media

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The Shorthorn Newspaper ✓

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Introduction

Social media grows more and more as a reporting tool each year. The Shorthorn was a central news source for many as back-to-back winter ice storms that affected the state's power grid left our readers needing real-time information. The Shorthorn kept readers constantly informed, answering questions and providing local contact information at the university and the City of Arlington.

UTA is not a football campus, so the university puts its attention on the basketball program. In the spring 2022 semester, the women's basketball program captured its first Sun Belt championship since joining the conference in the 2013-2014 academic year and advancing to the first round of the NCAA Tournament.

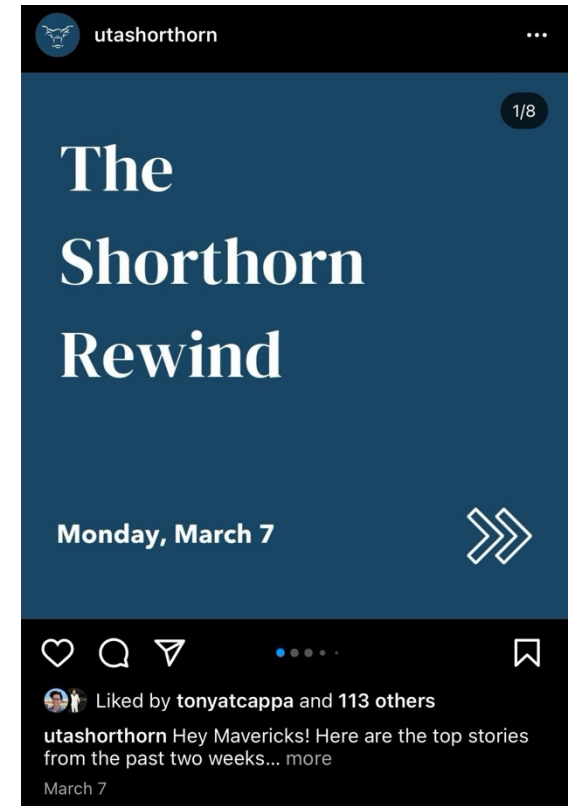
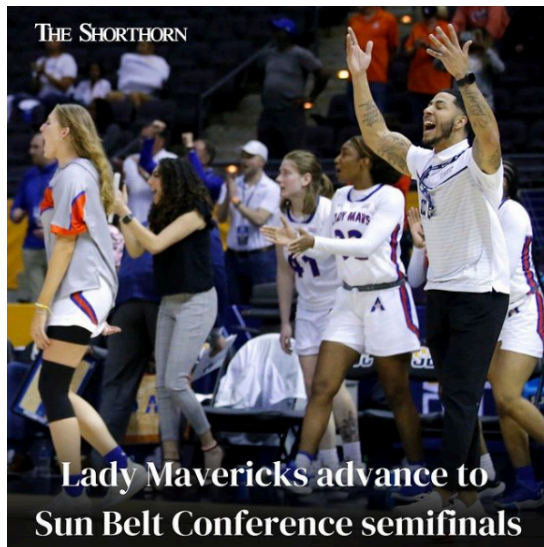
The Shorthorn engaged with readers through Twitter, Facebook and Instagram. The Shorthorn has a fully staffed engagement desk with an editor and three producers dedicated to its social media presence and newsletter production. We also encourage staff members to live tweet events and share their work on social media to engage with and be more transparent with readers.

Instagram

In 2021, our newsroom experimented with Instagram stories and stand-alone informative posts on the grid. We still kept our “head on photo” design this year that allows for visually appealing content to grab our readers’ attention and helped distinguish our breaking news posts on Instagram.

We also work with the multimedia desk to use our photos at events as backgrounds for our social media cards. The Shorthorn believes in visual storytelling and its powerful impact for social media users.

We also brought back an effective feature, The Shorthorn Rewind, to bring readers up to speed with our past articles.



Twitter

Through the pandemic and winter storms, our staff relied on internal communication in terms of social media reporting.



At the beginning of each semester, a newsroom-wide group message is created on Twitter so staffers can share tweets and promote content.

This comes in handy during breaking news situations or when reporters are trying to gather hard-to-find sources. It also allows breaking news to be quickly spread to a wider audience.

We also understand the importance of increasing visibility on the readers' timeline by sharing and retweeting one another's content.


To the right is an example of the group message and how we're able to make sure the community is informed in a timely manner.

Below are examples of staff tweets.


 **The Shorthorn**  @UTShorthorn · Feb 1
Breaking: UT System Board of Regents approves Jennifer Evans-Cowley as UTA's new president.


She will begin her new role on April 28.

Story to come.
[Show this thread](#)

 rt
The Shorthorn · Feb 1, 2022, 11:20 AM

Nico Badeaux added Axel Hoge

 **TAC** @TaylorAC13 · Feb 2
Good morning! Anyone here like cats?? Check out this cool story about the what Campus Cat Coalition is doing this winter season. theshorthorn.com/news/campus-ca... via @utashorthorn

 Can y'all help me get some shares???

TAC · Feb 2, 2022, 2:12 PM

You Retweeted



Drew Tineo @D_Tineo4 · Mar 13

New: @UTAMavsWBB will enter the NCAA Tournament as the No.14 seed. They will play their first-round game against No.3 seed Iowa State University on Friday in Ames, Iowa.



12

32



Mandy Huynh @MandyHuynh12

Power is out at Centennial Court, Maverick Place and 848 Mitchell. We'll update as new information is released.

@UTAShorthorn

11:17 PM · Feb 3, 2022 · Twitter for iPhone

11 Retweets 22 Likes



Mandy Huynh @MandyHuynh12 · Mar 23

The @UTAShorthorn news desk has been writing up a storm. There's a good mix of stories this week!

Here's a thread: ↓



1

8

16



The Shorthorn | ACP contest entry | 8A Social Media Reporting



The Shorthorn @UTAShorthorn · Mar 7

The Lady Mavericks defeated Troy University in the final of the Sun Belt Conference, earning their first tournament championship.

With the win, UTA will advance to the NCAA Tournament for the third time in program history and the first time since 2007.



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UTA is golden: Women's basketball team wins their first Sun Belt Conf...

The Lady Mavericks avenged their regular-season loss to the Trojans and earn their first NCAA Tournament bid since 2007.



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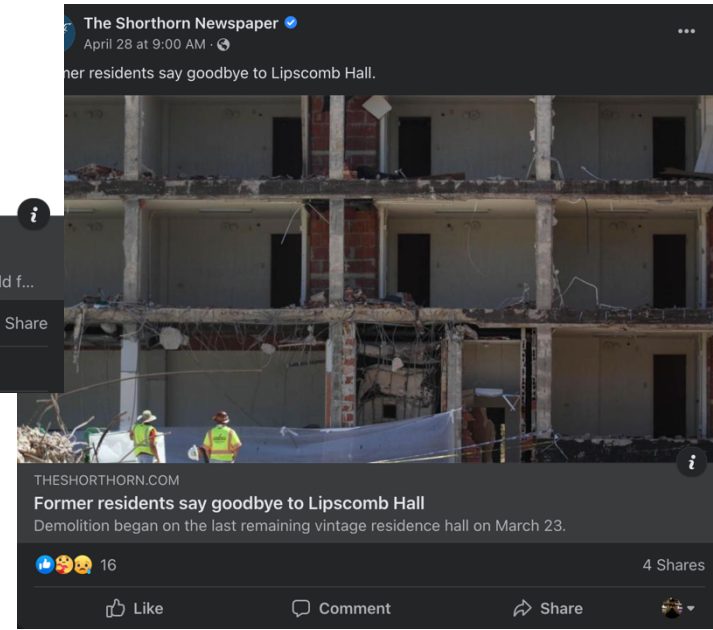
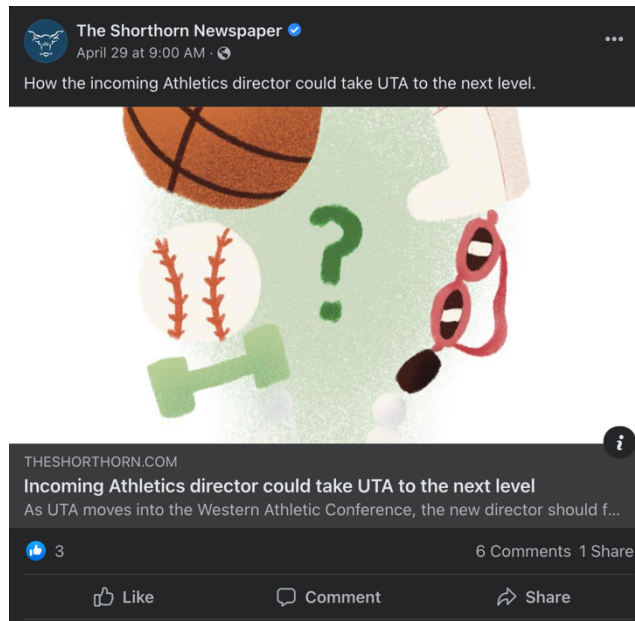
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Facebook

Over the past couple years, our newsroom got a better understanding of using different voice and tone for the different audiences on each social media platform. If Instagram readers enjoy well-designed social cards and captivating images, our Twitter audience follows along as news breaks, and readers on Facebook enjoy short captions — even if we have unlimited amount of characters.

Using the algorithm, we understand our Facebook audience prefers stories about community outreach and editorial content, thus can better service the community of Arlington.



Boost post

UTA announced it will no longer drop students from courses for nonpayment,...

April 26, 2022 at 4:21 PM
ID: 17842881920770912

Interactions

491 likes 3 comments



Editorial: Texas introduces short-term solutions for teacher shortage.

March 30, 2022 at 10:00 AM
ID: 5411551572210535

Interactions

5 reactions 2 comments 5 shares

