



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.

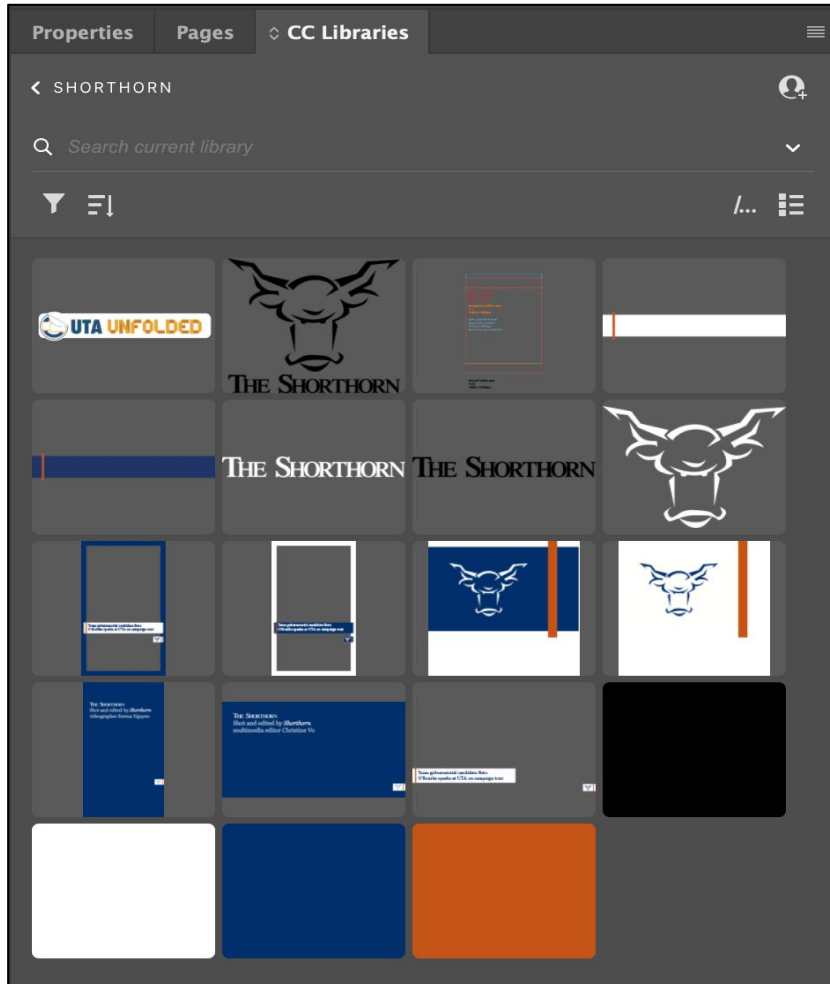
At *The Shorthorn*, boots were on the ground as soon as the Texas Rangers won the World Series. Our staff understands that we don't just cover UTA; we're the only Arlington paper in town. The Arlington community trusts us to deliver the news.

We sent a reporter and photographer to cover the watch party at Globe Life Field, and everyone began working to publish the news as it arrived.

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



Templates



We created a consistent Adobe style library of colors, logos, templates and fonts for all 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 released as soon as possible. Breaking news posts shared snip bits of information before following up with full stories.



BREAKING NEWS

Gov. Greg Abbott has signed Senate bills 17 and 18

Senate Bill 17 bans Diversity, Equity and Inclusion campus offices and bars universities from hiring based on race, sex, color or ethnicity. Senate Bill 18 codifies and requires faculty tenure at universities.

utashorthorn Edited · 26w
BREAKING: Gov. Greg Abbott has signed Senate bills 17 and 18, restricting university Diversity, Equity and Inclusion programs and codifying faculty tenure.

Senate Bill 17 bans Diversity, Equity and Inclusion campus offices and bars universities from hiring based on race, sex, color or ethnicity. The law follows months of debate and controversy, but notably will not affect class instruction or student organizations.

Students protested the bill last semester, calling for UTA to protect DEI. Leadership sent an email to staff

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360 likes June 14

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Gov. Greg Abbott passes Senate Bills 17 and 18

SB 17 will ban diversity, equity and inclusion programs and bar universities from hiring based on race, sex, color or ethnicity. SB 18 initially sought to ban tenure at universities, but debates led to the bill adjusting procedures and requiring universities to enforce them.



utashorthorn 26w
 On Wednesday, Gov. Greg Abbott signed Senate Bill 17, restricting diversity, equity and inclusion programs, and SB 18, codifying faculty tenure.

SB 17 will ban DEI campus offices and bar universities from hiring based on race, sex, color or ethnicity.

Early in the session, legislators expressed concerns to Abbott that DEI might "encourage discrimination in the workplace," fueling the legislation. Shortly after, a directive from the governor forced public universities, including UTA, to pause DEI initiatives.

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90 likes June 14

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POLS

Political Science Department chair resigns following Israel-Palestine Q&A fallout

Morgan Marietta resigned from the position on Oct. 25, saying the university attempted to halt academic freedom in response to the department's recent controversial Q&A.

utashorthorn
 Morgan Marietta announced he was stepping down from his position as chair of the Political Science Department in an email to university leaders and the department on Oct. 24.

The move came nearly a week after the department held a Q&A about the conflict in Israel and Palestine, which Marietta moderated. The discussion saw shouting and some attendees cursing at faculty and each other.

The College of Liberal Arts later wrote to him that the Political Science Department cannot schedule events without the college's approval, and it must follow certain procedures when planning events. The memo did not mention the Q&A.

Marietta said in his resignation that he believes the policies are attempts to halt academic freedom. A university spokesperson said COLA's guidance aims to create a "positive educational experience for students to engage in spirited debate on all topics."

Click the link in our bio to read the full story.

View insights Boost post

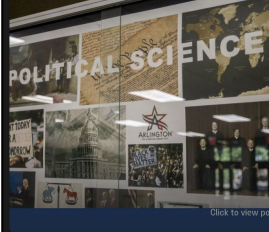
Liked by trinhvchristine and 247 others October 30

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Political Science Department chair resigns following Israel-Palestine Q&A fallout

View our post for more information or click the link to read the story.

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BREAKING NEWS

Student Body vice president resigns before impeachment procedures

Andre Clay faced upcoming impeachment procedures, announced by the Student Government Sept. 19. A Student Government spokesperson confirmed Monday that he stepped down from his position.



utashorthorn
 Andre Clay, former Student Body vice president, has stepped down from his position, a Student Government spokesperson confirmed Monday.

Clay, a political science junior, faced upcoming impeachment procedures, which the government announced to senators at its last senate meeting Sept. 19.

After the announcement, Angel Hernandez, Speaker of the Senate, was set to schedule a special session for an impeachment hearing.

Clay's letter of resignation came by Friday evening, press secretary Alejandro Sanchez said.

The reason for impeachment was not made public, and the organization has since dropped the procedures.

Click the link in our bio to read more.

@shawlings @trinhvchristine
 11w

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Liked by trinhvchristine and 329 others September 27

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World Series - Instagram

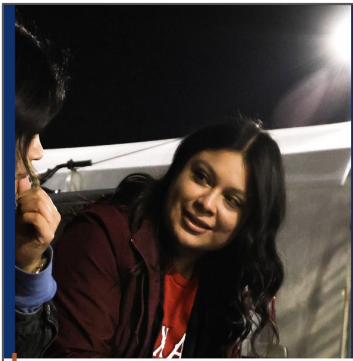
There was no blueprint for covering a World Series win in Arlington, but we fell back on what we knew for the next three days — from event coverage to multimedia content as Arlington prepared for its celebration parade.

Every desk pulled together from reporting, videographers, photographers and social media producers.

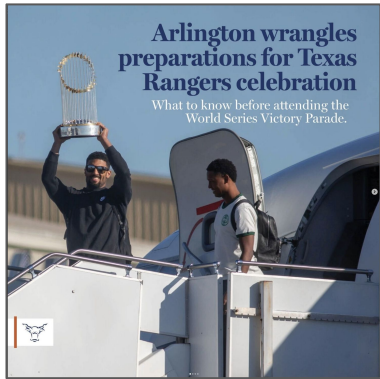




Texas Rangers went and took the World Series championship

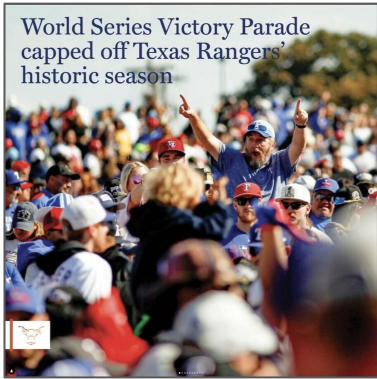


Texas Rangers fans camp out at Globe Life Field hours before World Series celebration



Arlington wrangles preparations for Texas Rangers celebration

What to know before attending the World Series Victory Parade.



World Series Victory Parade capped off Texas Rangers' historic season



10.8K

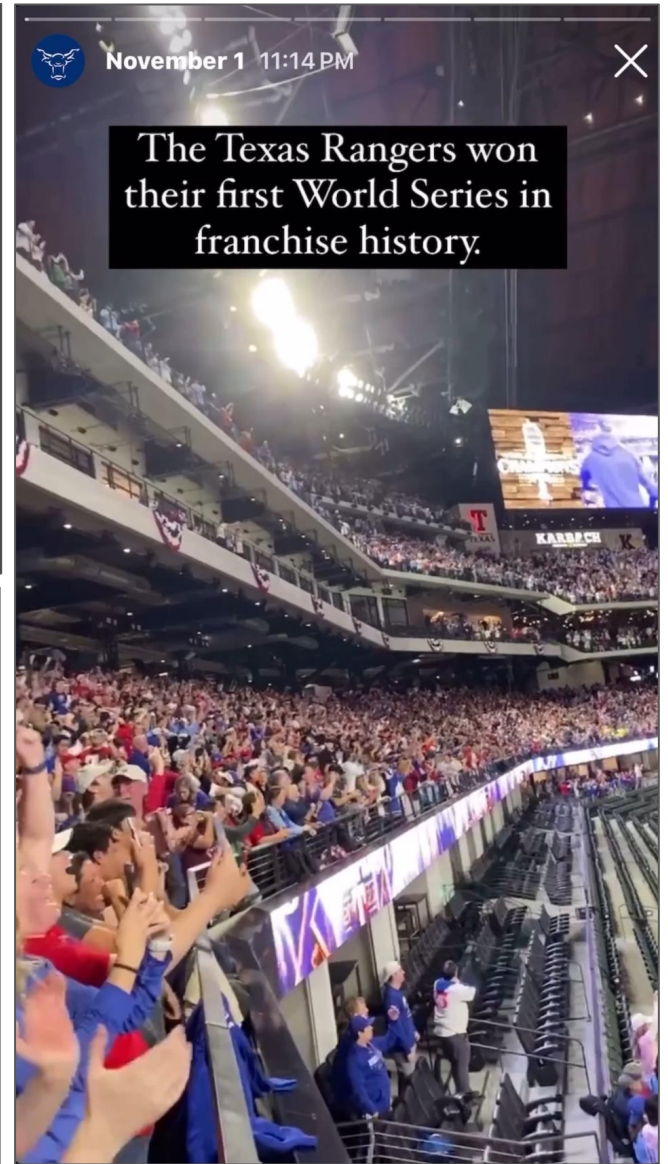


A timeline of the Texas Rangers' 2023 season



World Series Victory Parade unites Texas Rangers fans of all ages Friday.

5,468



Click to view full Instagram story coverage.



World Series - Twitter

Twitter is our go-to for immediate Breaking News posts, engaging users through our threads full of photos and digestible information broken up from stories.

Every platform provides a new audience. On Twitter, we shared immediate links to stories faster compared to a full design Instagram post.

We mix website links, individual photos and videos to catch readers attention on a platform that is carried by text.



The Shorthorn @UTAShorthorn · Nov 3 Promote

Take a look back at The Shorthorn's coverage of the Texas Rangers' historic season, from opening day to postseason watch parties. [theshortorn.com/multimedia/a-l...](#)



123 1 424

The Shorthorn @UTAShorthorn · Nov 6 Promote

Texas Rangers players [speak](#) about their experiences during their historic season before the World Series Victory Parade on Friday. [\(P: @isaacappell\) \(T: @trinvhchristine\) ow.ly/JTMQ50Q4o9g](#)



1 4 581

The Shorthorn @UTAShorthorn Promote

[Rangers](#), [fans](#), [clubs](#), [cheers](#) and [songs](#) welcomed the World Series champions [Texas Rangers](#) home Friday. [\(P: @trinvhchristine @RonaldoBolanos\) \(T: @isaacappell\) ow.ly/888888888888](#)




11:06 AM · Nov 6, 2023 · 585 Views

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Post your reply

The Shorthorn @UTAShorthorn Promote

Texas Rangers fans flooded Globe Life Field for the World Series Game 5 watch party Wednesday. [\(P: @itslandoye\) \(T: @RonaldoBolanos\) theshortorn.com/sports/texas-r...](#)



12:00 PM · Nov 2, 2023 · 853 Views

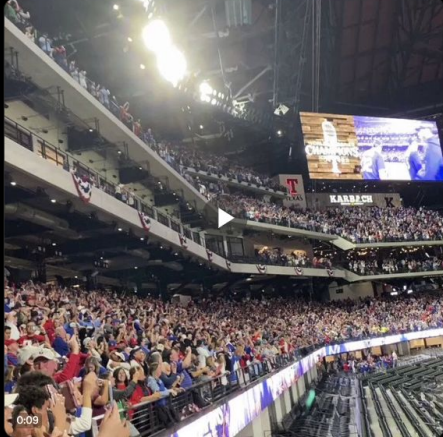
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The Shorthorn @UTAShorthorn Promote

BREAKING: Arlington will host a parade and celebration Friday in the Entertainment District, after the Texas Rangers won the franchise's first World Series. More information about the parade will be released Thursday.



11:27 PM · Nov 1, 2023 · 7,436 Views

1 1 18 106 2

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The Shorthorn @UTAShorthorn · Nov 2

The Rangers announced the World Championship Parade will begin at 1 p.m. [View the parade route.](#)

[mbl.com](#)
World Series Championship Parade | Texas Rangers
Join the Texas Rangers during their World Series Championship parade celebration.


2 4 563

The Shorthorn @UTAShorthorn · Nov 3 Promote

Good morning, Mavs!

Here's what to expect today:
-High of 71°

Arlington ISD schools will be closed, and the city is preparing for an influx of traffic for the World Series Victory Parade at 12:15 p.m. today. Here's what to know before going. [theshortorn.com/news/arlington...](#)



1 2 410

The Shorthorn @UTAShorthorn · Nov 2 Promote


Special Collections is showcasing a Texas Rangers Mini Exhibit with items like documents, maps, photographs and prints dedicated to the team in the Central Library through Nov. 10. [ow.ly/kBMS0Q3kT1](#)



1 3 6 2.3K


The Shorthorn @UTAShorthorn · Nov 3

The parade roused off a season that will go down in history, Texas — after capturing their Series crown over The San Francisco Giants — and all odds and was the last team standing.



The Shorthorn @UTAShorthorn · Nov 6


Arlington celebrated the Texas Rangers on Friday with a World Series Victory Parade throughout the city's Entertainment District.



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The Shorthorn @UTAShorthorn · Nov 2

Texas Rangers defeated the Arizona Diamondbacks 5-0 to bring home the franchise's first World Series Championship to the Metroplex.



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Post your reply

The Shorthorn @UTAShorthorn · Nov 6 Promote

Texas Rangers fans camped out in Arlington on the night before the victory parade for a front-row seat. View the photos from the night before the parade. [\(P: @trinvhchristine and @RonaldoBolanos\) ow.ly/ejbuDQ4oBo](#)



1 3 3 481

The Shorthorn @UTAShorthorn · Nov 2 Promote


BREAKING: Arlington Independent School District announced that all schools and offices in the district will be closed Friday to allow students and staff to celebrate the Texas Rangers' World Series win. The parade will begin at 12:15 p.m.



1 23 94 6.5K


The Shorthorn @UTAShorthorn · Nov 6

The parade drew in thousands of fans as they lined the perimeter of the parade route, looking for a glimpse of the players.



The Shorthorn @UTAShorthorn · Nov 6

The UT marching band, cheer and dance teams were featured in the parade.



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The Shorthorn @UTAShorthorn · Nov 2

Rangers fans watched from Globe Life Field with a mixture of emotions throughout the nine innings. With each hit, Texas got, fans cheered and shared hugs, drenching out the live telecast.



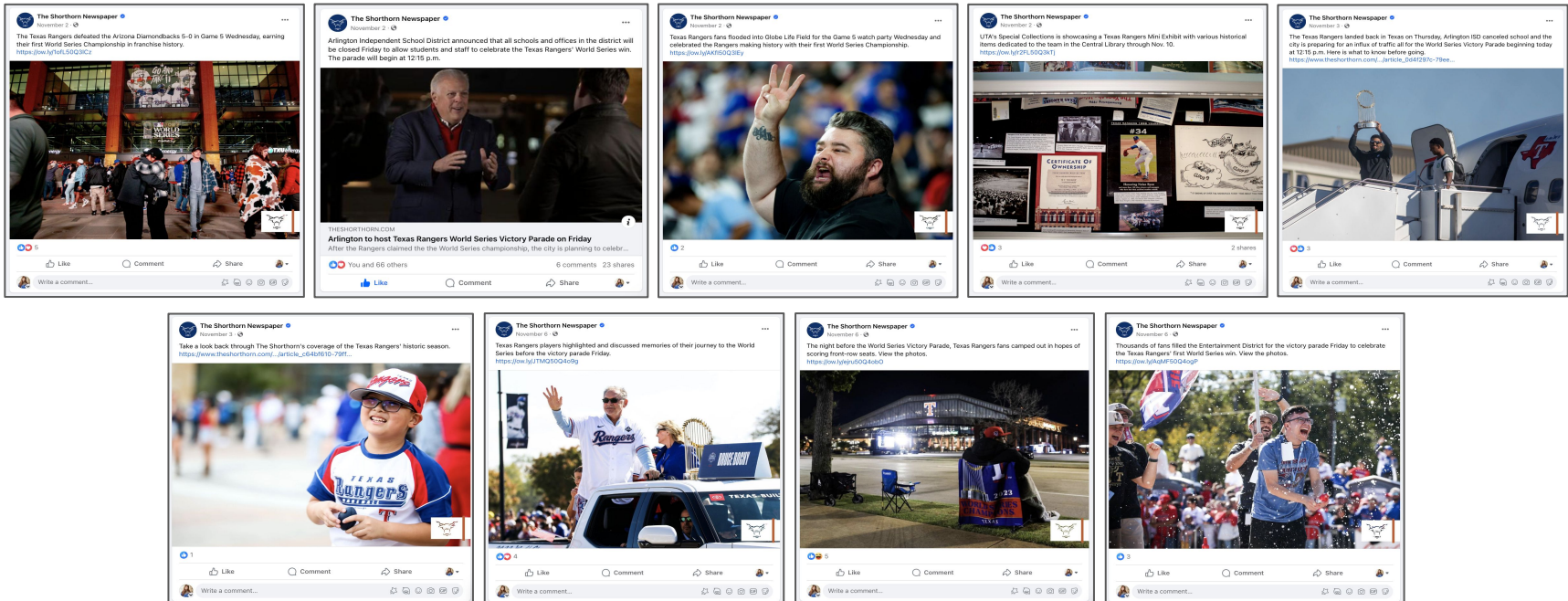
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World Series - Facebook

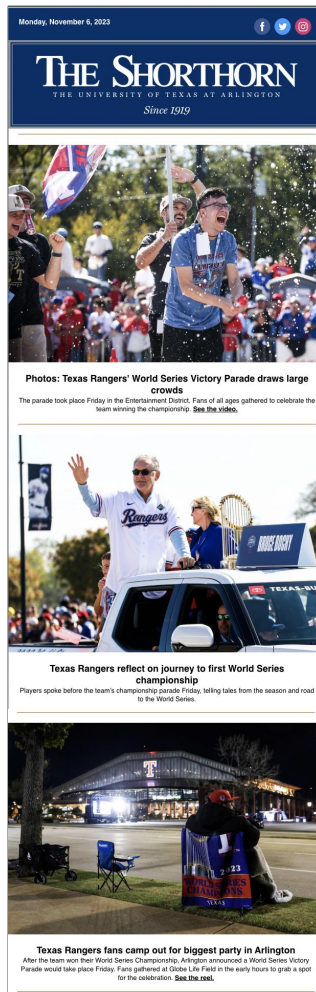
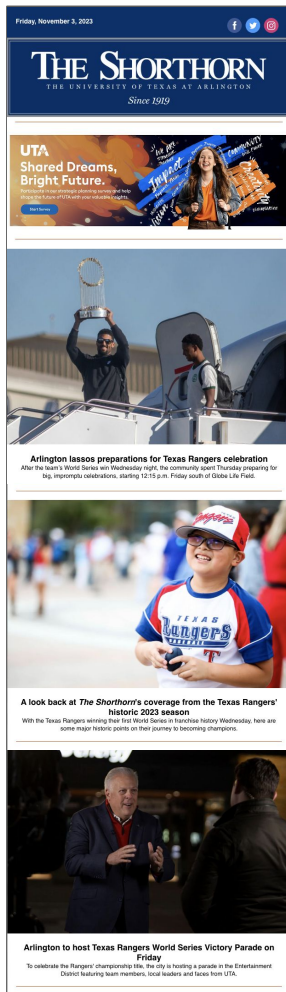
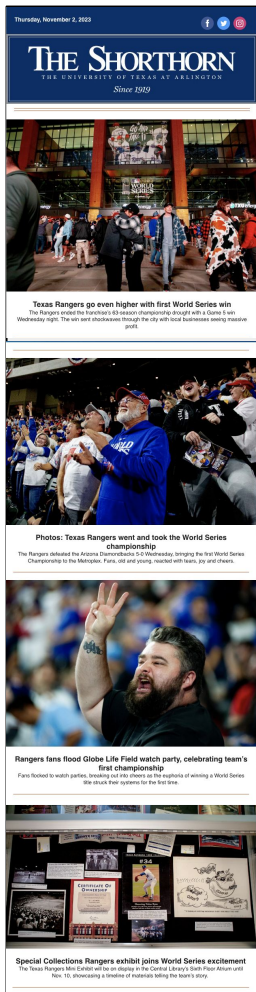
Our Facebook readers gear toward sports content. So, as the Rangers won the World Series, we shared a large amount of both informational and interactive content.



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World Series - Newsletter



Our newsletter acts as a recap of our content.

The night of the World Series win, we focused on getting the initial story out for our Thursday newsletter.

But over the next 24 hours, we pulled together last minute and pre-planned Rangers content.

Over the five days, we gathered 10 stories over three newsletters, filled with event coverage, planning logistics and features.

Click to view full posts.

