

Brand Yourself

As a journalist, there is no such thing as shameful self-promotion... the only bad self-promotion is NO self-promotion. In order to get followers, you are going to have to make an effort to become the kind of online persona that your audience wants to follow. Here are some things to help you get started:

Work with a partner to put together a poll. It can either be an online poll or a paper poll, or better yet, both. You want to find out how your audience gets your news and what they are interested in. If you can gather at least a 10 percent sample of your audience, you'll have a good start.

Directive 1: Create, conduct and tally the results of your poll.

Now that you know who your audience is and how they get their information, you need to start branding yourself... not like with a hot iron or anything. Just building an image of trust and professionalism.

Directive 2: Using Canva or PicMonkey, create a cover photo, a profile photo and any other graphics or photos you want for your social media outlets. Let's assume that you are going to be using Facebook, Snapchat and Twitter.

REMEMBER: This is your PROFESSIONAL account. Keep it clean, modern and slick. This will be the first impression that people who don't know you have of you.

Directive 3: Publish yourself. Create a poster that has a picture of you or your logo if you decide to go that far and QR codes or links to all of your social media sites for the paper. You might also want to put the information for the media outlets for which you are working. The poster should be eye-catching, smart, non-offensive and something that you can use over and over again.