Branding + Exploring Identity
Question: Have you ever Googled yourself?
What do we mean by branding?

Digital presence
Your work and who you are
Areas of expertise
Interests
Establish yourself as a journalist
Build your reputation
Having a digital presence helps you...

Build trust and credibility

Gives you the opportunity to engage with your audience

Develop your voice

Share your work

Curate what you share to shape your profile
How to develop a digital presence

Have a strategy

Consider your goals, expertise and interests

You don’t have to be on every platform

Choose platforms that make sense for you and your audience

Choose consistent handles across platforms if possible

Use your real name if possible (add an initial or other branding if your name is common)
Your social profiles

Fill out your bio! (Keep SEO in mind)

Professional headshot (it can be one you take with your phone)

State who you work for, where you’ve been published, areas of expertise, link to your website

LinkedIn: Complete bio, headshot, highlights, connect with others
‘Mexican Beverly Hills’ Family Comedy From Erick Galindo, Aaron Izek, and Wilmer Valderrama In Works At CBS

By Rosy Cordero

October 27, 2021 10:40am

Erick Galindo 🌟

@ErickGEEE Follows you


ום Los Angeles, CA 🌎 link.chtbl.com/bdokm_Ax 📖 Joined May 2009

2,723 Following 6,199 Followers
NOW IN PAPERBACK!

NPR’s Best Books of 2020
BookPage’s Best Books of 2020
Real Simple’s Best Books of 2020

Maria Hinojosa
@Maria_Hinojosa

Pres/Founder @futuromedia, author of #OnceIWasYou, anchor & EP @latinousa, co-host @inthethickshow, distinguished journalist in res @barnardcollege

🔗 linktr.ee/Maria_hinojosa  📅 Joined June 2010

6,831 Following  107.6K Followers

Followed by Latina/o/x Studies Association, Mapping Literary Tejas, and 934 others you follow
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south central la forever, south memphis for now | reporter @memphisnews via @report4america | words in @latimes @refinery29 @abc7 | she/ella | @uscannenberg '21
Julio Vaqueiro
Journalist

Lunes - Viernes, 6:30 pm / 5:30 C.
Columna: Río Bravo, periódico La Razón

www.razon.com.mx/opinion/columnas/julio-vaqueiro/reflexion-in...
Eric Resendiz
Journalist
📍 East LA community journalist
📦 @abc7la
🌟 Believer
🎓 @csuf_lci

"It's kind of funny to do the impossible." -Walt Disney

abc7.com/11798282
Locutora y presentadora de noticias 🎤📰

youtube.com/channel/UCfX0...
I put the news on Tiktok & put tiktoks on the news #NBCNews

@gadischwartz takes us to #ElSalvador, the first country t...

Latest in the trial of Blac Chyna vs the #Kardashians #KUWTK

When this dude drove 100 miles 2 ask @charlidamelio to Winte...
Be yourself

Be human! Don’t “force” it. People can tell when you are not being genuine.

Invest in what you are passionate about.

Focus! Share for a reason.

You choose to balance personal & professional

80/20 rule (more like a guideline)
Transparency and objectivity

Foundations of journalism are important: Accuracy, verification, trust

Journalism values are evolving

- Audience values
- News org values
- Medium values
- Journalist values
- Personal values

Objectivity is being re-examined

Transparency is important

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Solidarity eclipses objectivity as journalism's dominant ideal

— Anita Varma

"Objectivity as an aspirational ideal ends up encouraging journalists to avoid addressing what matters."

The New York Times would really like its reporters to stop scrolling and get off Twitter (at least once in a while)

“Tweet less, tweet more thoughtfully, and devote more time to reporting,” says executive editor Dean Baquet. Is that a wise redirection of attention or a mistaken view of reporting circa 2022? (Both, a little.)
Pause and reflect

Take out a pen and piece of paper.

Take a minute to write down your interests.

Write down as many as you can.
One minute
Choose 3

Take your list and rank your interests.
Choose three to focus on.
Think about how these will frame your bios, posts, and digital presence.
Do you need a website?

People have mixed viewpoints

It’s good to have a central place for your work, but this could be your Instagram or LinkedIn

Microsites are becoming more common (Linktree)

Ideal to have a site or digital space with the following:

• Headshot
• About/bio
• Portfolio
• Resume
• Contact form
• Socials
• Blog if you have one
Engage

Engage with your audience
Reply to people when possible
Ask your audience questions
Like and follow
Don’t feed the trolls
Things to remember

You don’t have to share everything.

Think three times before posting (especially if you are emotional).

Privacy

You choose how much to share

Resources: Trollbusters
TrollBusters: Offering Pest Control for Journalists

We are Team TrollBusters. When you spot online violence, online abuse or other troll behavior, send an S.O.S. and we will be your first responders online, supporting you with:

- personal endorsements
- just-in-time coaching and
- reputation repair services

THE TROLLS DON’T HAVE TO WIN. WE HAVE YOUR BACK.
Identity

All of us have unique identities and comfort levels with what we share.

Identity can refer to a lot of different things, including culture and background, gender, and other areas.
Maynard Faultlines

“Robert Maynard said there are five enduring forces that shape lives and social tensions in this country: race, class, gender, generation and geography. Reporters who consider each one of these as they cover complex stories, he advised, can understand issues more clearly and build more accuracy into their work. And by acknowledging our own faultlines – the frame of reference for all of our own experiences – we can correct for missing pieces in the way we interpret an event or issue.”

—Dori Maynard
Maynard Faultlines

Look for the faultlines in your subjects, sources, and the topics of news stories and images.

— Race: African American, Asian American, Hispanic, Native American, mixed race, or white?
— Gender: Male, female, gay, lesbian, or bisexual?
— Class: High income, middle income, or low income?
— Generation: 0-18, 19-34, 35-64, or 65+?
— Geography: Urban, suburban, rural, neighborhood (which one?), other?
Knowing our community

Controversy over the term Latinx

Latinx

Hispanic

Remember people identify in different ways. Many people may not even say they are Latino or Hispanic, they may say I’m Puerto Rican or I’m Afro-Latina.

The Latinx community is not monolith

Guidelines from NAHJ; Guidelines from news orgs; Your own perspective

Ask people how they want to be identified if it is relevant to your story
Knowing yourself

You choose how you’d like to identify

You choose what you are comfortable with

It’s great if we can embrace our culture and share stories about it

There are real challenges still: Discrimination, stereotypes, assumptions

We have a community to support each other and other resources

   NAHJ + Student Chapters

   Latinas in Journalism Facebook Group
Branding + Identity

Digital presence & identity intersect

Developing your digital presence is essential

You choose your narrative

Explore and embrace your culture and identity

Have fun!

This is the chance for you to tell your story and shape your opportunities and career!