The Shorthorn's Approach to Social Media Promotion

Prepared by spring 2021 engagement editor Arianna Vedia

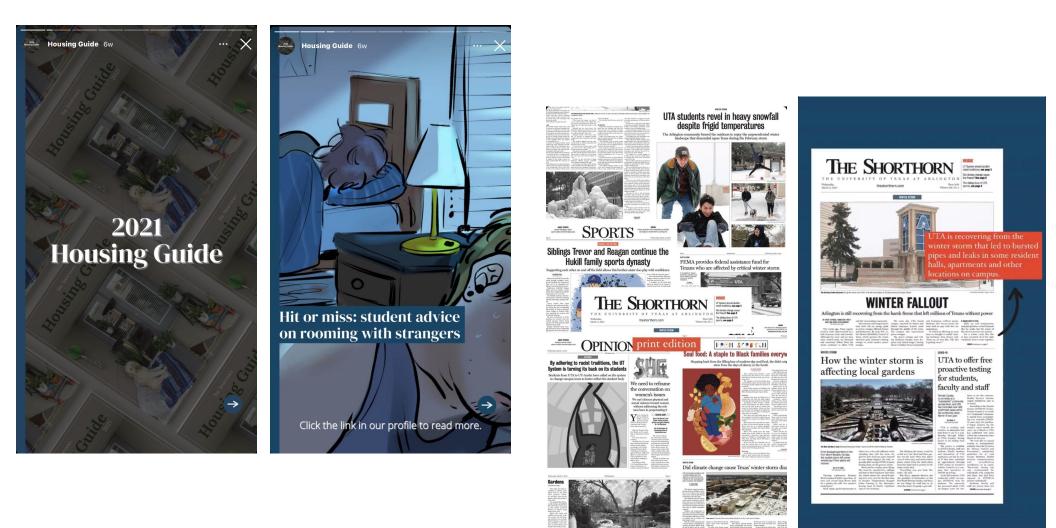
Since January, The Shorthorn has taken a different approach to promoting our print editions and special section, specifically on Twitter and Instagram.

Rather than a simple thread with headlines, we started using carousels on Twitter. <u>Carousels</u> hold up to six photos and give readers a glimpse at what's inside the print edition without having to grab a physical copy. This approach was popular with readers and inspired other student newspapers to do the same.

The Shorthorn also used Instagram stories to promote special sections. Though Instagram stories expire after 24 hours, 'Highlights' of stories made from The Shorthorn's Housing Guide and Healthy Relationships special sections can be found at the top of our profile, so that they are always available to readers.

Instagram

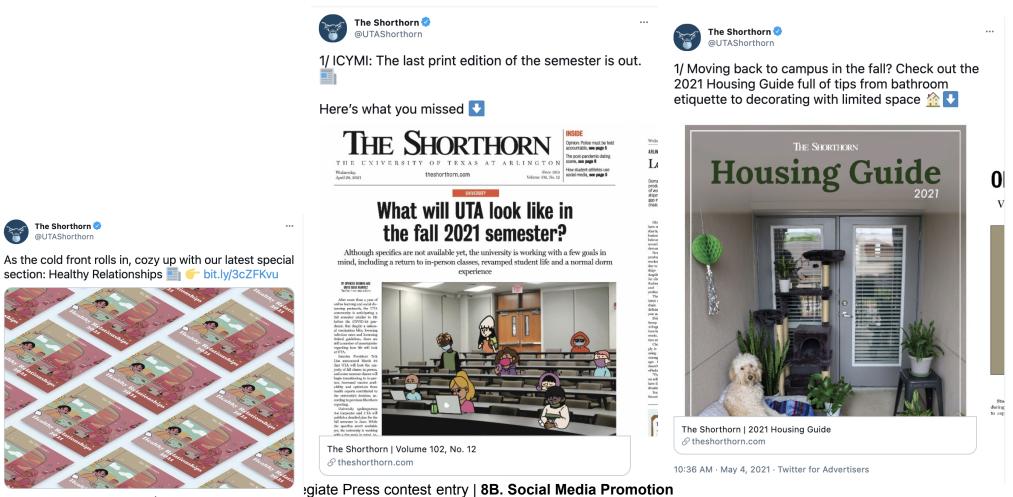
Below are a few examples of how The Shorthorn promoted stories from special sections and print editions through Instagram stories.



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Twitter

The three photos below show the progress of our promotion. We started off with simple tweets and threads at the beginning of the semester, then took a more visual and engaging approach with the carousels, which are featured in the last two photos.



@UTAShorthorn

The Shorthorn 🤣



Shorthorn Promotions

Aside from promotion from the flagship account, The Shorthorn has a separate Twitter account, led by our marketing team, specifically for in-house promotions. Each tweet, Facebook and Instagram post is re-posted or retweeted by the flagship account, so that they are spread to a wider audience. Below are a few examples:



•••

THE SHORTHORN.COM

1 Share

Don't miss your chance to get a few goodies including a coupon for a FREE taco, pens, pop sockets, and much more when you stop by The Shorthorns Housing Guide table event tomorrow. The table will be located outside the UC from 11-1!

#UC #UTA #TheShorthorn



April 15 · 🚱 **Shorthorn Promotions** For a chance to win a FREE Shorthorn t-shirt make sure you are @ShorthornPromos reading your e-newsletter daily! The e-newsletter is full of relating campus news and events. Still waiting on your chance to win a FREE Shorthorn tshirt? You have a chance to win just by reading your enewsletter daily. Good luck! 🔩 **Read The Shorthorn e-newslette** #UTArlington #TheShorthorn #tshirt for daily updates on-campus news and a chance to win a t-shirt! **Read The Shorthorn e-newsletter** for daily updates on-campus news Delivered to your and a chance to win a t-shirt! @Mavs email every Delivered to your HE SHORTHOR weekday at 6:30 a.m. @Mavs email every weekday at 6:30 a.m. NEWS - SPORTS - EVENTS - OPINION - DEALS NEWS - SPORTS - EVENTS - OPINION - DEALS THE SHORTHORN.COM

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