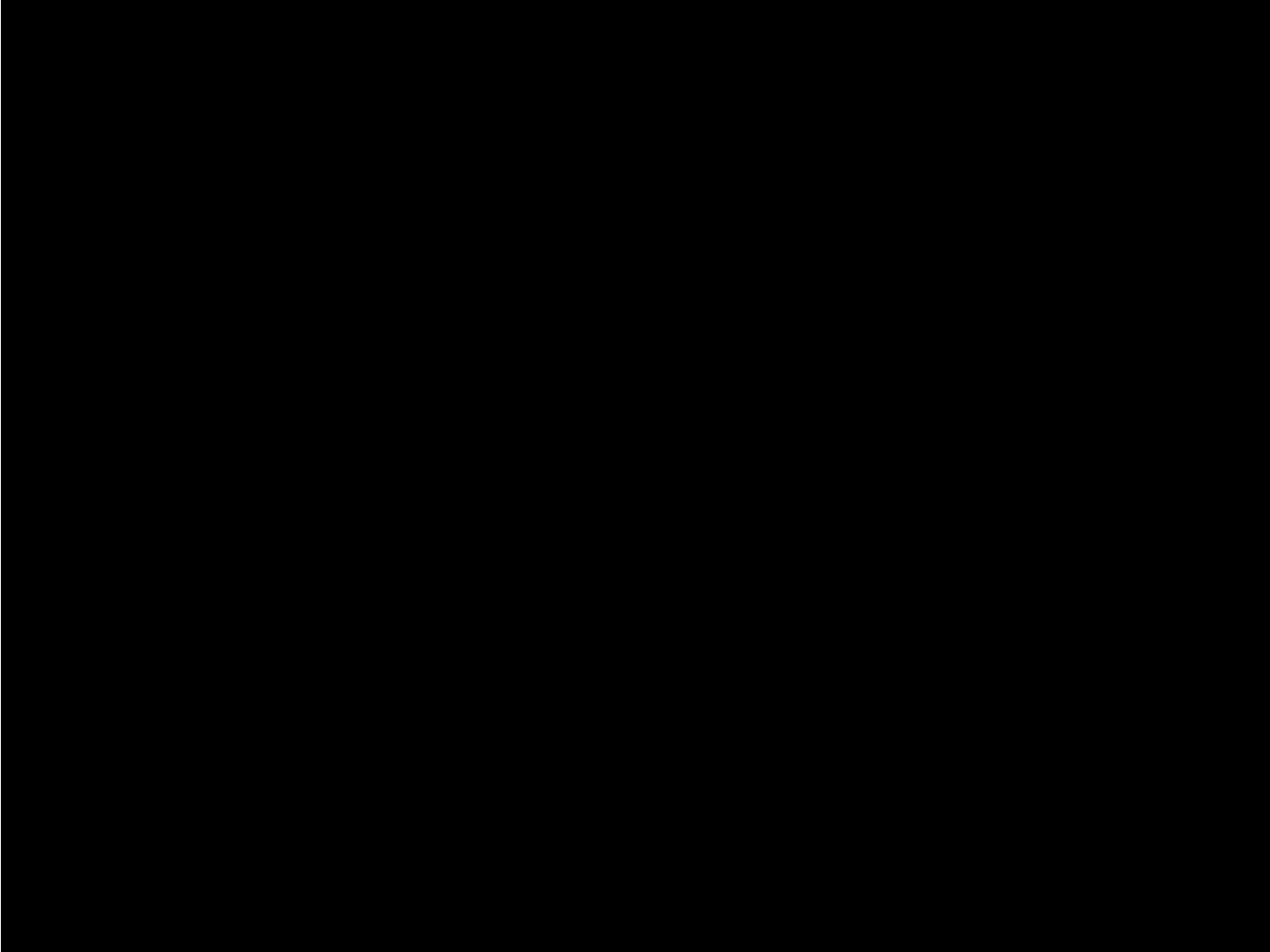


Branding + Exploring Identity

Module 1

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



Erick Galindo ✓

12.4K Tweets

‘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



Following

Erick Galindo ✓

@ErickGEEE Follows you

Mexican American Redhead. Telly Winner. James Beard too. Co-Creator Mexican Beverly Hills at CBS, WILD, Ballad of Chalino Sanchez. Rep. Valarie Philips at A3.

📍 Los Angeles, CA 🔗 link.ctlbl.com/bdokm_Ax 📅 Joined May 2009

2,723 Following **6,199** Followers

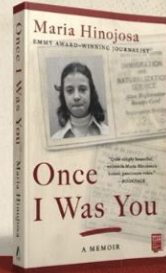


Maria Hinojosa ✓

52.1K Tweets

Back

NOW IN
PAPERBACK!



NPR's
Best Books of 2020

BookPage's
Best Books of 2020

Real Simple's
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Following

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



Following

astrid kayembe ✓

@astridkayembe_ Follows you

south central la forever, south memphis for now | reporter [@memphisnews](#) via [@report4america](#) | words in [@latimes](#) [@refinery29](#) [@abc7](#) | she/ella | [@uscannenberg](#) '21



julio_vaqueiro 

Message

Follow



634 posts

42.9k followers

560 following

Julio Vaqueiro

Journalist

Mexicano. Reportero. Conductor de Noticias Telemundo.



Lunes - Viernes, 6:30 pm / 5:30 C.



Columna: Río Bravo, periódico La Razón

www.razon.com.mx/opinion/columnas/julio-vaqueiro/reflexion-in...



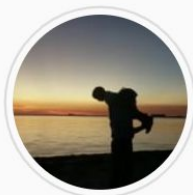
Covid 19



Work



Elections



Family



Latin Ame...



abc7eric



Message

Follow



750 posts

6,914 followers

998 following

Eric Resendiz

Journalist



East LA community journalist



@abc7la



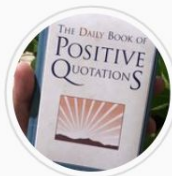
Believer



@csuf_lci

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

abc7.com/11798282



Highlights



ABC7



Fitness



East L.A.



Highland ...



Lincoln He.



eunicelopezhn

Eunice López hn

Follow



96 Following 94.6K Followers 810.2K Likes

Locutora y presentadora de noticias 📺🎙️

youtube.com/channel/UCfX0...

Videos

🔒 Liked



¿Qué pasa si no cambias ...



💰 Más noticias cómo est...



¡No tiene precio! 🙏



🚑 Paro laboral de médic...



gadischwartz ✓

Gadi · 490K Followers

I put the news on Tiktok & put tiktoks on the news #NBCNews

Videos



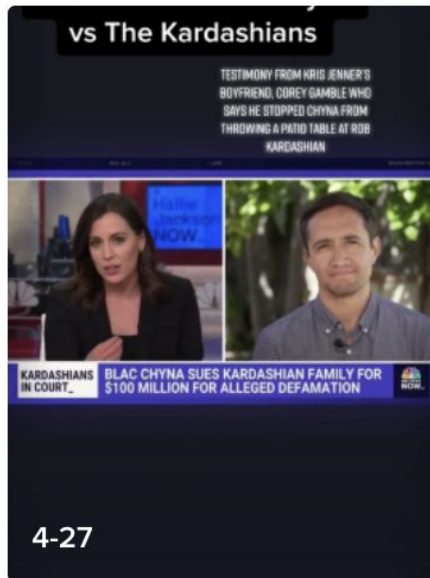
@gadischwartz takes us to
#ElSalvador, the first country t...



nbcnightlyn...



▶ 1376



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



gadischwartz ✓

▶ 7418



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



gadischwartz ✓

▶ 15.3M

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

The Future Of Journalism Is Transparent Publishing



Sebastiaan van der Lans Forbes Councils Member
Forbes Technology Council **COUNCIL POST** | Membership (Fee-Based)

Jul 21, 2021, 07:00am EDT

NiemanLab PREDICTIONS FOR
JOURNALISM 2022

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

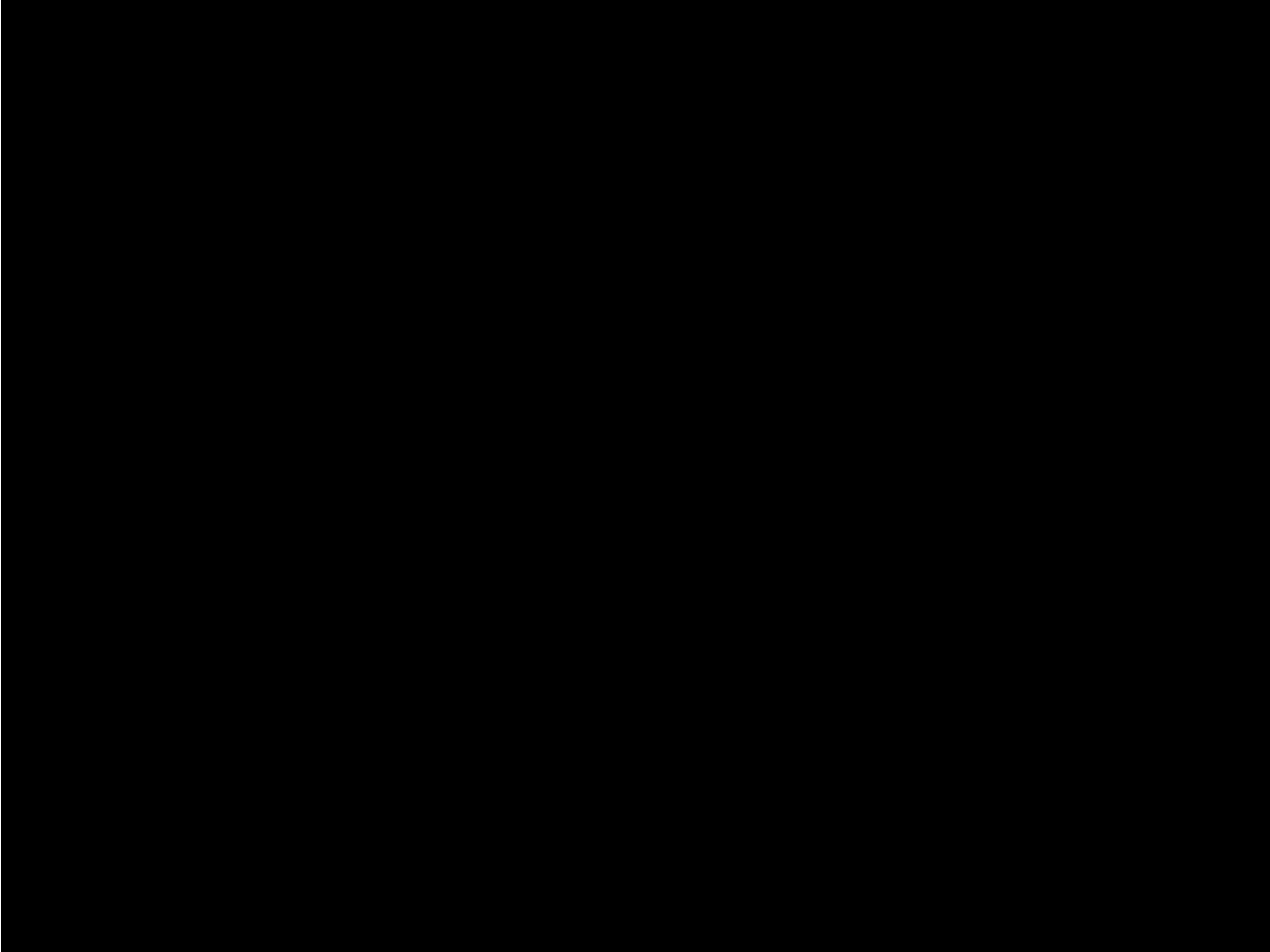
It's good to have a central place for your work, but this could be your Instagram or LinkedIn

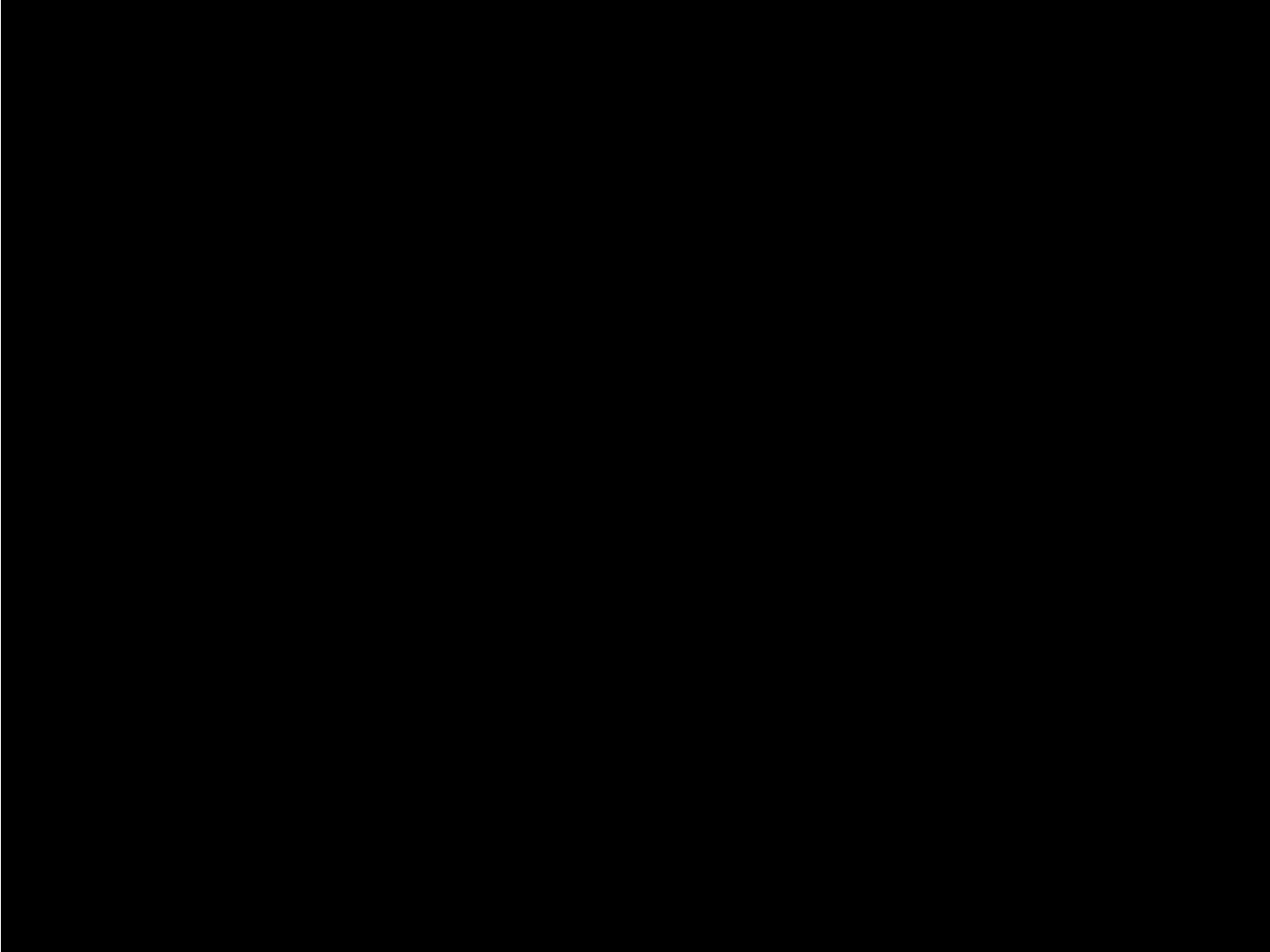
Microsites are becoming more common (Linktree)

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:

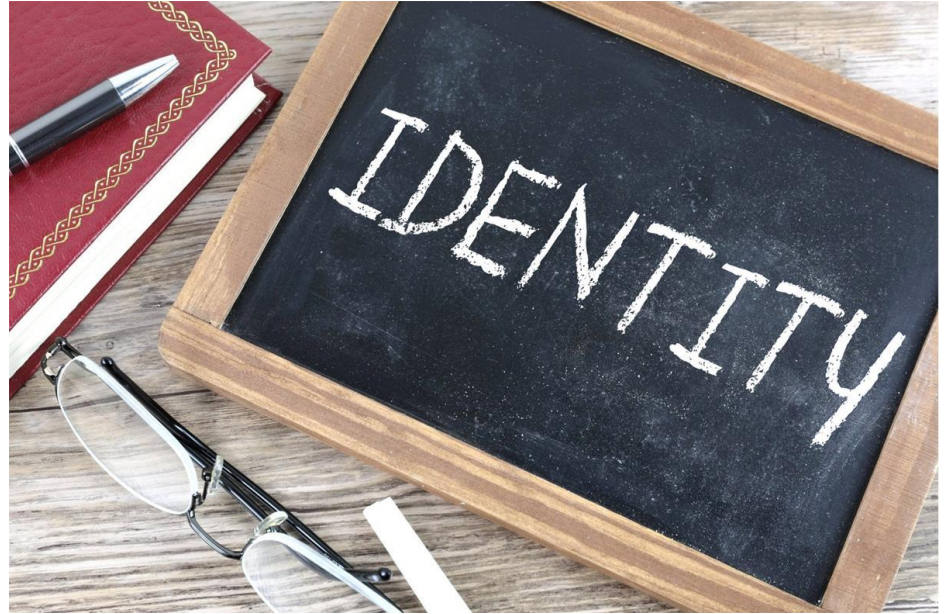
- personal endorsements
- just-in-time coaching and
- reputation repair services

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?

—Dori Maynard

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!

