

## Critically analyse different ways of promoting yourself as a journalist including:

- Presentation websites.
- Creative CV's
- Use of social media
- Portfolio

LGBT+ journalists in the UK are a fairly small group within the industry, and the majority of trans people working in the industry specialise in writing and creating content about gender.

The first person I looked at was Juno Dawson, a trans-woman, she is a fiction writer as well as a journalist, and this gives her internet presence a different feel to others who are exclusively journalists.

She has Twitter (@junodawson), Instagram (@junodawson), and a website ([www.junodawson.com](http://www.junodawson.com)) that she uses to promote herself.

On Twitter, she tweets out links to her articles, and news about her books, as well as personal opinions of different topics, her bio includes information about the different projects she's involved in, and a link to the magazine she works as a columnist for, Attitude.

Her Instagram is less career-focused with a mix of personal life pictures, which gives her audience an insight into her life, and pictures from work-related events occasionally added.

Her website is simple, and includes a bio, a selection of author photographs, contact information, and links to social media.

She does not have a publicly available CV or portfolio, which shows that she has other ways of getting work, but also limits her availability to potential employers.

The second person I analysed was Patrick Kelleher, a cisgender gay man, he is a freelance journalist who specialises in writing about LGBT+ issues.

He uses Twitter (@paddykell) and his website ([www.patrickkelleher.ie](http://www.patrickkelleher.ie)) to promote himself, he does not have a public Instagram.

On Twitter he posts links to his articles, as well as sharing tweets and articles from other journalists/personalities around topics similar to what he writes about. His bio includes: his job title (journalist) and his speciality (LGBT+ things) as well as the publications he's had bylines in, and his email. His pinned tweet is an article he wrote in September.

His website has six pages: home, latest posts, features, about, contact, and hire me. Home includes a short bio, latest posts and features act as a portfolio of sorts, and about & hire me act as a CV as they include his

employment and academic history, as well as a cover letter appealing to potential employers.

The fact that he doesn't have an Instagram means it's harder to see his personality, as his social media presence is all work-tailored.

The third and final person I analysed was Ella Braidwood, a cisgender lesbian who is also a freelance journalist specialising in writing about LGBT+ issues.

She has a Twitter (@ella\_braidwood) and an Instagram (@ellagracebraidwood) to promote herself, however she does not have a website.

On Twitter she regularly shares and re-shares her articles, as well as sharing other articles and tweets on similar topics to what she writes about. Her bio includes her job title (journalist) and a list of her specialities (LGBTQ+ rights, culture), the publications she's been featured in and her email.

On Instagram, unlike Juno Dawson, the majority of her posts are related to her work. She posts screenshots of her articles, pictures of her work in print, and photographs related to her pieces. However, the occasional personal posts he publishes give an insight to the writer behind the words. Her bio only includes her job (journalist) and the subjects she covers (LGBT+ issues and culture).

My analysis shows that the most important tool Journalists use for self-promotion is Twitter, as there are journalists who don't have Instagram, or don't have websites, but almost all journalists will have a Twitter account, this could be because of how easy it is to share content on Twitter and get it to a wider audience.