

# Digitalizing the News: The Tiger's Approach to Social Media Reporting

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# Introduction

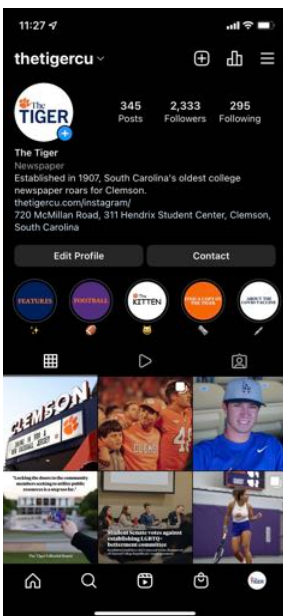
Social media has exploded in popularity over the past ten years, enabling platforms such as Twitter, Facebook and Instagram to become information hubs. Especially since the COVID-19 pandemic, news outlets have had to adapt to this change in communication, as social media reporting helps to maintain readership in the digital age. At The Tiger, we successfully utilize social media reporting to keep nearly 10,000 people up to date about all things Clemson.

The Tiger connects with its readers via Instagram, Facebook, Twitter and LinkedIn. Our strategy for these platforms is simple: Engage with users of all ages and demographics through the use of quality images, videos and writing.

Below are more concise descriptions of The Tiger's social media usage, paired with examples of how we have brought our strategic vision to life. Please scroll down to learn more.

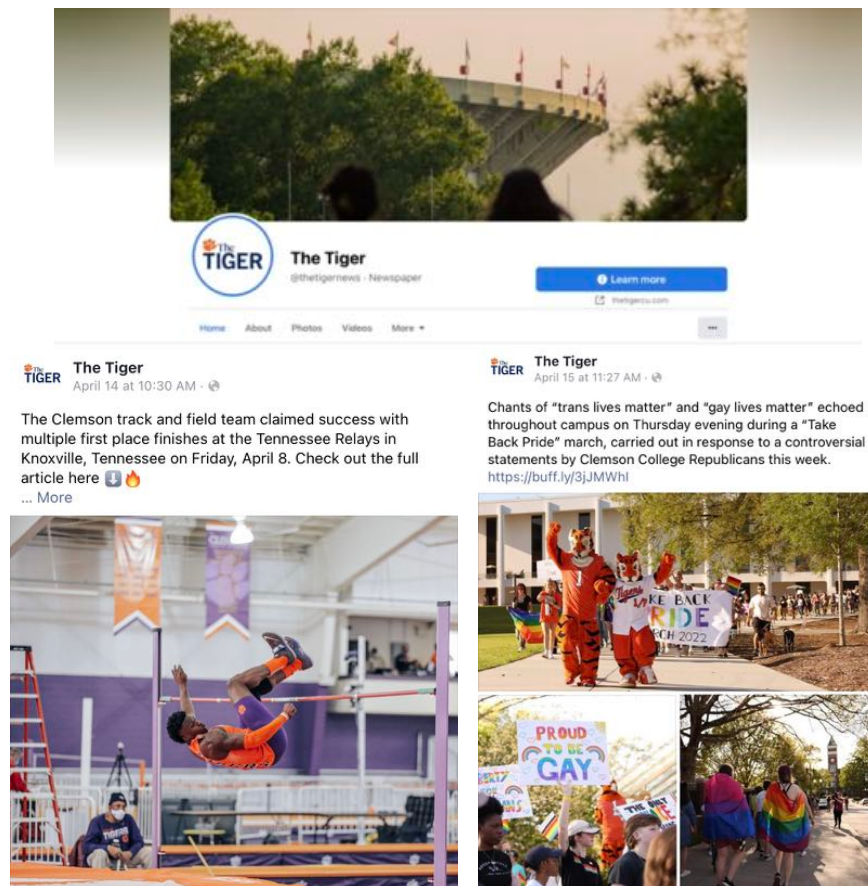
# Instagram

Our Instagram strategy is centered around efficiently informing our readers in an unbiased way. This has traditionally been possible through the use of excellent images and detailed post captions. However, in 2022, we began to seriously utilize Instagram's story feature in order to expand our informative ability. We designed multiple story templates that draw the eye towards a quality image and headline, encouraging readers to find out more. Finally, we encourage increased follower interaction by including Instagram's poll and questionnaire features on our story feed. Below are some examples of various Tiger Instagram posts and stories, as well as a screenshot of our current profile.



# Facebook

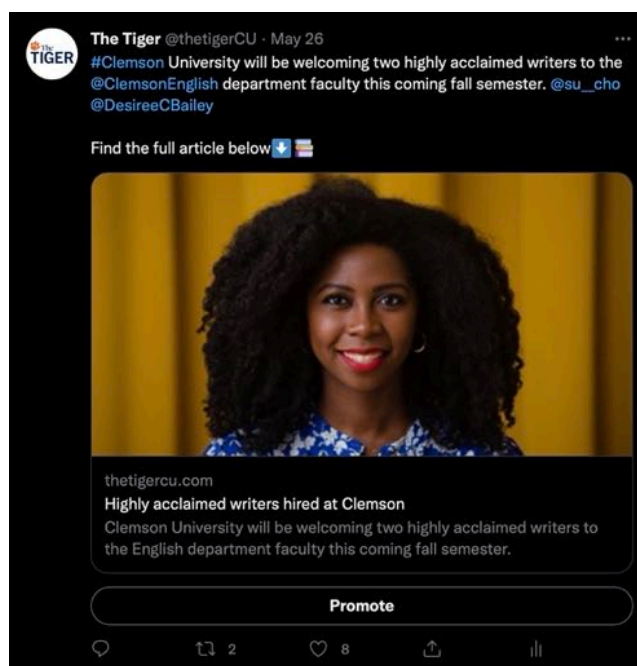
The majority of our Facebook followers consist of parents, alumni and Clemson locals, so our strategy here is slightly different than the one we use for our Instagram. Because image-heavy Facebook posts tend to receive more attention from our followers, we focus less on utilizing long captions, and more on including captivating images with shorter captions and links to articles. Sports posts we pay particularly close attention to on our Facebook, as parents and alumni love keeping up with Clemson athletics! Below are a few examples of our Facebook posts, as well as a screenshot of our current profile.



# Twitter

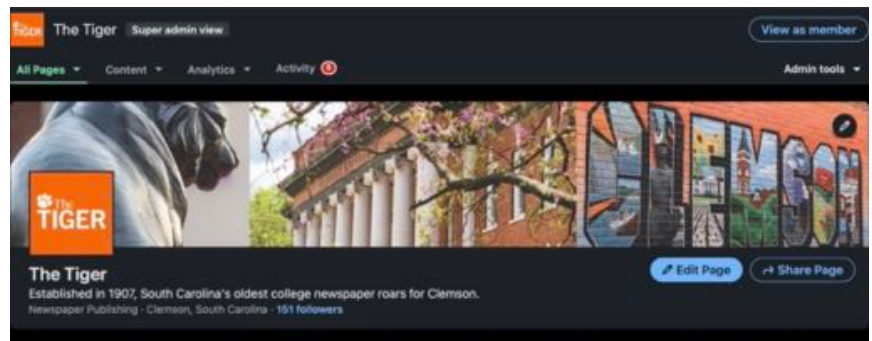
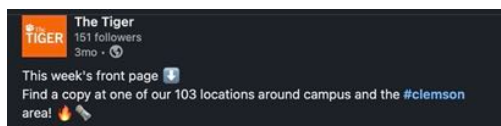
Our Twitter strategy aligns closely with our Facebook strategy: Inform concisely.

This is partially due to Twitter's character limit, but is also due to our followers interacting more with shorter posts. The strategy differentiates from our Facebook in terms of tone, however. While our Facebook is voiced more formally, we try to give our Twitter a more conversational feel. To accomplish this, we use more emojis, more hashtags, and we tag more accounts than we do on our other platforms. Retweeting Clemson related posts helps to keep our Twitter feeling light as well. Additionally, we pin the front page of our most recent print copy to the top of our feed. Below is a screenshot of a typical Tiger tweet, as well as an image of our current profile.



# LinkedIn

At The Tiger, we stress the importance of making connections in the real world. Clemson does not have a journalism program, so exposing Tiger staff to professional newspapers and journalists around South Carolina can help our members secure their future in the field. Our LinkedIn profile helps us accomplish this. The platform is focused on professional networking and career development, so our strategy is to remain formal and concise. To accomplish this, we post the front page of each print copy, promote special editions and encourage traffic to our website. Keeping our LinkedIn posts as professional as possible shows our connections that The Tiger is a serious organization, and our staff are committed to their positions. Below is a screenshot of our LinkedIn profile, as well one of our recent posts.



# Links

Facebook: <https://www.facebook.com/thetigernews/>

Instagram: <https://www.instagram.com/p/Cc-4QzNszjr/>

Twitter: <https://twitter.com/thetigercu?lang=en>

LinkedIn: <https://www.linkedin.com/company/5272502/admin/>