



The Shorthorn's Approach to Social Media

Prepared by The Shorthorn staff



Introduction

Social media has become a vital reporting tool, evolving into a first-stop resource for UTA and the Arlington community.

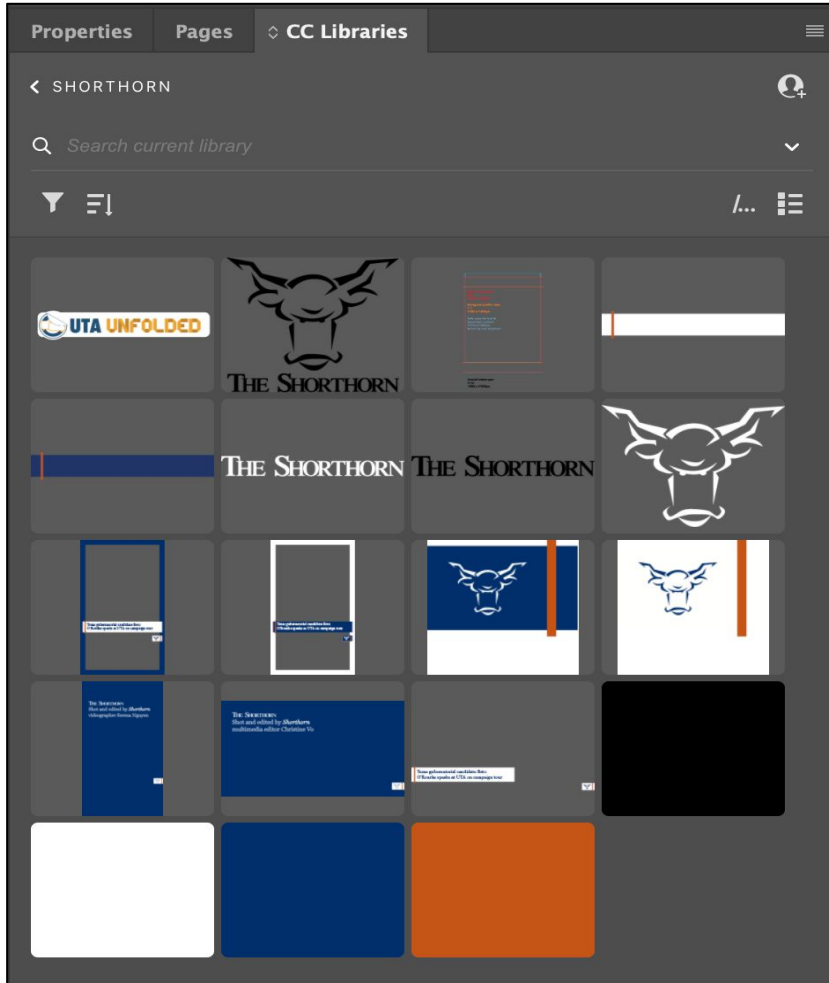
The Shorthorn welcomed a complete social media redesign to engage readers with a balance of eye-catching visuals and reporting.

As hazardous snow conditions shut down our university from Jan. 30 to Feb. 3, our university decided on closures by day. We gathered information using our social media platforms to share breaking news updated with students on campus closures while also sharing tips for the storms. This also helps us engaging with our readers.

See some examples of our work this year, our redesign and read about our strategies.



Templates

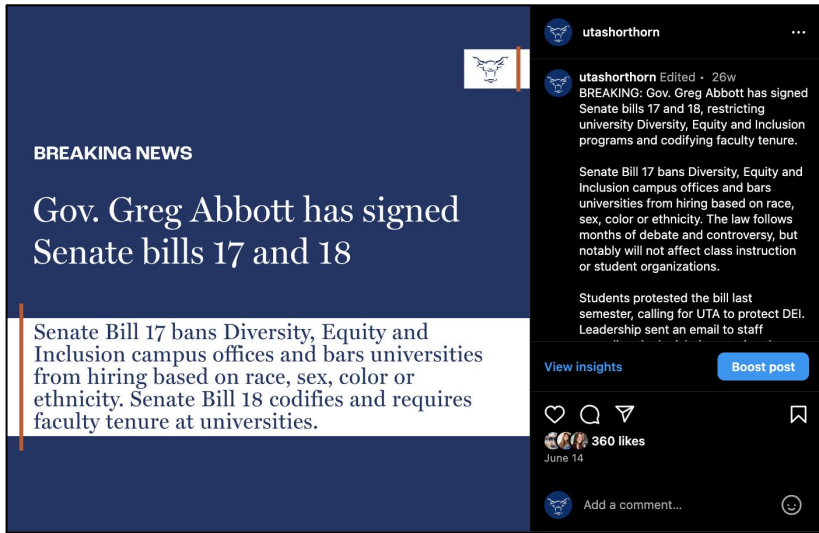


We created a consistent Adobe style library of colors, logos, templates and fonts for all posts.

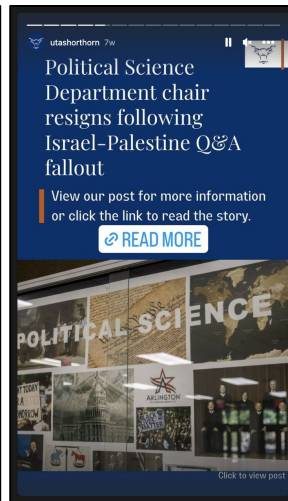
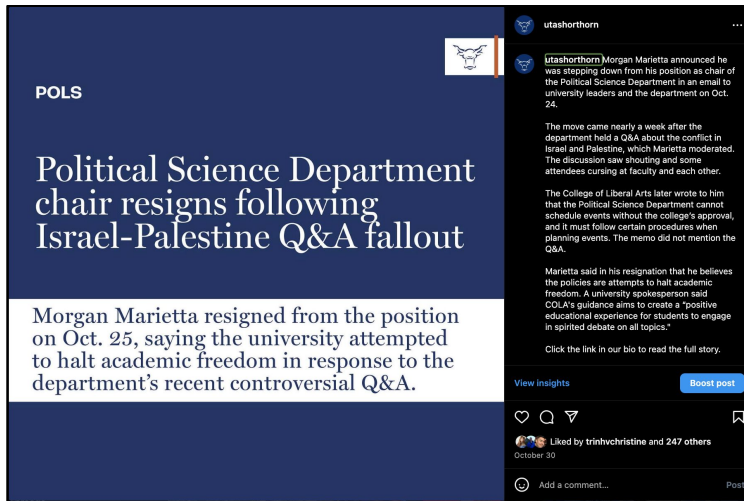
For specialty sections and breaking news posts, we have different templates from our daily posts.

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 published as soon as possible. Breaking news posts shared snip bits of information before following up with full stories.



Click to view full posts.



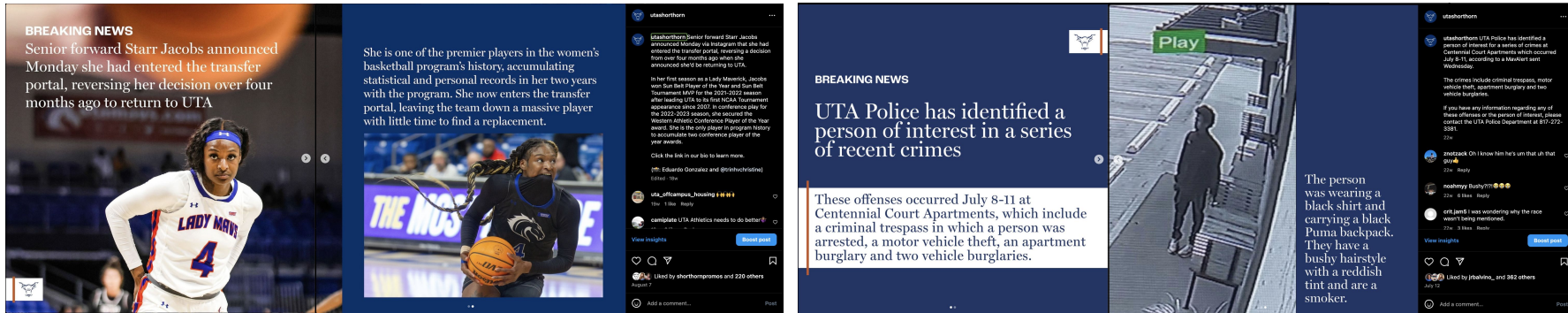
General Breaking News



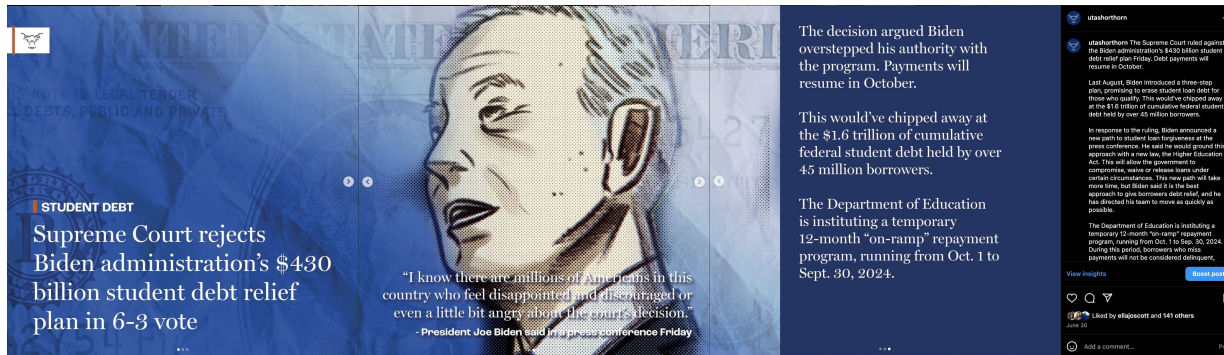
The night before a Palestine protest, we have photojournalists tell the story through reels.

Instagram stories and Reels became vital storytelling tools. We gather and quickly share information with both visuals and text.





Because we're a student publication, we sometimes don't have enough resources for a full breaking news article. So, we turned to social media for information slides.



Click to view full posts.



Snow Storm - Instagram

Crowdsourcing — We've invited users to contribute to our coverage by sharing their content on both our stories and feed.

Announcement Posts — As the university released information, our team created breaking news posts highlighting the closures. When we gathered more information, we were able to follow up with online stories.

Reels — As we've grown our reels content, we've garnered thousands of views over the course of the week



February 2 1:12PM

Share your snow and ice pictures from all over Texas!

DM us your winter weather photos, and we will share them!

February 3 12:02 PM

We asked to see your icy pictures from the recent freeze

Here were some of the photos we received!

Taken by @roniibolanos_ in Dallas.

February 3 12:02 PM

Taken by @pranali.khose at UTA

Taken by Bethany Bland in Ennis

January 30 9:43 AM

Tarrant county is under a winter storm warning now through Wednesday.

[LEARN MORE](#)

January 31 12:14 PM

Tips for staying warm and driving safe in winter weather.

Icy conditions are expected throughout the Metroplex. Here are tips to keep yourself safe and warm this week.

[LINK](#)

This information is from an article published by The Shorthorn in February 2022.

Due to inclement weather, UTA in-person events and classes will be canceled or virtual through Tuesday.

Stay tuned for more weather updates from *The Shorthorn*.

BREAKING: UTA has extended remote learning and working through Friday

The campus begins to thaw, and ice melts away to prepare for students on Monday.

3,692

The views around campus amidst the winter weather Tuesday.

5,952

Click to view full posts.



Snow Storm - Twitter

Twitter is our go-to for immediate breaking news posts. We use threads to update students and the Arlington community with information and follow-up stories as soon as possible.

Throughout the snow storm, we communicated with the university to receive email embargos about class cancellations. This gave us time to write, edit, design and release information on our platforms around the same time when the university publicly announced cancellations.

We cross-promoted crowdsourcing polls alongside a thread to share fun activities to do during the storm.



The Shorthorn @UTAShorthorn · Feb 1

Breaking:


UTA has extended in-person event cancellations through Thursday. The university will continue remote learning and working through Thursday. Select buildings and dining services will remain open for students on campus.

Story to come.

11 15 1.8K

The Shorthorn @UTAShorthorn

The men's basketball game tonight at 7 p.m. against Tarleton State University is still on. Officials will continue to monitor the weather conditions for any updates. ↓



thesorthorn.com

12:01 PM · Feb 1, 2023 · 2,263 Views

The Shorthorn @UTAShorthorn · Feb 2

Breaking:

UTA will resume normal operations at 8 a.m. Friday.

Story to come.

2 13 1.7K

The Shorthorn @UTAShorthorn

Are you stuck inside and bored during this winter weather? Here are some activities to do while inside! ❄️ ↓

1:29 PM · Feb 1, 2023 · 3,276 Views

View post engagements

1 3 4

Post your reply

The Shorthorn @UTAShorthorn · Feb 1

UTA has extended virtual learning and working through Thursday. All classes will remain online if feasible, and employees will work remotely unless the position is required to stay on campus.



thesorthorn.com

1 447

The Shorthorn @UTAShorthorn · Feb 2

UTA will resume normal operations 8 a.m. Friday. The university has been in a virtual modality since 3 p.m. Monday.



thesorthorn.com

2 1 1.7K

The Shorthorn @UTAShorthorn · Feb 1

Take this time to reset. Cleaning can give the body something to do while there is nothing to do. ✨

1 424

The Shorthorn @UTAShorthorn · Feb 1

Pick up a new hobby, draw, paint or read a book. 📖 🎨

1 436

The Shorthorn @UTAShorthorn · Feb 1

Try redecorating or rearranging your room. Moving things around can give your space a new and welcoming feeling.

1 425

The Shorthorn @UTAShorthorn · Feb 1

We are three weeks into the semester. Get ahead on your assignments before classes begin in person again. 📅

1 636

The Shorthorn @UTAShorthorn · Feb 1

Lastly, relax. College can be overwhelming. Balancing work, class, homework, social life and everything in between is difficult. Use this time at home to put on your favorite movie, binge-watch a new series or listen to music. Stay safe!

2 524

The Shorthorn @UTAShorthorn · Feb 2

With snow and ice across the Metroplex and classes moving online, students took the opportunity to make memories. For many, this was their first experience with snow. ❄️ ↓



thesorthorn.com

2 2 565

The Shorthorn @UTAShorthorn · Feb 1

The men's basketball game at 7 p.m. tonight against Tarleton and the women's basketball game at 11:30 a.m. Thursday against Southern Utah have been postponed. UTA is working to reschedule these games.

The Shorthorn @UTAShorthorn · Feb 1

The men's basketball game tonight at 7 p.m. against Tarleton State University is still on. Officials will continue to monitor the weather conditions for any updates. ↓

ow.ly/FK3650MGaNi

2 1.6K

The Shorthorn @UTAShorthorn · Feb 3

Updated 7:30 a.m.: In a change from the university's previous announcement, UTA sent a MavAlert early this morning to announce that it will continue with online classes and remote work throughout end of Friday.

2 16 1.8K

The Shorthorn @UTAShorthorn

We asked to see your favorite pictures from the recent freeze. Here are some photos we received! (Taken by @dustinmccormick in Grand Prairie, TX)



4:00 PM · Feb 1, 2023 · 2,480 Views

View post engagements

Post your reply

The Shorthorn @UTAShorthorn · Feb 3

Submitted by Paul Simpson in Arlington



1 13 488

The Shorthorn @UTAShorthorn · Feb 3


Submitted by pranik.khose at UTA



1 13 488

The Shorthorn @UTAShorthorn · Feb 3

Submitted by Abby Zimmerman in Grand Prairie



1 13 488

The Shorthorn @UTAShorthorn · Feb 3

Submitted by Leahy Naveas in Spring Branch



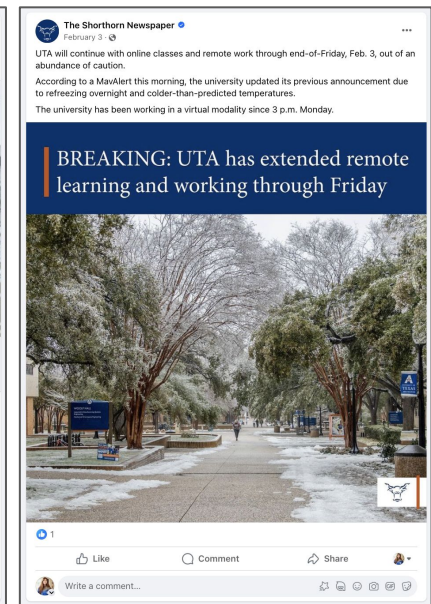
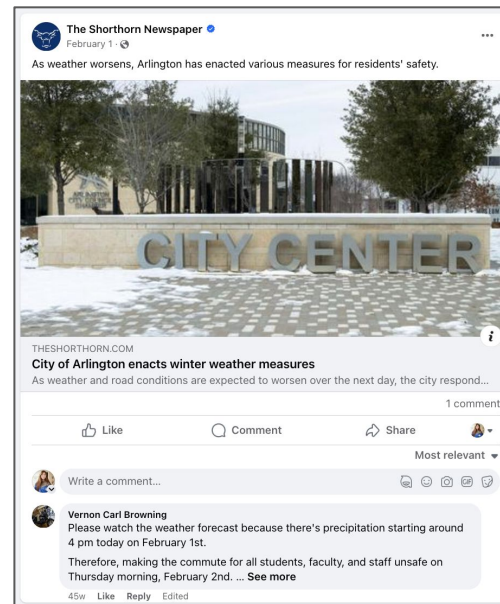
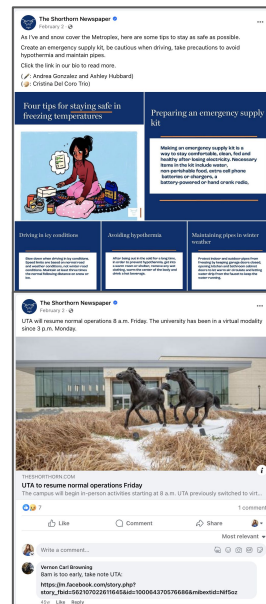
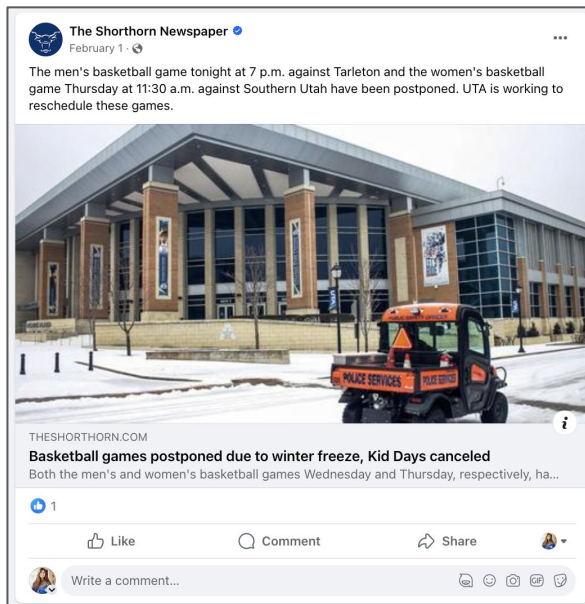
1 13 488

Click to view full posts.



Snow Storm - Facebook

Through the years, we've learned the best way to engage with our different demographics through different platforms. Longer form informational posts are more beneficial to our Facebook followers.



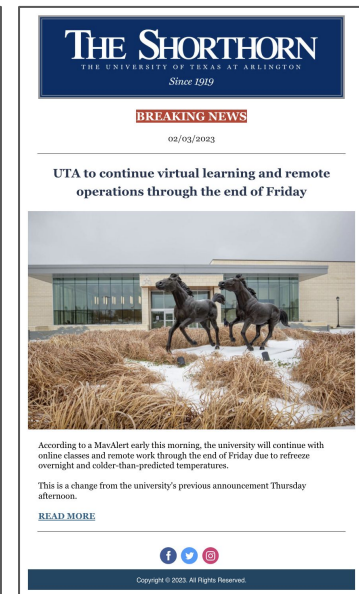
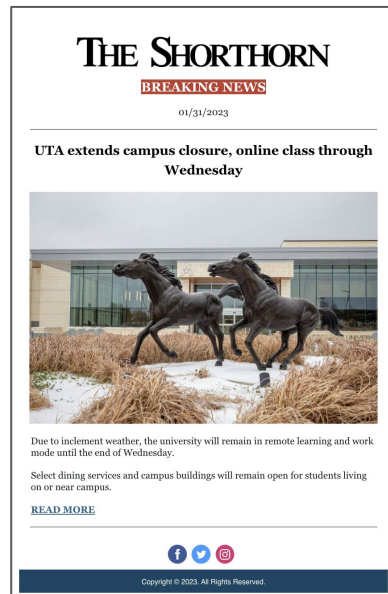
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Snow Storm - Newsletter

Every day, we used our breaking news newsletter template to share updates received from the university.

On Thursday, the university decided to resume in person classes. However, the administration reversed the decision at around 5 a.m. Friday. While staff members were asleep when the scheduled newsletter was sent out at 6:30 a.m., we quickly corrected our mistakes before 8 a.m. by updating our stories and sending out another breaking news newsletter to our readers.



[Click to view full posts.](#)

