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# Impact of short videos on digital journalism in social media

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## Abstract

As social media continues to evolve, visual information has become a significant aspect in the media sector. Short videos on Instagram have revolutionized digital journalism and impacted management processes and journalistic practices in many ways. This paper aims to examine how reels are reshaping the way the news organizations make visual information available to the audience. Through a quantitative and qualitative approach, the profile of four of the main Portuguese national newspapers on the social network Instagram is analyzed. In the period under analysis, all of them increased the number of followers, presented differences and similarities in the use of strategies in the distribution of reels, used short videos in their strategies in order to be able to involve their target audience more. Furthermore, they discussed how the use of reels on Instagram has transformed communication management, such as the adoption of multimedia reporting and the integration of social media in news distribution. This article provides valuable insight into the evolving nature of digital journalism and the impact of social media on management processes and journalistic practices.

**Keywords:** News organizations; social media; reels; communication management; short video.

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# Impacto de los videos cortos en el periodismo digital en redes sociales

## Resumen

A medida que las redes sociales continúan evolucionando, la información visual se ha convertido en un aspecto importante en el sector de los medios. Los videos cortos en Instagram, llamados reels, han revolucionado el periodismo digital e impactado los procesos de gestión y las prácticas periodísticas de muchas maneras. Este artículo tiene como objetivo examinar cómo los videos cortos están remodelando la forma en que las organizaciones de noticias ponen la información visual a disposición de la audiencia. A través de un enfoque cuantitativo y cualitativo, se analiza el perfil de cuatro de los principales periódicos nacionales portugueses en la red social Instagram. En el periodo de análisis, todos aumentaron el número de seguidores, mostraron diferencias y similitudes en el uso de estrategias en la distribución de reels, utilizaron videos cortos en sus estrategias para poder involucrar más a su audiencia. Además, fueron discutidos cómo el uso de reels en Instagram ha transformado la gestión de la comunicación, como la adopción de reportajes multimedia y la integración de las redes sociales en la distribución de noticias. Este artículo proporciona información valiosa sobre la naturaleza evolutiva del periodismo digital y el impacto de las redes sociales en los procesos de gestión y prácticas periodísticas.

**Palabras clave:** Organizaciones de noticias; redes sociales; reels; gestión de la comunicación; video corto.

## Introduction

In recent years, social media have become increasingly present in daily lives, constituting one of the main sources of information and entertainment (Kostić & Šarenac, 2020). In particular, the consumption of video content has grown rapidly, driven by technological advances and the increased use of mobile devices (Apasrawirote et al., 2022). In this context, the short video format has gained prominence, with platforms such as TikTok, Instagram and YouTube being used as strategic tools for this type of content (Shutsko, 2020; Allam & Dinana, 2021; Wang & Wu, 2021).

Given this, it is essential that organizations, especially those in the media sector, adapt to new trends and explore the potential of short videos on social networks as communication management to optimize resources (Newman, 2023). This study aims to investigate how short video is reshaping

the way news organizations make visual information available to audiences, more specifically in newspapers, by analyzing the strategies, best practices, and challenges inherent in this process (Ferrucci, 2018).

In this way, it is expected to contribute to the development of more effective and innovative approaches in the field of communication management in social networks in newspapers (Wahl-Jorgensen et al., 2016) and highlighting the importance of visual information in decision making (Lischer-Katz, 2022). Visual information plays an important role in the effective communication of complex information to stakeholders (Ekström, Lewis & Westlund, 2020).

The article is organized as follows: Theoretical foundation, with emphasis on the importance of short videos for newspapers; the methodology applied in the study followed by the presentation and discussion of the results; and finally, the final considerations, including limitations and future lines of research.

## **1. Theoretical foundation**

### **1.1. Short videos in digital journalism**

Short videos are an audiovisual content format that typically last between 15 seconds and three minutes (Wang et al., 2021). This type of content has gained popularity on social networks due to its ability to convey information quickly and attractively, adapting to mobile consumption and limited user attention (Shutsko, 2020). The success of platforms such as TikTok, Instagram (Reels) and YouTube (Shorts) highlights the importance of short videos in managing communication in the social media landscape (Apasrawirote et al., 2022).

In this sense, the media sector has taken advantage of the short video format to innovate in the presentation and distribution of information, as well as to attract younger audiences, accustomed to consuming fast and dynamic content (Newman, 2023; Swart, 2023). Short videos in news organizations can include news summaries, interviews, reports, and other formats that suit the language and style of these social networks (Steensen & Westlund, 2021).

The use of short videos in journalism can promote greater audience participation, facilitate understanding of complex issues, and reach a more diverse audience (Kramp & Loosen, 2018; San Lucas, Tolozano & León, 2020). It should be considered that audience creation and engagement are fundamental processes for newspaper communication management on social networks, since they allow them to create and maintain relationships with the public, generate traffic to their websites and increase visibility of their brands (Ferrucci, 2018; Yurder & Akdol, 2020; Jha & Verma, 2023).

Several studies have shown the relationship between the use of short videos and greater audience participation, translated into likes, views and comments, as well as audience capture and retention (Tandoc & Maitra, 2018; Molyneux & Mourão, 2019). Audience participation is influenced by factors

such as the quality of the content, the relevance of the information, and the interactivity that short videos provide (Webster & Ksiazek, 2012).

The use of short videos on social networks allows the media to increase their reach and visibility, since this content format has shown to be more likely to be shared and consumed compared to other types of content (Molyneux & Mourão, 2019). Furthermore, its distribution through popular platforms such as TikTok, Instagram and YouTube can increase news exposure and attract new audiences (Apasrawirote et al., 2022).

As previously mentioned, short videos promote greater audience engagement, as they are formatted to capture attention and encourage user interaction through likes, views, and comments (Tandoc & Maitra, 2018), which favors the creation of a closer and more personal relationship with the audience, contributing to audience loyalty and strengthening the image of the journalistic brand (Shin, 2022).

Therefore, by investing in short videos, the media have the opportunity to attract a younger and more diverse audience, which grew up in a digital environment and is used to consuming content in more dynamic and faster formats (Newman, 2023; López, Dittmar & Vargas, 2022; Swart, 2023). It is suggested that this approach can help rejuvenate the reader base and adapt to changes in information consumption habits (Eru, 2020; Steensen & Westlund, 2021).

In addition, short videos offer the media the possibility to experiment and innovate in the presentation and distribution of information, exploring different formats, styles and narrative approaches (Kramp & Loosen, 2018). This creative flexibility can give rise to new ways of producing information and a greater diversity of topics and perspectives, enriching newspapers and the media sector as a whole, making it more attractive to the audience and other stakeholders (Salb, 2021).

That being said, to make the most of short videos' potential, it's important to tailor informational content to be engaging and

easy to consume in this format. Summarizing complex information, using simple and direct language, as well as prioritizing visual elements that capture the audience's attention, are examples of strategies that can be adopted (Erdal et al., 2019; Molina et al., 2022; Tariq, Jawed & Safdar, 2022).

In addition, exploring different narrative and visual techniques to create attractive and emotionally impactful informative content that allows you to convey information clearly and concisely, are practices associated with communication management on social media (Van Krieken, 2018). Promoting interaction and engagement with the audience is also key to increasing the visibility and relevance of short videos, so the media must encourage the public to actively participate and respond to their questions and opinions to establish a strategy aimed at a closer and more personalized relationship (Tandoc & Maitra, 2018).

Collaborating with digital influencers and creating alliances with other organizations can broaden the reach and visibility of short videos, which can help attract new audiences, improve journalistic branding, and increase the credibility of shared information (Molyneux & Mourão, 2019; Córdova et al., 2020; Chávez et al., 2020; Martín et al., 2021).

Lastly, it is crucial to track and analyze short video metrics and performance to identify the most effective strategies and content. The evaluation of metrics, such as views, likes, shares and comments, will allow the media to optimize their approaches and adjust their strategies according to the preferences and needs of the audience (Tandoc & Maitra, 2018).

In conclusion, short videos represent a unique opportunity for the media to connect with younger and more diverse audiences, and to experiment with creative and dynamic ways of presenting and distributing information. Through their effective use, they can drive audience engagement, strengthen journalistic branding, and maintain relevance in an ever-changing media landscape. However, it is essential that the media adapt their strategies to

the characteristics and needs of their audience, and that they use the metrics and feedback from users to continue improving and evolving their practices.

## **2. Methodology**

This study was based on a mixed research design to examine how reels are reshaping the way news organizations make visual information available to audiences. The research included the analysis of publications from four Portuguese newspapers during the month of March 2023. The choice of general information newspapers was based on those with the largest digital circulation and included *Jornal de Notícias*, *Expresso*, *Correio da Manhã* and *Público*. The data was manually collected from the official Instagram accounts of the four newspapers: @jornaldenoticias, @publico.pt, @jornalexpresso and @correiodamanhaoficial. In total, 742 posts published in the feed were analyzed, with special attention to the 181 posts that contained short videos.

The analysis of the data was carried out in a mixed way, combining quantitative and qualitative analysis. In the quantitative analysis, the engagement metrics of the posts were evaluated, including the number of followers, the number of posts, the number of likes, the number of reel views, the average length of the reels, the average number of characters in the subtitles of publications and the average number of hashtags per publication. In the qualitative analysis, the characteristics of the short videos were evaluated, in particular: The journalistic format, the topics and contents addressed, and the scope (national or international).

This study had some limitations, such as the analysis of only four national newspapers and the exclusive focus on one month. However, the results will serve to provide useful information and guidance for the media sector seeking to explore the potential of short videos on social networks to optimize human, material and financial resources, as well as to

evaluate and control the results obtained and its impact on society.

### 3. Results and discussion

The results obtained in this study will be presented and discussed based on the analysis of data collected during the month of March 2023 from four of the main newspapers in Portugal. This is expected to provide valuable information on the communication strategies and use of social media by these newspapers to reach and engage their target audience. In addition, it is expected to provide a broader vision and a deeper understanding of the media landscape in Portugal, as well as a possible application of the same in other contexts and realities.

#### 3.1. Number of followers

When analyzing the followers of the four selected newspapers, it is possible to observe that all had an increase in the number of followers during the month under analysis (see Table 1). The newspaper with the largest number of followers was “Público”, with a total of 586,003 followers as of 03/31/2023, followed by “Expresso” with 446,882 followers. “Jornal de Notícias” and “Correio da Manhã” had fewer followers, with 318,836 and 161,833 followers, respectively. Analyzing the daily averages of new followers, “Expresso” had the largest increase, with an average of 397.4 new followers per day, followed by “Público” with an average of 219.4 new followers per day. “Jornal de Notícias” had an average of 106.4 new followers per day and “Correio da Manhã” had an average of 38.6 new followers per day.

**Table 1**  
**Followers and daily average of new followers**

Newspaper	1/3/2023	31/3/2023	New followers	Daily average
@jornaldenoticias	315 538	318 836	3 298	106.4
@jornalexpresso	434 563	446 882	12 319	397.4
@correiodamanhaoficial	160 637	161 833	1 196	38.6
@publico.pt	579 201	586 003	6 802	219.4

Source: Own elaboration, 2023.

When comparing the four newspapers, it can be seen that “Público” has the largest number of followers on the last day of March, with a difference of more than 130 thousand followers in relation to the second ranked, “Expresso”. “Jornal de Notícias” and “Correio da Manhã” had a considerably lower number of followers compared to the other two newspapers. However, in terms of daily average new followers, “Expresso” performed better, averaging 397.4 new followers per day, while “Público” had an average of 219.4 new followers per day.

“Jornal de Notícias” and “Correio da Manhã” had considerably lower daily averages compared to the two largest newspapers. These results suggest that the increase in the number of followers is a common trend among the selected news organizations, and all had an increase in the number of followers during the period of this study. However, it should be noted that the size of the follower base and the average daily number of new followers can vary depending on several factors, such as the type of content posted and the social media strategy used.

### 3.2. Short videos

Data from 742 news posts, of which 181 were short video reels, were collected and analyzed. During the month of March, the “Jornal de Notícias” published, on average, 6.2 publications per day, of which 54.2% in the form of short videos, which shows that this organization has paid special attention to this type of content to connect with their audience on social media. The “Público” newspaper released, on average, 5.2 posts per day in March 2023, with only 8% in short video format. This suggests a different organizational approach towards the use of short videos, prioritizing other content formats.

The newspaper “Expresso”, for its part, published an average of 11.7 daily posts in March 2023, 14.8% of these in short video format, indicating a regular presence on the social network, with a moderate use of short videos. Finally, “Correio da Manhã” published only 0.8 posts per day, on average, in March 2023, but with a significant use of short videos, which represent 45.8% of the published content. This suggests that using this type of content to attract the public’s attention on social networks could be a strategy for this newspaper. Table 2 presents the number of publications and the number of reels published by each medium.

**Table 2**  
**Number of posts and short videos by communication medium**

Newspaper	Publications	Daily average	Reels	Daily average
@jornaldenoticias	192	6.2	104	3.4
@jornalexpresso	364	11.7	54	1.7
@correiodamanhaoficial	24	0.8	11	0.4
@publico.pt	162	5.2	13	0.4

Source: Own elaboration, 2023.

The “Expresso” newspaper was the organization that published the most content on social networks in March 2023, with an average of 11.7 posts per day. “Correio da Manhã” was the newspaper that published the least, with just 0.8 publications per day, on average. “Jornal de Notícias” and “Correio da Manhã” were the organizations that most used short videos in their publications, with 54.2% and 45.8% of the content published, respectively. For its part, “Público” was the newspaper that used this format the least, with only 8% of the content published in short video format.

The “Jornal de Notícias” also stood out in the daily average of short videos published, with an average of 3.4 short videos per day. “Correio da Manhã” published, on average,

0.4 short videos per day. The numbers and statistics allow to highlight the differences and similarities in the strategies used in the short videos of the national newspapers.

Research points to a growing trend in the adoption of short videos or “reels” in news organizations to engage with digital and young audiences (Shutsko, 2020; Apasrawirote et al., 2022; Swart, 2023; Newman, 2023). The “Correio da Manhã” strategy to prioritize this content, despite fewer publications, seeks to attract public attention and generate greater engagement (Wang & Wu, 2021).

For its part, “Público” maintains a more traditional approach in news distribution, showing that each news entity has unique and specific communication strategies for its audience and goals (Angova et al., 2020;

Steenen & Westlund, 2021). These differences support the idea of diversifying journalistic practices in the digital age (Kramp & Loosen, 2018; Ferrucci, 2018; Molyneux & Mourão, 2019; Strukov, 2021).

### 3.3. Engagement: Likes y Comments

Regarding the average number of Likes and Comments per post in the feed in other formats (photos and carousel) and in short videos (see Table 3), the “Jornal de Notícias” presents

an average of 1,410 Likes and 40 Comments per publication in other formats, while in short videos the average number of Likes rises to 1,638 and of Comments to 51. This figure represents an increase of 16.5% in the average number of Likes and 27.5% in the average number of Comments in short videos. “Público” has an average of 9,118 Likes and 198 Comments per publication in other formats, while in short videos the average number of Likes is 226 and Comments is only 6. The figure represents a significant reduction of 97.5% in the average number of Comments in short videos compared to other formats.

**Table 3**  
**Engagement in different content formats on social networks**

Newspaper	Other formats		Short videos	
	Likes/post	Comments/post	Likes/post	Comments/post
@jornaldenoticias	1.410	40	1.638	51
@jornalexpresso	6.526	147	322	9
@correiodamanhaoficial	271	11	333	15
@publico.pt	9.118	198	226	6

Source: Own elaboration, 2023.

“Expresso” has an average of 6,526 Likes and 147 Comments per post in other formats; while in short videos the average number of Likes is 322 and that of Comments is 9, which represents an increase of 4.9% in the average number of Likes and a 93.8% reduction in average Comments in short videos. “Correio da Manhã” has the lowest average number of Likes and Comments per post in other formats, with 271 Likes and 11 Comments. However, in short videos the average number of likes increases significantly to 333, which represents an increase of 23.6%.

The average number of comments on short videos is 15, which represents an increase of 36.4%. The results generally show that short videos have a different impact in different media. While “Jornal de Notícias” and “Correio da Manhã” had a higher average number of Likes for short videos compared to other formats, “Público” had a lower average number of Comments for short videos. “Expresso” had a higher average number of Likes compared to the average number of Comments on short videos.

Analysis shows that audience interaction varies with the type of content posted, where Allan

& Dianna (2021); and, Apasrawirote et al. (2022), highlight the increasing use of short videos to drive interaction. However, not all media, such as “Público” and “Expresso”, achieve the same response with this format, reflecting the need to adjust communication strategies to the target audience (Eru, 2020; Yurder & Akdol, 2020).

In addition, it is essential to understand the audience and follow technological and journalistic trends to adapt to the changing media landscape. These conclusions are consistent with the study by Tariq et al. (2022), stressing the importance of the media experimenting with various formats to maintain and increase their audience participation.

### 3.4. Short videos visualizations and characteristics

The results also reveal some relevant differences in the use of short videos in terms of views, length of reels, captions and use of hashtags (see Table 4). The newspaper “Jornal de Notícias” leads in terms of reel views, with

an average of 59,437 views per reel. This result may indicate that this organization has been more efficient in drawing public attention to its short videos. Regarding the average duration of

the reels, the “Jornal de Notícias” maintains an average time of 1 minute and 28 seconds, which can be considered relatively long compared to other newspapers.

**Table 4**  
**Short videos characteristics**

Newspaper	Visualizations/ Reel	Average duration/ Reel	Average characters in captions/post	Average hashtags/post
@jornaldenoticias	59.437	00:01:28	292	4.5
@jornalexpresso	10.424	00:01:09	476	3.2
@correiodamanhaoficial	12.380	00:00:39	289	2.5
@publico.pt	7.860	00:00:55	532	3.2

Source: Own elaboration, 2023.

Regarding the average number of characters in the caption per post, the “Jornal de Notícias” maintains an average value of 292 characters, which suggests that they have a more descriptive and detailed approach in their publications. In addition, the newspaper uses an average of 4.5 hashtags per post, which can increase the visibility and reach of your posts. “Público” has the lowest number of reel views, with an average of 7,860 views per reel, which may indicate that the newspaper needs to improve its promotion and distribution strategies for its short videos.

Regarding the average duration of the reels, “Público” maintains an average time of 55 seconds, which is relatively short compared to other diaries. Regarding the average number of characters in the caption per publication, “Público” maintains an average value of 532 characters, which suggests that it has a more descriptive and detailed approach in its publications.

In addition, the journal uses an average of 3.2 hashtags per post, which can help increase the visibility and reach of its publications. “Expresso” has a moderate number of reel views, with an average of 10,424 views per reel. As for the average duration of the reels, the diary maintains an average time of 1 minute and 9 seconds, relatively short compared to the “Jornal de Notícias”.

As for the average number of characters in the caption per post, “Expresso” maintains an average value of 476 characters, which suggests that it has a more descriptive and detailed approach to its publications. In addition, the organization uses an average of 3.2 hashtags per publication, which can help increase the visibility and reach of its publications.

The “Jornal de Notícias” has the highest average views per reel, with 59,437 average views per reel. As for the average duration of the reels, the organization maintains an average time of 1 minute and 28 seconds, which is the longest among the analyzed organizations. The average of characters in the photo pie per publication of the “Jornal de Notícias” has an average of 292 characters per publication and the average of hashtags per publication of the diary has an average of 4.5 hashtags per publication.

The “Expresso” has an average of 10,424 views per reel. The average duration of the reels maintains an average time of 1 minute and 9 seconds and the average of characters in the caption publication, “Expresso” has an average of 476 characters per publication. As for the average number of hashtags per post, the organization has an average of 3.2 hashtags per post. “Público” has the lowest average view per reel, with 7,860 average views per

reel. While the average duration of the reels, the diary maintains an average time of 55 seconds and the average number of characters in the caption has an average of 532 characters per post, being the longest among the analyzed diaries.

The average number of hashtags per post is 3.2 hashtags per post. The results suggest that each newspaper has different approaches to publishing reels on Instagram. “Jornal de Notícias” has the highest average views per reel and uses the most hashtags per post, while “Correio da Manhã” has the lowest average number of caption characters per post and the lowest average number of hashtags per post. “Público” has the highest average caption characters per post, but the lowest average views per reel.

These results contrast the strategies of using short videos in the newspapers “Jornal de Notícias” and “Público”. It is observed that “Jornal de Notícias” maximizes interactivity through the use of hashtags and increases engagement through short video content (Allam & Dinana, 2021; Apasrawirote et al., 2022). His detailed communication strategy can be linked to studies by Lischer-Katz (2022); while “Público” could benefit from

brevity, favored by the public according to Shutsko (2020).

About promotion, “Público” can be aligned with the digital marketing strategies of Eru (2020), and the use of more characters in the descriptions can correspond to the findings of Van Krieken (2018). These aspects highlight the need to adapt to the changing preferences of the audience (Kramp & Loosen, 2018; Lopezosa et al., 2021).

### 3.5. Journalistic formats

Regarding the journalistic formats of the content published online by the four newspapers (see Table 5), “Correio da Manhã” did not publish any content in the category of opinion or explanatory video, and most of its content was in reportage format with seven publications. As for the rest of the formats, the newspaper published four news items and no interviews or advertisements. The “Jornal de Notícias” also did not publish any content in the opinion or explanatory video category, but most of its content was news, with 68 publications. The organization also published 30 reports and four interviews, but no publicity.

**Table 5**  
**Short videos by format**

Format	@jornaldenoticias	@jornalexpresso	@correiodamanhaoficial	@publico.pt
Interview	4	25	-	2
News	68	6	4	5
Opinion	-	-	-	3
Advertising	1	6	-	-
Reportage	30	17	7	2
Explanatory video	-	-	-	1

Source: Own elaboration, 2023.

“Expresso”, for its part, published most of its content in interview format, with 25 publications. The newspaper also published 17 reports and six news, but no advertising, opinion or explanatory video. Finally, “Público” published most of its content in report format, with five

publications. The newspaper also published three opinion pieces, two interviews, an explanatory video and no ads.

When comparing newspapers, differences in approach to the content formats they publish are evident. “Jornal de Notícias”

and “Expresso” published more content in interview format, while “Correio da Manhã” published more content in report format. “Público” was the only organization that published content in opinion and explanatory video format. These results can be useful for the press to evaluate their content strategies and adjust them according to the preferences of the public. For example, if the public of “Correio da Manhã” prefers reports to opinion, the newspaper may choose to publish more content in this format to meet the demand.

The current digital environment demands adaptability of the media in various content formats to serve a fragmented audience (Webster & Ksiazek, 2012). It is observed that newspapers such as “Jornal de Noticias” and “Expresso” align with the trend of content diversification, giving priority to interviews to delve into topics and personalities (Kramp & Loosen, 2018; Newman, 2023; Steensen & Westlund, 2021).

“Correio da Manhã” prefers reports, and “Público” includes opinion content and explanatory videos, to provide a deeper analysis and attract an audience that seeks a complete

understanding of the issues (Ekström et al., 2020; Lopezosa et al., 2021; Wang et al., 2021; Apasrawirote et al., 2022). These findings may help media organizations to re-evaluate their content strategies, but it is essential to consider that audience preferences are constantly evolving and must be monitored and adapted to maintain relevance (Kaplan & Haenlein, 2010; Tariq et al., 2022; Molina et al., 2022).

### 3.6. Thematic categories and scope of the news

Based on the analysis carried out, 23 thematic categories were defined, of which five stood out (see Table 6). The category with the most news is “Health”, with 26 news in total, 24 of them national and two international. The category with the least news is “Art and Culture”, with only 12 news in total, 11 of them national and only one international. The category “War and conflicts” had 100% of its news of international origin and all are related to the Ukrainian War.

**Table 6**  
**Main thematic news categories**

Categories	International	Nacional	Total
Health	2	24	26
Accidents and Catastrophes	11	8	19
Economy and Politics	5	12	17
War and Conflicts	13	0	13
Art and Culture	1	11	12

**Source:** Own elaboration, 2023.

The “Health” category had the highest percentage of national news (92.3%); while the category “Art and Culture” had the highest percentage of international news (91.7%). The categories “Accidents and Catastrophes” and “Economy and Politics” had a similar number of news, with 19 and 17 respectively, but the distribution between national and international news was different. The former had 58% international news and the latter had only 29.4% international news.

Therefore, it is possible to point out that the news about “Health”, “Economy and Politics” and “Art and Culture” are more national, while the news about “Wars and Conflicts” tend to be more international. The category “Accidents and Catastrophes” had a balanced distribution between national and international news.

The results also show that there are significant differences in the way the press uses short videos on social networks, such as

the number of views, the length of the videos, the use of subtitles and hashtags. In addition, the journalistic formats of the published content and the thematic categories and scope of the news show that each one has its own approach, without a general pattern or trend.

The use of short videos on social networks is revolutionizing the dissemination of news, transforming the interaction of audiences with them (Shutsko, 2020; Apasrawirote et al., 2022). Salb (2021), corroborates this statement by highlighting the attractiveness of the textual elements in TikTok; while Newman (2023), suggests that audience metrics are altering the selection and presentation of news.

However, Molina et al. (2022) emphasize the need for a balance in the use of these metrics, which may not reflect the diversity and preferences of the audience. Within the framework of audience fragmentation (Webster & Ksiazek, 2012), these platforms represent an innovative channel to reach audiences that are less committed to traditional media, impacting on journalistic practice and representation on social networks.

## Conclusions

This study analyzed the performance of four Portuguese media outlets regarding the use of short videos on social media, with the aim of understanding their management of communication on social media and audience engagement. Considering the analysis carried out in March 2023, there was an increase in the number of followers in all the newspapers. The study also highlighted the differences and similarities in the strategies used by these short videos.

The results suggest that those who used this strategy engaged their audience more, as short videos had the second highest impact on the target audience, compared to other formats. However, it is important to note that the use of short videos is not common in all newspapers. In addition, the results also suggest that the organizations that used short

videos in their strategies were able to engage their target audience more and reinforce typical characteristics of this type of content, such as the use of hashtags, duration, subtitle characters, among others.

Some limitations must be considered: First, the data was collected in a single month, which may not reflect the situation in the long term. Furthermore, only four newspapers were included, limiting the generalization of the results to a broader setting. Finally, the data analysis was restricted to Instagram, which does not necessarily reflect the global communication strategy in social networks of each newspaper.

It is suggested that future studies may include more newspapers and extend data collection over a longer period, in order to analyze long-term trends. Also, future studies may consider other social networks for a more complete analysis. Finally, studies that explore consumers' perspective and engagement with short video informational content will also be useful in providing additional information on effective communication management strategies.

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