

THE SHORTHORN

The Shorthorn's approach to social media

Introduction

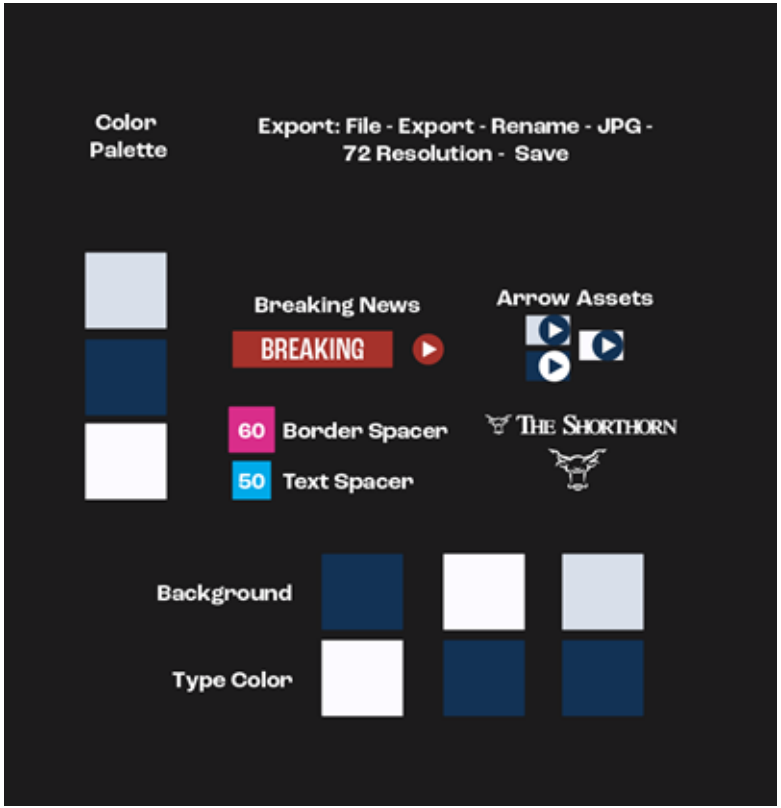
Social media has become a vital reporting tool, evolving into a first-stop resource for UTA and the Arlington community. The Shorthorn uses social media to engage readers with a balance of eye-catching visuals and reporting.

In summer 2025, redistricting became a word everyone was talking about, and Texas lawmakers kickstarted drawing their battle lines to fight — or keep — political power. For us, covering the issue is just one step forward for us after covering the process unfolding at Tarrant County, where UTA is located.

Through our social media platforms, we turned published articles into digestible posts. Our goals were to answer the same questions we had ourselves: What is redistricting? How does it work? Why does it matter, and to whom?

Please scroll to read some examples of our work this year, our redesign and read about our strategies to cover redistricting in Tarrant County and in Texas.

Templates



We created a consistent collection 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.

We used feed posts and stories to push content where our followers would see them. We used the visual opportunity the museum gave us to create a variety of content from stand-alone posts to reels for Instagram.

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

As redistricting efforts across the county spread, The Shorthorn shared posts and produced reels to explain how redistricting affected Tarrant County and UTA students.









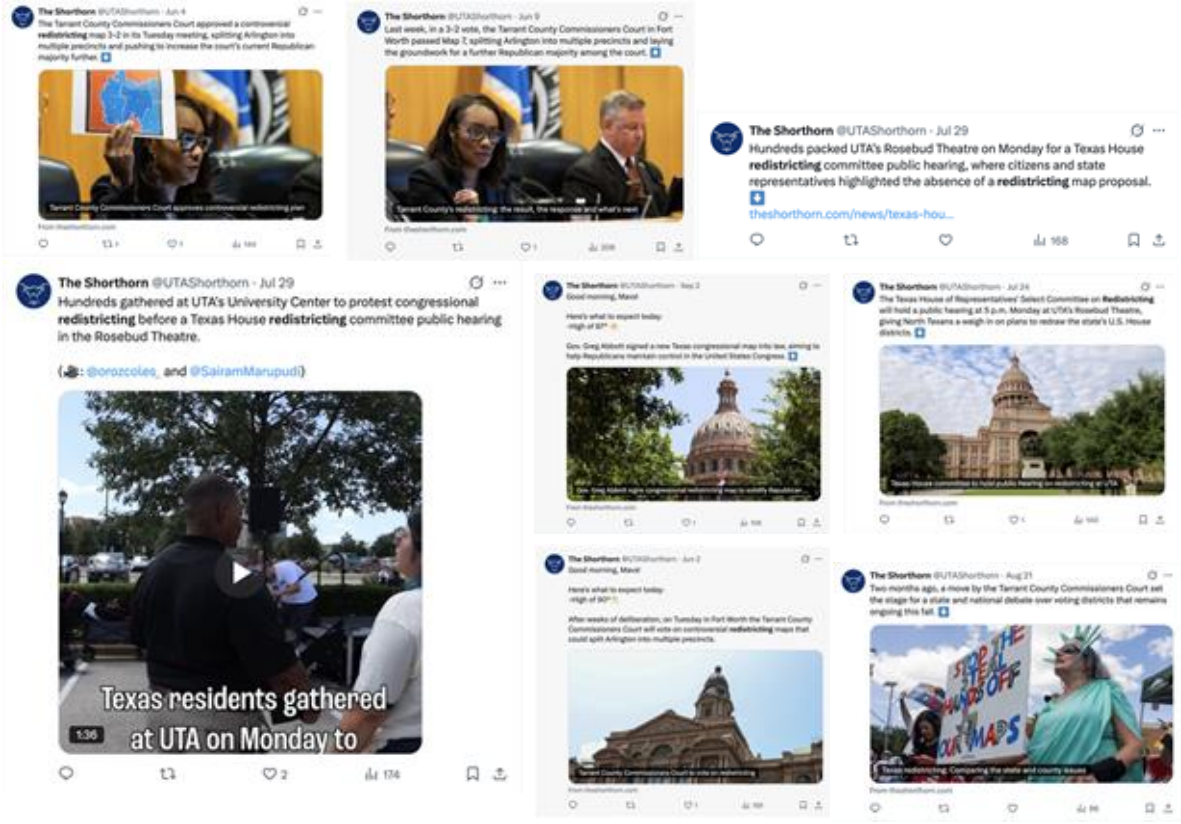






Click the images to view the full post.

Twitter/X



Click to view full posts.

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 an Instagram post.

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

Facebook

UT Arlington has a large community on Facebook and we use the platform to engage with a wider audience. For a story with statewide and nationwide appeals like redistricting, we want to target readers of all ages across platforms. Please click to view each post.



