The Shorthorn’s Promoting content using Social Media

Prepared by The Shorthorn staff
Introduction

Social media grows more and more as a promoting tool each year.

As new generations of Shorthorn staff come in, we understand the impact social media has on journalism; it became a platform for reporters to share their stories, the production staff to share their illustrations and the editors to remind our campus population that they should pick up our print issues from the newsstand.

The Shorthorn engaged with readers through Twitter, Facebook and Instagram. The Shorthorn has a fully staffed engagement desk with an editor and three producers dedicated to its social media presence and sharing content. We also encourage staff members to live tweet events and share their work on social media to promote traffic to an online site or print news publication.
Instagram

Our newsroom understands the value of updating and innovating the methods of sharing our content. In summer 2022, we’re trying to use the Instagram stories to upload recaps of the stories published in the newsletters throughout the weeks. Each story includes a story’s headline, blurb and a link directly to The Shorthorn website.

We also work with the multimedia desk to use our photos at events. In the caption, we work with the line editors to summarize the stories to fit with social media captions yet still protect the voice of our reporters.

We also don’t forget to remind our readers that links to the articles are in our bio.
Twitter

As with many professional publications, The Shorthorn staff understands the value of notifying readers about our content using Twitter.

On the official handle, we would retweet content from reporters and editors. But we also encourage each reporter to share their stories, create threads or remind readers to pick up our print issues every Wednesday.
The Lady Mavericks defeated Troy University in the final of the Sun Belt Conference, earning their first tournament championship.

With the win, UTA will advance to the NCAA Tournament for the third time in program history and the first time since 2007.
Facebook

Over the past couple years, our newsroom got a better understanding of using different voice and tone for the different audiences on each social media platform. If Instagram readers enjoy well-designed social cards and captivating images, our Twitter audience follows along as news breaks, and readers on Facebook enjoy short captions — even if we have unlimited amount of characters.

Using the algorithm to our advantage, we use Facebook as a tool to report and constantly share links about articles to our website and promote more traffic to www.theshorthorn.com.