

The background of the slide is a dark blue-tinted photograph. In the upper right, a person's hands are visible holding an open magazine titled 'THE SHORTHORN'. The magazine cover features a picture of a cow. In the lower right, a laptop is open, displaying a website on its screen. The overall scene suggests a connection between traditional print media and digital technology.

*The Shorthorn's*  
Approach to Social Media

Prepared by The Shorthorn Staff



# Introduction

Social media has become a vital reporting tool, evolving into a first-stop resource for UTA and the Arlington community. *The Shorthorn* welcomed a complete social media redesign to engage readers with a balance of eye-catching visuals and reporting.

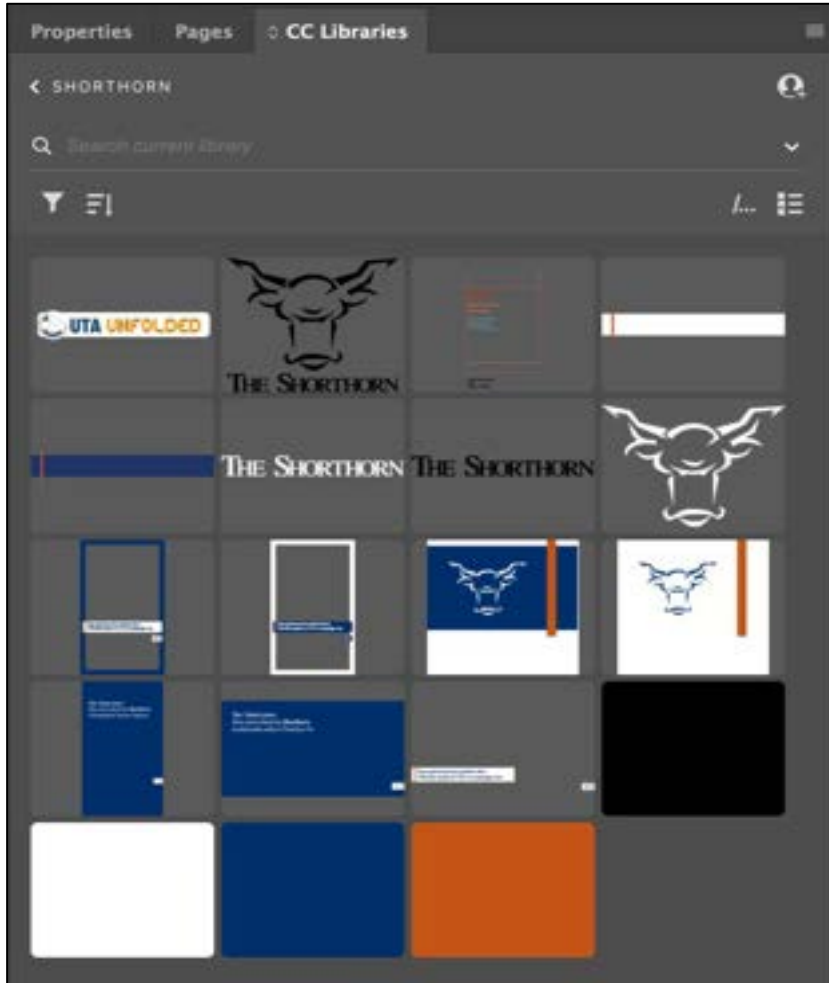
As the total solar eclipse approached April 8, 2024, we began preparing readers Feb. 20 with what they'd need to know, where they could watch the phenomenon and other features gearing up for the event. We consistently produced content for the next two months to inform and excite our readers for the once-in-a-lifetime event.

Through our social media platforms, we curated published articles into digestible posts. Growing anticipation for both our readers and staff for our coverage day of.

See some examples of our work this year, our redesign and read about our strategies.



# Templates



We created a consistent Adobe style library of colors, logos, templates and fonts for all posts.

A large headline draws users in, alongside a clip of information to quickly inform readers before the full story was released on both our feed and stories with links.

Our biggest stories of the year were broken on our socials, from Instagram, Twitter and Facebook, with templates, allowing for posts to be released as soon as possible. Breaking news posts shared snippets of information before following up with full stories.

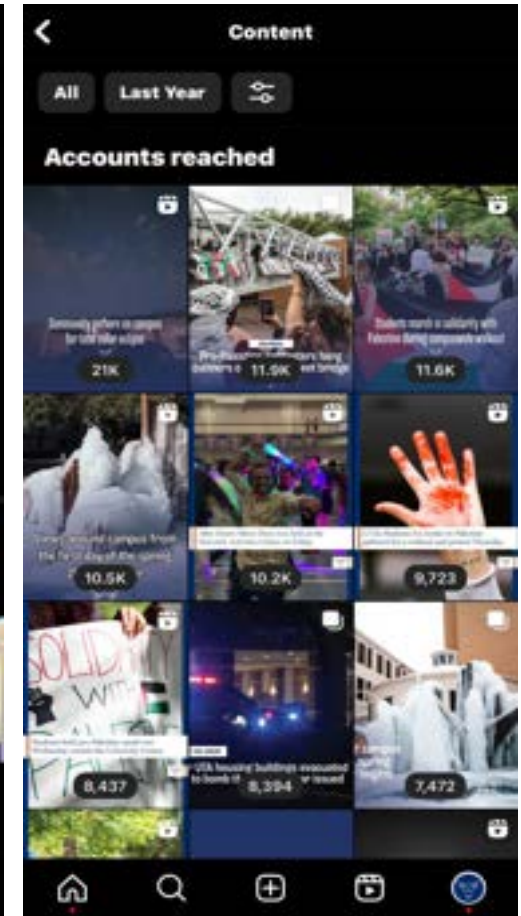
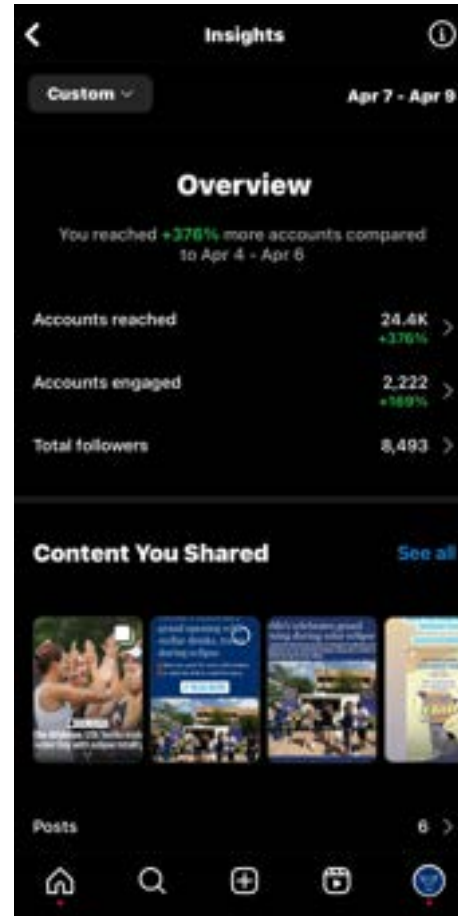


# Instagram

Our highest engagement comes from Instagram due to our use of visuals.

Photos and videos catch our readers attention. From April 7-9, our Instagram reached 376% more accounts and produced our highest viewed reel with 21k views.

Here's how we broke down each post and how we used different techniques to engage our users.



Social media acts as a tool to repackage content from our online and print products. We used feed posts and stories to push content where our followers would see them.

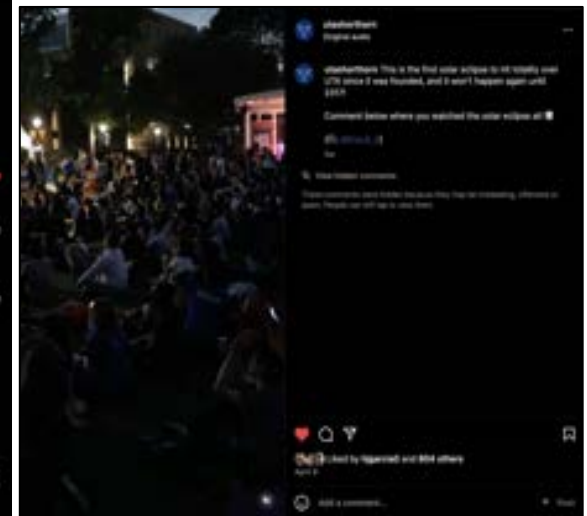
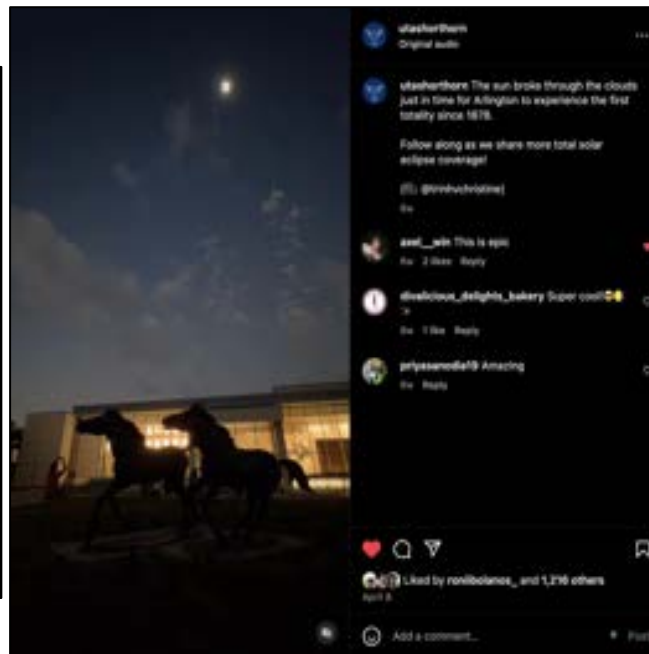
Not only did we work to build excitement in anticipation of the event, we continued to publish for days after for readers to relive the experience.



[Click to view full posts.](#)

We've seen engagement grow with Reels. Throughout April 8, we published three reels:

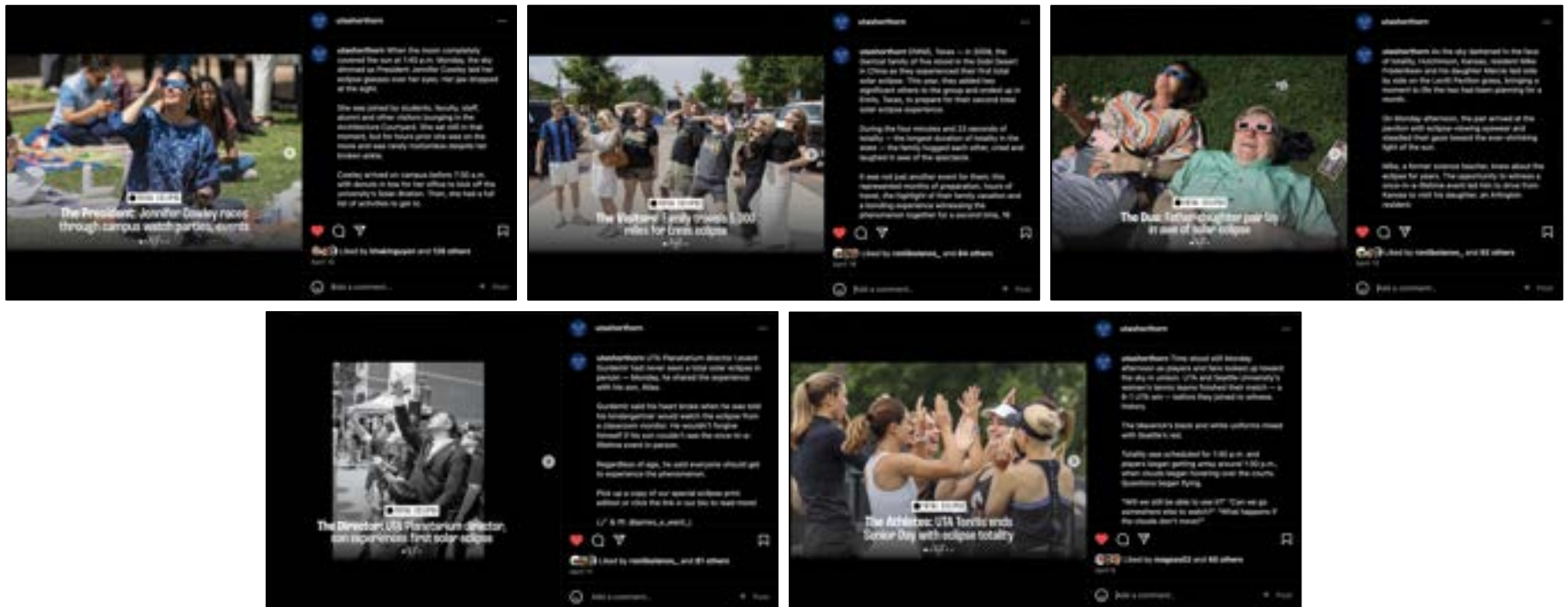
1. In the morning, we published a video from a UTA physics professor of instruction of astronomy explaining how to photograph total solar eclipse on a phone.
2. Right after totality, we posted a timelapse of the eclipse.
3. Hours later, we shared an overview of the community gathering on campus.



[Click to view full posts.](#)

On our print product released Wednesday, we took a vignette approach, finding five “characters” to follow throughout eclipse day.

On our Instagram, we shared each story with a consistent template for the next week.



[Click to view full posts.](#)





With reporters and photographers in the field capturing moments throughout campus, the city and Ennis, Texas, our engagement producers were following suit.

We had a producer at each location posting to our stories live, sharing what was happening, showcasing vendors and capturing the energy of the celebrations.

This gave viewers real time updates to our total solar eclipse coverage.

[Click to view full Instagram story coverage.](#)





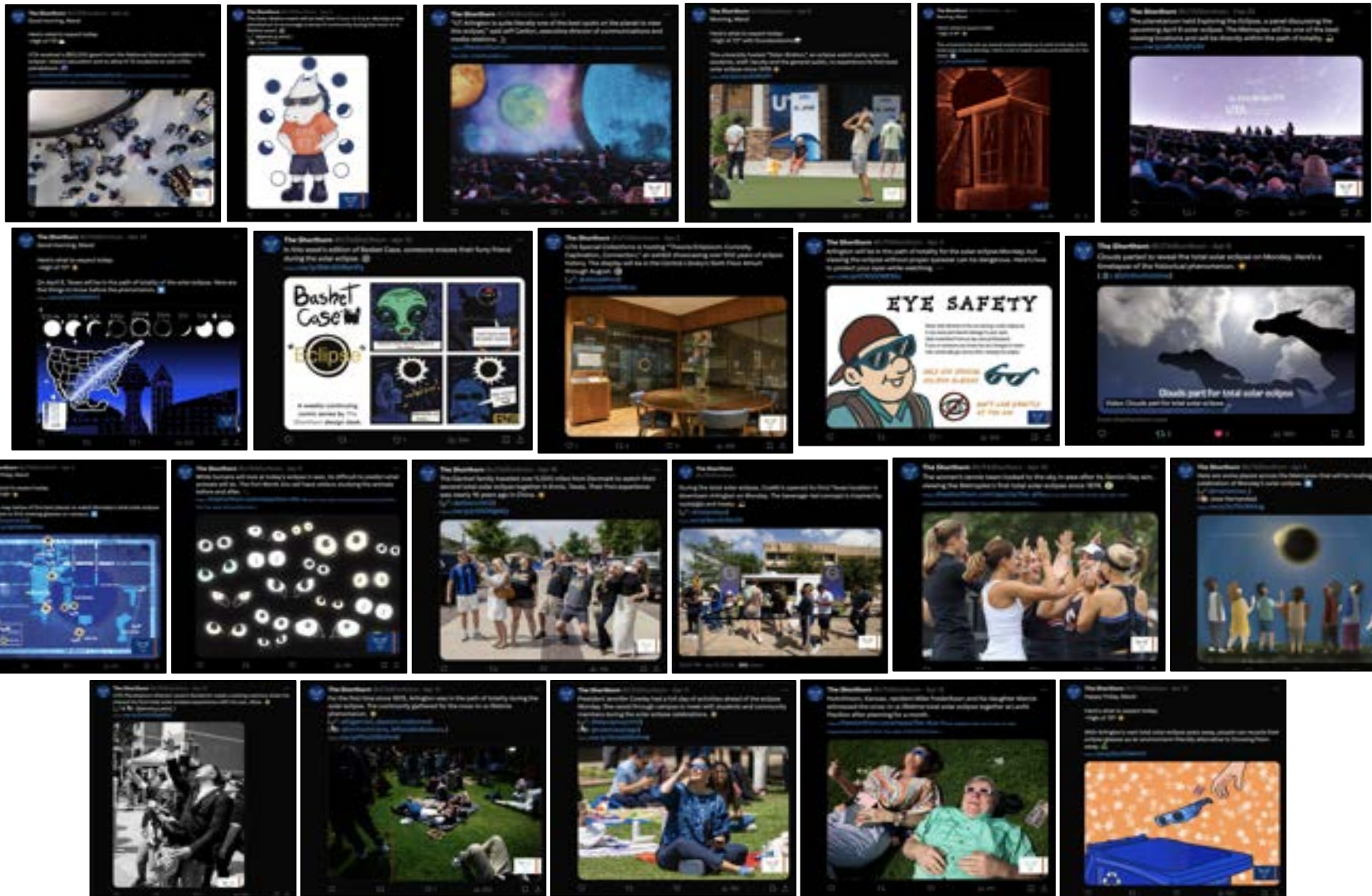
# Twitter

Twitter is our go-to for immediate quick posts, engaging users through our threads full of photos and digestible information broken up from stories.

Every platform provides a new audience. On Twitter, we shared immediate links to stories faster compared to a full design Instagram post.

We mix website links, individual photos and videos to catch readers attention on a platform that is carried by text.

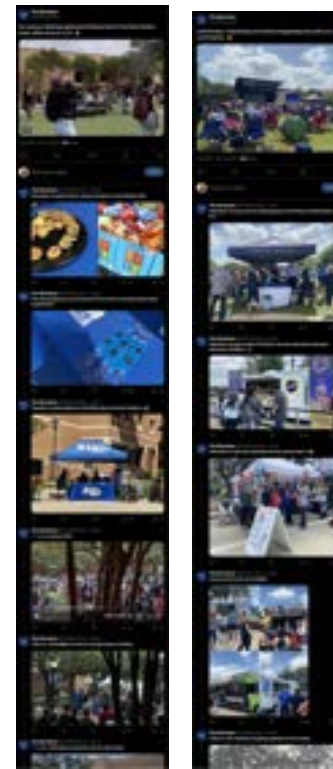
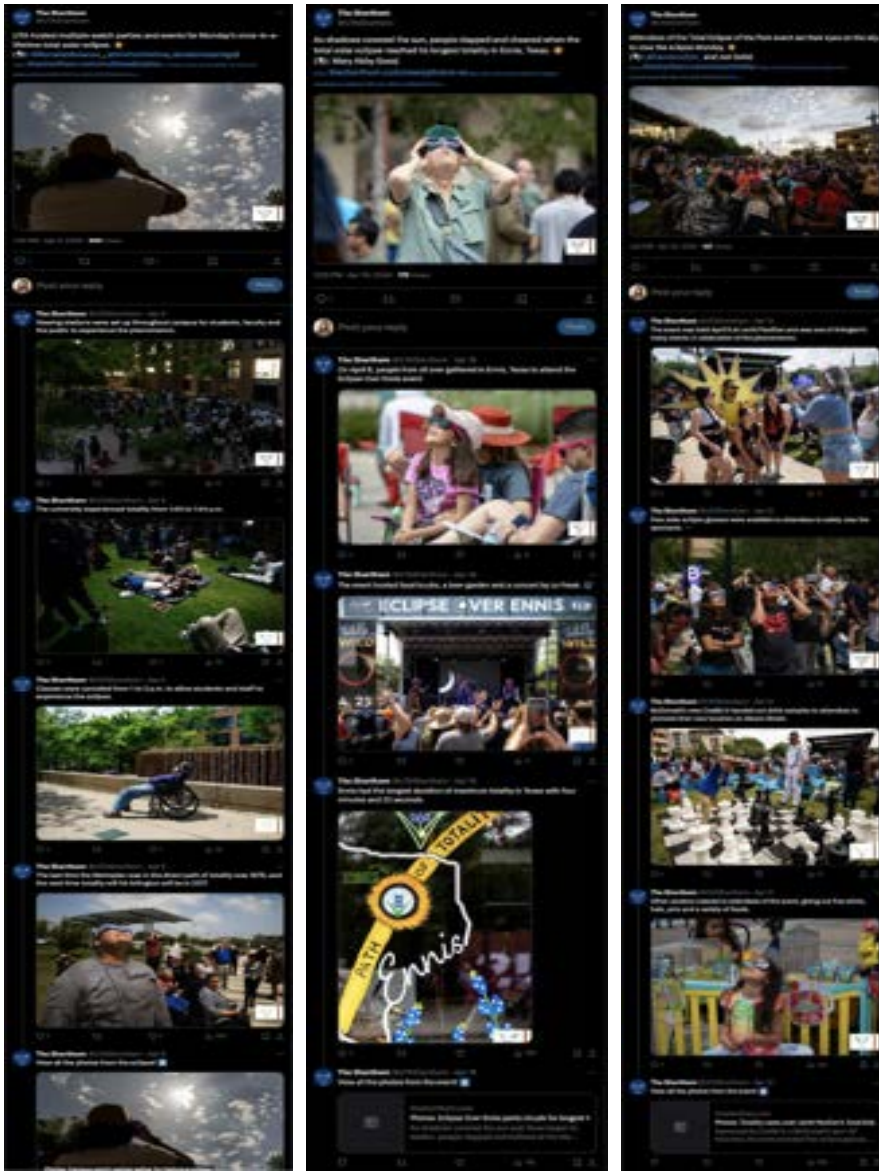




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On Twitter, using threads allows us to showcase our photography and break up text content on the app with our unique visuals.



Similar to our Instagram coverage, our producers created two threads with videos and photos to encapsulate the events energy.

[Click to view full posts.](#)

# Facebook

Our Facebook readers gear toward informational how-to based content. For the eclipse, we shared stories such as parking information, where to watch, eye safety and panel discussions prior to the event.



[Click to view full posts.](#)

# Newsletter



[Click to view full newsletter.](#)

Our newsletter acts as a recap of our content.

But as we continued to produce extensive eclipse coverage, we decided to create a specialty newsletter, collecting all of our stories into one location.

The Sunday special gave readers eleven stories to prepare our audience for the once-in-a-lifetime event, from what to know about the eclipse, locations to view the totality on campus, safety stories and more.

