

## Social Media Engagement Checklist for Finding Journalists

### Finding Journalists:

- Twitter:
  - Search for hashtags related to your industry or topic.
  - Follow journalists who cover your field or have an interest in your niche.
  - Use advanced search features to find journalists by location, publication, or keywords.
- LinkedIn:
  - Search for journalists using the "People" search feature.
  - Join relevant industry groups where journalists may participate.
  - Follow journalists' profiles and connect with them professionally.
- Other Platforms:
  - Check journalist profiles on Facebook, Instagram, and professional networks like Muck Rack.
  - Look for journalists who actively engage with their audience or share relevant content.

### Interacting with Their Content:

- Like and Share:
  - Regularly like and share posts from journalists that resonate with your interests.
  - Retweet or share their articles, providing thoughtful comments or insights.
- Comment and Engage:
  - Leave meaningful comments on their posts, demonstrating your expertise and interest.
  - Reply to their questions or polls, adding value to the conversation.
- Tagging and Mentioning:
  - Tag journalists when sharing relevant industry news or updates.
  - Mention them in tweets or posts that reference their work or expertise.

### Establishing Connections:

- Introduce Yourself:
  - Send a personalized connection request on LinkedIn, mentioning your shared interests or mutual connections.
  - Follow up with a brief message introducing yourself and expressing interest in their work.
- Engage in Conversations:

- Participate in Twitter chats or LinkedIn discussions where journalists are active.
- Offer insights or share experiences related to topics they cover.
- Offer Help and Resources:
  - Share useful resources or articles that could be of interest to journalists.
  - Offer to provide expert insights or quotes for upcoming stories or articles.

### **Maintaining Engagement:**

- Stay Updated:
  - Regularly check journalists' profiles for new articles or updates.
  - Set up notifications for key journalists to stay informed about their latest activities.
- Be Consistent:
  - Maintain regular engagement without overwhelming journalists with excessive messages or requests.
  - Build a reputation as a valuable resource by consistently sharing relevant content and insights.

### **Networking Etiquette:**

- Respect Boundaries:
    - Respect journalists' preferences for communication and response times.
    - Avoid spamming or overposting on their profiles.
  - Show Appreciation:
    - Acknowledge journalists' contributions by thanking them for sharing valuable information or insights.
    - Celebrate their achievements or milestones with congratulatory messages.
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### **Usage Tips:**

- Prioritize quality over quantity when engaging with journalists on social media.
- Monitor responses and adjust your approach based on journalists' interactions.
- Use this checklist to build genuine relationships and enhance your chances of media coverage through effective social media engagement.