

The Shorthorn's Approach to Social Media Promotion

Prepared by spring 2021 engagement editor Arianna Vedia

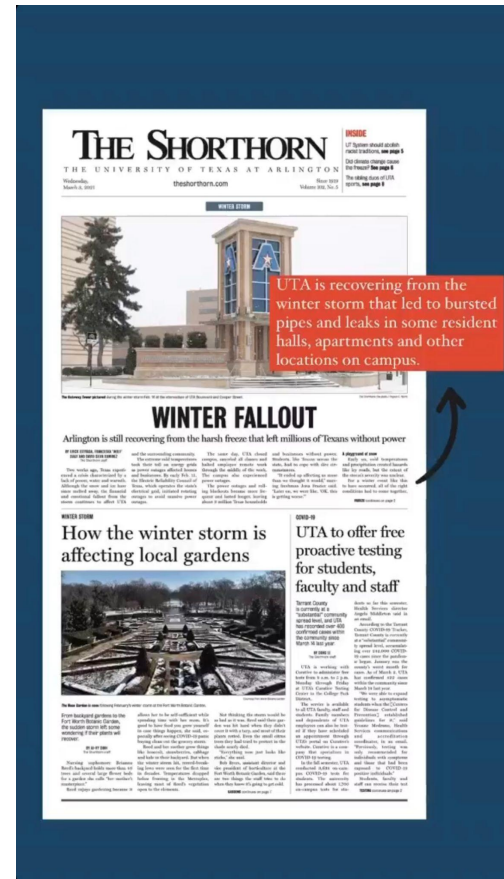
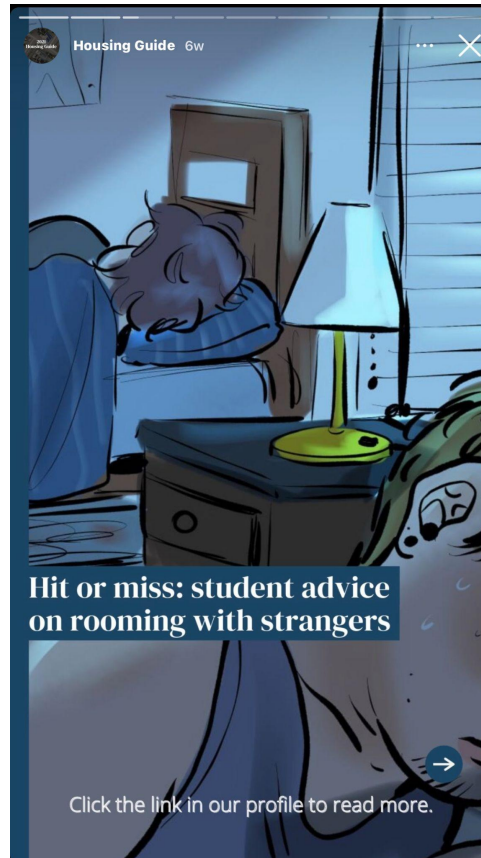
Since January, The Shorthorn has taken a different approach to promoting our print editions and special section, specifically on Twitter and Instagram.

Rather than a simple thread with headlines, we started using carousels on Twitter. [Carousels](#) 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.

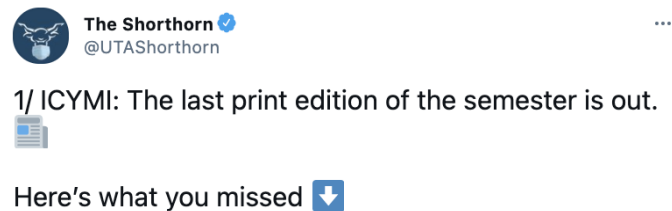
Instagram

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

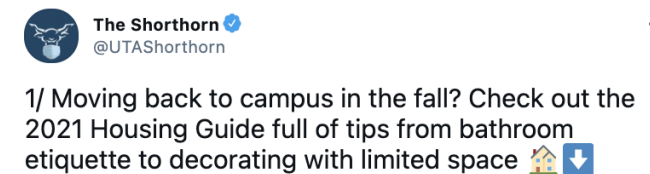


Twitter

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.



The Shorthorn | Volume 102, No. 12
theshorthorn.com



The Shorthorn | 2021 Housing Guide
theshorthorn.com

10:36 AM · May 4, 2021 · Twitter for Advertisers

igiate Press contest entry | **8B. Social Media Promotion**

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:

