

# The Shorthorn's Promoting content using Social Media

Prepared by The Shorthorn staff



**The Shorthorn Newspaper** ✓

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## **Introduction**

Social media grows more and more as a promoting tool each year.

As new generations of Shorthorn staff come in, we understand the impact social media has on journalism; it became a platform for reporters to share their stories, the production staff to share their illustrations and the editors to remind our campus population that they should pick up our print issues from the newsstand.

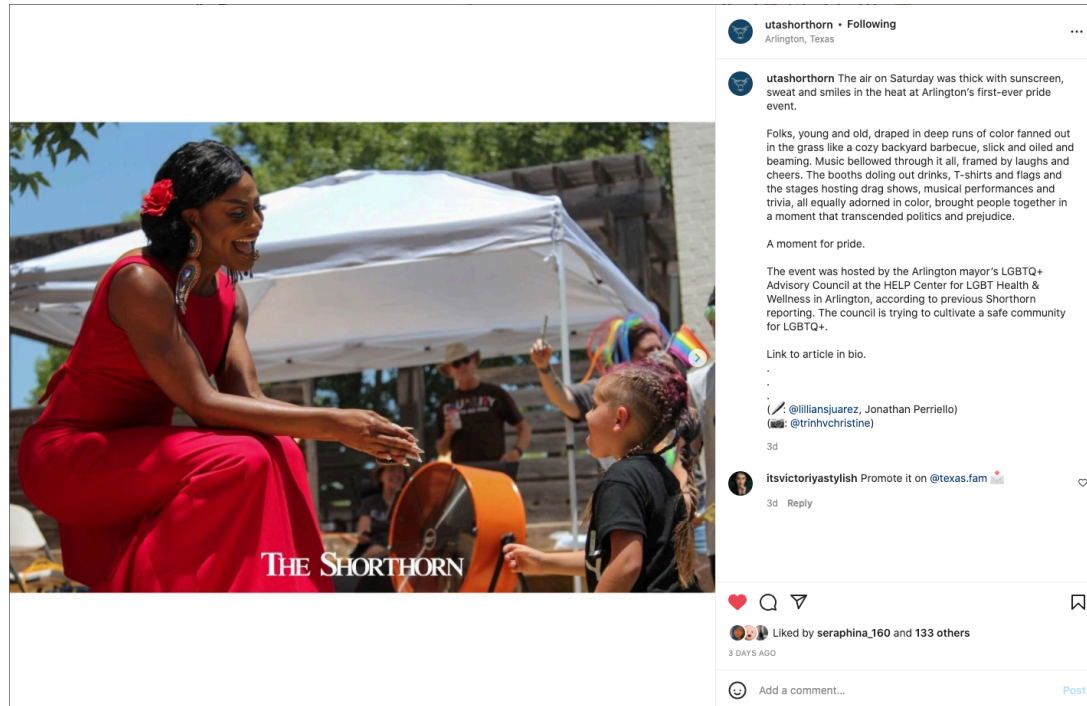
The Shorthorn engaged with readers through Twitter, Facebook and Instagram. The Shorthorn has a fully staffed engagement desk with an editor and three producers dedicated to its social media presence and sharing content. We also encourage staff members to live tweet events and share their work on social media to promote traffic to an online site or print news publication.

# Instagram

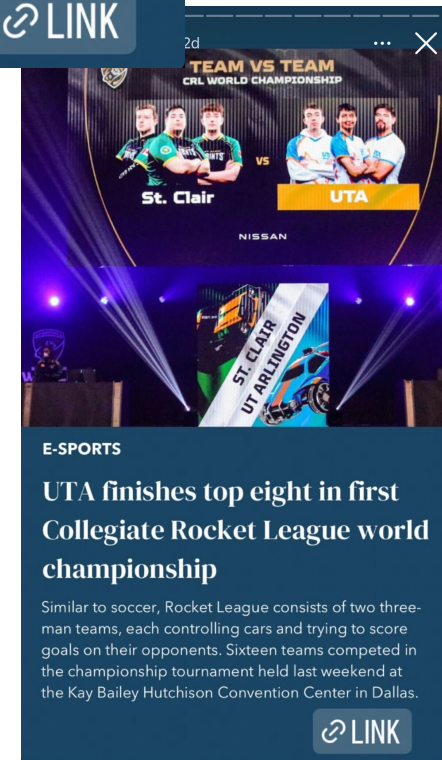
Our newsroom understands the value of updating and innovating the methods of sharing our content. In summer 2022, we're trying to use the Instagram stories to upload recaps of the stories published in the newsletters throughout the weeks. Each story includes a story's headline, blurb and a link directly to The Shorthorn website.

We also work with the multimedia desk to use our photos at events. In the caption, we work with the line editors to summarize the stories to fit with social media captions yet still protect the voice of our reporters.

We also don't forget to remind our readers that links to the articles are in our bio.



The Shorthorn | ACP contest entry | 8B Social Media Promotion



# Twitter

As with many professional publications, The Shorthorn staff understands the value of notifying readers about our content using Twitter.

On the official handle, we would retweet content from reporters and editors. But we also encourage each reporter to share their stories, create threads or remind readers to pick up our print issues every Wednesday.



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 

The Shorthorn Retweeted

 **Drew Tineo** @D\_Tineo4 · 22h

ICYMI: UTA selects Jon Fagg as the new Athletics director. He previously served as the Deputy Athletic director at the University of Arkansas.



theshorthorn.com  
UTA selects new Athletics director  
Jon Fagg, who previously served at the University of Arkansas for over a decade, will begin his tenure Aug. 1, one month after UTA returns to th...

  2  8 

Thread

 **Mandy Huynh** @MandyHuynh12 · Apr 27

Replying to @MandyHuynh12

A double byline between myself and @Wolfsaly about interim president Teik Lim's time here at UTA as the university prepares for a new leader.

Shoutout to Wolf who did a bulk of the background for this story! They knocked it out of the park! :)



theshorthorn.com  
Farewell, Teik Lim: Community reflects on interim president's time as ...  
The interim president achieved many honors and recognitions during his time at UTA prior to beginning his role as the New Jersey Institute of ...

 1  1  3 

 **Mandy Huynh** @MandyHuynh12 · Apr 27

The university has added more period product dispenser locations to campus and @hezelltx has spent some time following up on this story.

Lots of walls were hit during this process but Hannah never gave up on reporting this.

 theshorthorn.com  
Managing menstrual products on campus  
Student Government and the Progressive Student Union will continue to improve the availability of ...

 1  2  2 

 **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.



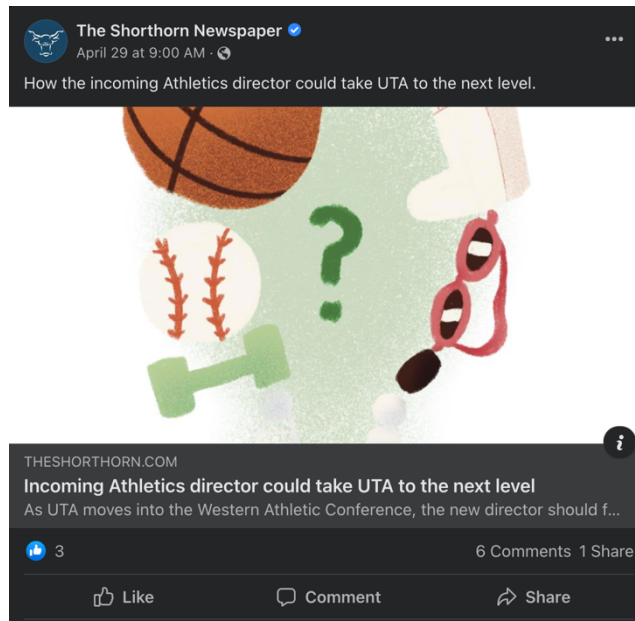
theshorthorn.com  
UTA is golden: Women's basketball team wins their first Sun Belt Conf...  
The Lady Mavericks avenged their regular-season loss to the Trojans and earn their first NCAA Tournament bid since 2007.

  13  44 

# 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 to our advantage, we use Facebook as a tool to report and constantly share links about articles to our website and promote more traffic to [www.theshorthorn.com](http://www.theshorthorn.com)

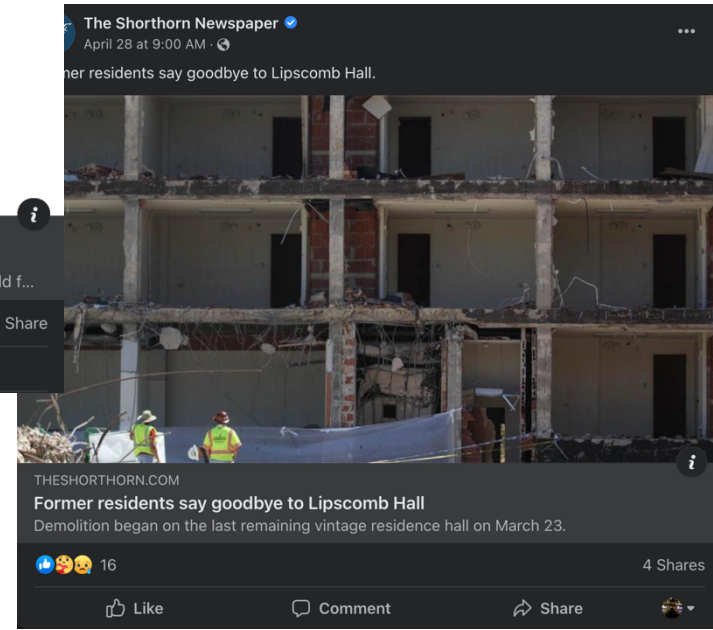


THESHORTHORN.COM

**Incoming Athletics director could take UTA to the next level**  
As UTA moves into the Western Athletic Conference, the new director should f...

3 Likes 6 Comments 1 Share

Like Comment Share



THESHORTHORN.COM

**Former residents say goodbye to Lipscomb Hall**  
Demolition began on the last remaining vintage residence hall on March 23.

16 Reactions 4 Shares

Like Comment Share



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

