

Social Media Portfolio — Adam Schrader

Overview:

- Founder/editor of Urgent Matter (launched October 2025)
- Built social channels from zero audience while writing and running publication
- Focused on organic growth without paid promotion
- Emphasis on breaking news packaging, headline framing, and cross-platform distribution

Selected Results:

- Reddit post: 232K views, 881 upvotes (organic)
- LinkedIn post: 16,843 impressions
- Facebook reel: 1,021 views organically
- Multi-platform distribution strategy across Reddit, LinkedIn, Facebook, Instagram

Strategy Approach:

- Platform-native headlines (Reddit curiosity framing vs. LinkedIn institutional tone)
- Breaking news speed (court filings to social within hours)
- Visual consistency for brand recognition
- Prioritization of shareable investigative angles

r/nottheonion • 1 mo. ago

Join ...

Alaska student arrested for eating another's A.I. artwork
<https://www.urgentmatter.press/alaska-student-arrested-eating-ai-artwork/>



881 298 Share

232K views See More Insights

r/MuseumPros • 1 mo. ago

...

Minneapolis art museums close in support of ICE protests
<https://www.urgentmatter.press/minneapolis-art-museums-close-support-ice-pr...>



Does anybody know of any museums outside of Minnesota closing out of solidarity?

704 6 1 Share

18K views See More Insights

r/MuseumPros • 4 mo. ago

...

Burned out and underpaid: Study shows museums struggling to keep workers
<https://www.urgentmatter.press/burned-out-underpaid-study-shows-museums-...>



376 45 Share

Urgent Matter

Urgent Matter

Share

1 follower

Breaking news, investigations and feature articles touching the art world written by Urgent Matter journalists.

4,129 Karma

191 Contributions

4 m Reddit Age

0 Gold earned

ACHIEVEMENTS



Repeat Contributor, Flag Planter, Top 25% Poster, +24 more

27 unlocked

View All

SETTINGS



Profile Customize your profile

Update

Promote this post to reach people who matter to you.

Boost



Adam Schrader ✓ · You

Reporter, photographer and editor.

3mo · 🌐



The former director of the Philadelphia Art Museum, who was ousted earlier this month after the institution's controversial rebrand, has filed a lawsuit claiming she was fired "without a valid basis."



Sasha Suda sues Philadelphia Art Museum after rebrand, ousting

urgentmatter.press

👍❤️💡 28

16 comments · 2 reposts

👍 Like

💬 Comment

🔄 Repost

➦ Send

📊 16,843 impressions

[View analytics](#)

Content Library < Post insights

Urgent Matter
Published by Adam Schrader
December 31, 2025

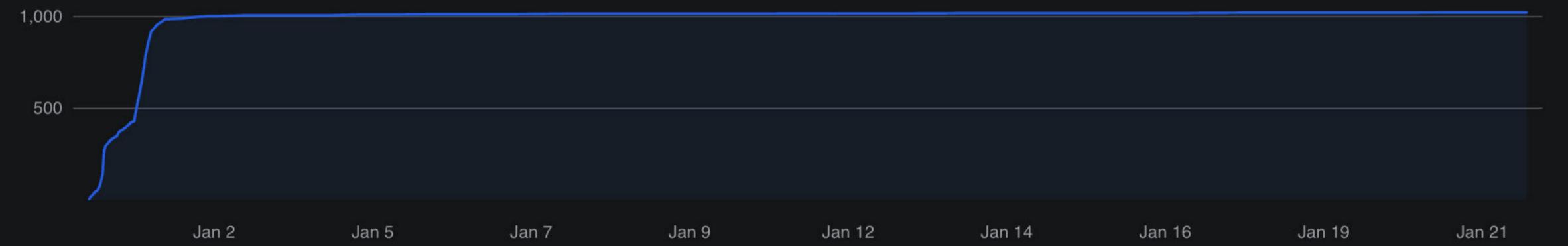
Trying our hand at making reels with our most read story since launching. Happy New Year from Urgent Matter!



12 Reactions, 3 Shares, Like, Comment, Share buttons

Comment as Urgent Matter

Views over time

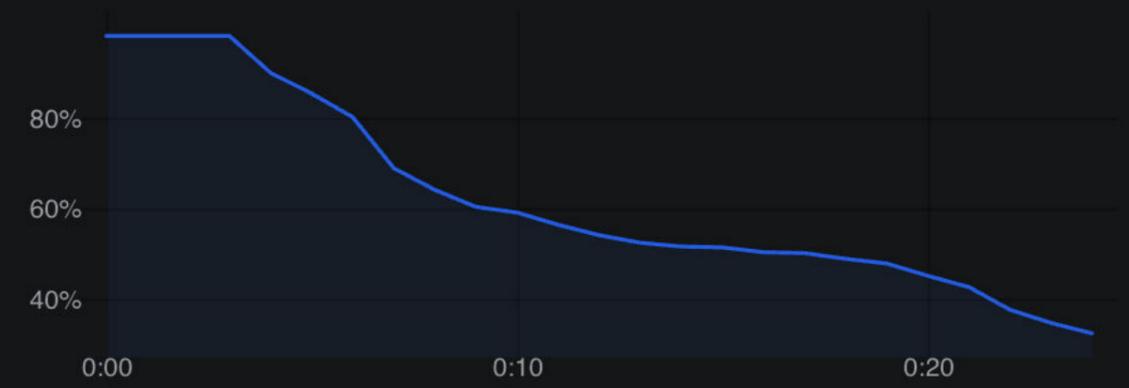


Views: 1,021
Viewers: 720

Audience retention

Average watch time: 18s

Most of your audience dropped off at the 0:07 mark.



3-second views: 479
1-minute views: 0
Watch time: 3:41:05

25 Engagement

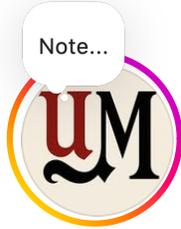
12 Reactions, 4 Clicks, 0 Comments, 3 Shares

Reaction by type

Reaction counts: Like (13), Love (4), Wow (0), Haha (0), Shock (1), Sad (0), Angry (0)

Distribution signals

1.19% Player like rate, 0.00% Player hide rate



urgent.matter

Urgent Matter

113 posts 161 followers 432 following

Newspaper

Breaking news, investigations and feature articles touching the art world written by Urgent Matter journalists

www.urgentmatter.press and 1 more

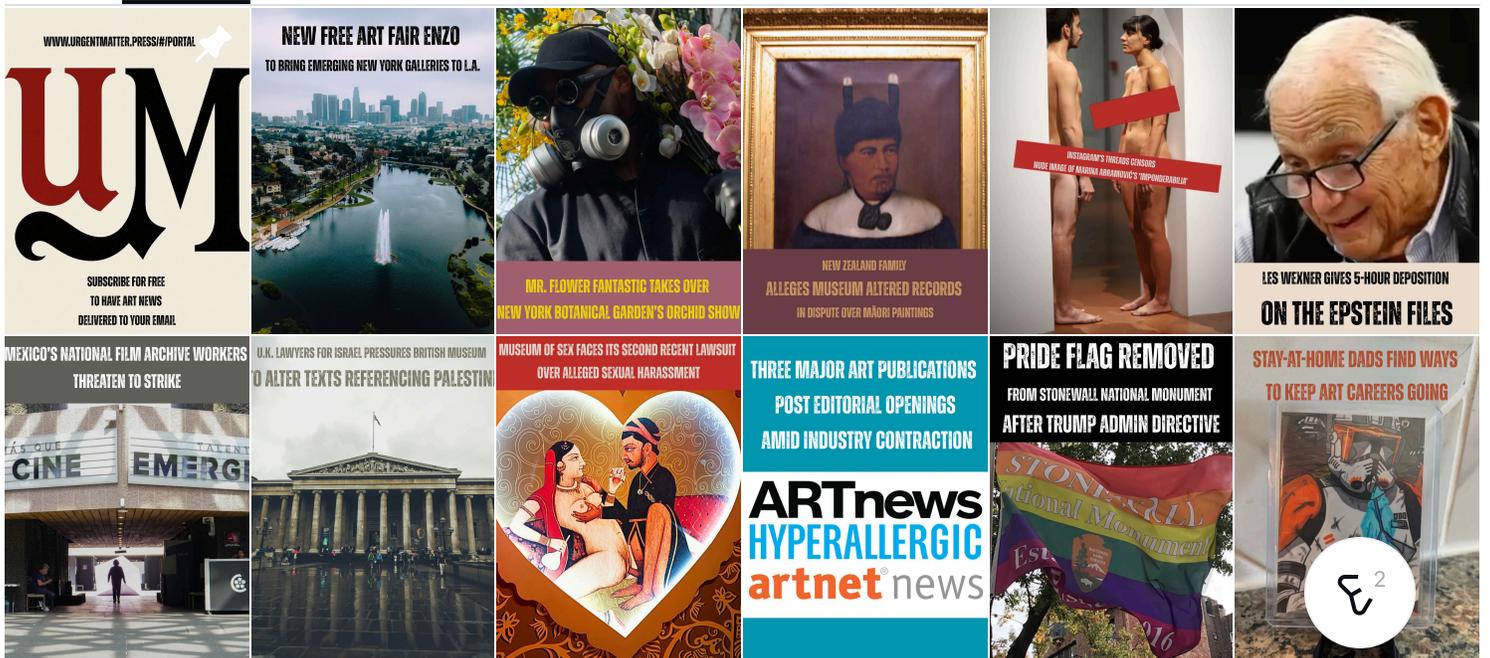
@urgent.matter

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New





IRAN TO HOLD FIRST NATIONAL CONFERENCE ON ART POLICYMAKING

TRUMP ANNOUNCES CLOSURE OF KENNEDY CENTER FOR TWO YEARS FOR 'COMPLETE REBUILDING'

SLAVERY EXHIBIT REMOVAL BRIEF

ROMA APPEALS RULING THAT KEPT MARINA ABRAMOVIĆ NUDE PERFORMER'S SEX ABUSE SUIT ALIVE

TRUMP ADMINISTRATION SUED OVER REMOVAL OF PRESIDENT'S HOUSE SLAVERY EXHIBIT

BILLIONAIRE COLLECTOR LES WEKNER TO TESTIFY IN EPSTEIN PROBE IN FEBRUARY

INDIA'S JAIPUR ART WEEK HIGHLIGHTS NEW TALENT IN UNESCO CITY

ART WORLD REACTS TO SECOND MINNEAPOLIS KILLING BY FEDERAL OFFICERS

THERE IS NO STATUTE OF LIMITATIONS FOR POLICE MURDER

AMERICAN ARTISTS CRITICIZE U.S. MOVE TO CONTROL TIKTOK OPERATIONS

AUSTRALIAN GALLERY TO SHOW EXHIBIT OF AMERICAN ARTISTS AMID RISE IN ANTI-U.S. SENTIMENT

GEORGIAN GALLERY BUKIA VAKHANIA OPENS BERLIN SPACE

NORTH KOREA OPENS KIM JONG UN PHOTO EXHIBITION

CHELSEA BINDERY EXPANDS WITH NEW PURPOSE-BUILT WORKSHOP

RAPPER ROD WAVE SUED BY PHOTOGRAPHER OVER USE OF PHOTO FOR ALBUM COVER

ART SUPPLY RETAIL CHAIN ARTIST & CRAFTSMAN FILES FOR CHAPTER 11 BANKRUPTCY

FROM URGENT MATTER

HERE ARE OUR MOST READ STORIES SINCE LAUNCHING IN 2025 ->

CYPRUS PLACES CULTURE AT CENTER OF ITS EU COUNCIL PRESIDENCY

CECILIA GIMÉNEZ, PAINTER BEHIND VIRAL 'EDGE HOMO' RESTORATION, DIES AT 84

TRUMP WARNS WHITE HOUSE BALLROOM ALREADY FIXED BEFORE FEDERAL REVIEW

LOUVRE ADDS BARS TO WINDOW WHERE THIEVES ENTERED MONTHS AFTER MUSEUM HEIST

RECORDS SHOW NEA APPROVED TRUMP-ALIGNED GRANTS AS COMMUNITY AWARDS WERE ZEROED

SCULPTURE SOLD AS A NUDE WAS STAGED WITH A BRIDAL VEIL INSIDE JEFFREY EPSTEIN'S TOWNHOUSE

FOR THE SAME REASON PEOPLE DON'T BUY MURDER HOUSES, IT IS CRITICAL TO ESTABLISH PROVENANCE OF EPSTEIN'S ART

SYRIA ANNOUNCES ARREST IN NATIONAL MUSEUM OF DAMASCUS HEIST

SVA MOVES MFA ART PRACTICE PROGRAM FULLY ONLINE, CUTS TUITION

OAKLAND MUSEUM OF CALIFORNIA TO PRESENT FIRST MAJOR SURVEY OF MILDRED HOWARD IN 2024

HOW TO READ YEAR-END AUCTION RESULTS WHEN THE NUMBERS ARRIVE

PHOTO BY WESLEY THINLEY / UNSPLASH

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