

# THE SHORTHORN- ADVERTISING SOCIAL MEDIA

VACCINE CAMPAIGN

ESPARZA, MELISSA

# UTA VACCINE CAMPAIGN

During the pandemic, *The Shorthorn* needed to find a new and innovative way to bring in revenue. With COVID-19 protocols and people having to adapt to a world where everything could get done remotely, we decided that now was the best time for us to grow and expand our advertising sales on social media. Facebook, Instagram and Twitter have always been a popular form of basic interaction but through this school year these platforms really grew and evolved so much more with them being used to advertise and inform people all over the globe. *The Shorthorn*'s account on Instagram grew exponentially with a follow count of 6,100 followers.

We thought of using Instagram to create a new program. The advertising department created an Instagram account under the handle @shorthornads. The Shorthorn sold a package over \$6,595 to a UTA department, for a vaccine campaign. The package consisted of 3 parts; e-newsletters, web, and social media. Social media was the largest buy of that sale resulting in \$1,778.

We proposed this social media package with Instagram being the priority. It was one of our first packages sold with our new Instagram program. Through our @shorthornads account, we would post the ad then *The Shorthorn*'s main Instagram page would share our post on their Instagram story. Each story stays up for 24 hours. You are able to click on the ad and it takes you to our post with more information in the caption. The vaccine campaign was an informative campaign with the intention to update students and staff on location and date of vaccine availability. The

client's campaign also included Twitter so we posted a tweet and *The Shorthorn's* Twitter account retweeted our tweets. Those posts received lots of attention as well.

Once the launch happened, we were nervous to see how this program would work and if clients would like the idea of the ad being posted as an Instagram story on *The Shorthorn's* main account and not a regular post. However, clients understood the idea and decided to trust the process. Instagram stories allows users to navigate stories and click through them. Because *The Shorthorn's* followers engage on Instagram more often than on other social media, our stories get several views a day and our posts do really well on our page. Sometimes instead of posting a picture every time, posting a story could do the trick just as well or even better since the algorithm often changes on these platforms.

During the Vaccine campaign, the Instagram account gained followers for new updates on dates and places where vaccines would be held next. In the future we hope to be able to do more campaigns like these where we see our followers engaging and excited for our next Instagram story post. Clients are excited to move to a more digital platform and the advertising team is excited to share with them our program. This program keeps our students up to date with new and exciting informative tips around campus. We understand that all social platforms are growing, which is why we're working to improve our Twitter and Facebook programs individually as well. We focused on Instagram this semester because it was the largest growing platform over the pandemic, but we plan on growing the rest of the platforms throughout the rest of the year.



For vaccine information and resources visit [go.uta.edu/vaccine](https://go.uta.edu/vaccine)

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 Visit the COVID-19 Information Center for vaccine resources. >

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**UPCOMING  
CAMPUS VACCINE  
CLINICS**

**WEDNESDAY  
10 AM to 2 PM**

**February  
2**

Group Exercise Room  
(102B)  
Maverick Activities Center

**OPEN TO UTA STUDENTS,  
EMPLOYEES, FAMILIES AND  
THEIR DEPENDENTS 12  
YEARS AND OLDER**

Booster doses available  
for eligible individuals.



For vaccine information and  
resources visit [go.uta.edu/vaccine](https://go.uta.edu/vaccine)

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**UPCOMING  
CAMPUS VACCINE  
CLINIC**

**WEDNESDAY  
10 AM to 2 PM**

**March  
2, 16 & 30**

Group Exercise Room  
(102B)  
Maverick Activities Center

**OPEN TO UTA STUDENTS,  
EMPLOYEES, FAMILIES AND  
THEIR DEPENDENTS 12  
YEARS AND OLDER**

Booster doses available  
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