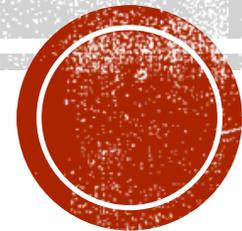


BUILDING YOUR BRAND AS A REPORTER

DR. RUTH OJI – roji@pau.edu.ng

SCHOOL OF MEDIA AND COMMUNICATION, PAN-
ATLANTIC UNIVERSITY, LAGOS





What is Branding?



WHAT IS A BRAND AND WHY DO YOU NEED ONE?

- A brand is present when the value of what a product, service, or personality means to its audience is greater than what it does for the audience.
- A brand represents the sum of people's perception of a company's customer service, reputation, advertising and logo
- Beyond just a memorable logo, good branding increases the value of a company, provides employees with direction and motivation and makes acquiring new customers easier.



FOUR STEPS TO BUILDING YOUR BRAND AS A REPORTER

- The term branding has long been relegated to companies, but today almost every individual has a personal brand.
- The following are steps to build your brand as a reporter:
 - Define how you want to be perceived.
 - Organize your business based on this promise.
 - Communicate your promise.
 - Be consistent.

Branding



YOUR BRAND AS A REPORTER ENTAILS...

- Being objective in reporting – get all the sides to an issue
- Being more than talented – show commitment
- Being hungry after knowledge – hone research skills
- Doing more than write about personal views on opinion articles
- Being hardworking
- Being a person of integrity – be ready to apologize if in the wrong



CHALLENGES TO BUILDING A REPUTABLE BRAND AS A REPORTER

- Lack of adequate and prompt payment of salaries
- Lack of good libraries by media houses
- Lack of adequate and appropriate training
- Focus on certification than on education
- Greed by media houses
- Laziness by some reporters

Branding



CHALLENGES TO BUILDING A REPUTABLE BRAND AS A REPORTER

- Interest in followership by spreading counterfeit news
- Institutional/personal whims – press ownership and freedom of speech of the worker
- Brown envelope syndrome as occasioned by the media institution
- Lack of integrity and personal character on reporter's part

personal
BRANDING



THE WAY OUT

- Beyond writing history in a hurry, focus on research
- Shift in writing – focus on helping others make sense of their world, e.g. post-COVID and its realities
- Style of writing, given the times
- More of solutions/developmental journalism not focused heavily on personal opinions



ONLINE BEHAVIOURS THAT MIGHT DIMINISH YOUR CREDIBILITY

- Attacking other journalists for their stories
- Posting and retweeting stories from gossip sites or non-credible sources
- Plagiarising another person's work
- Ignoring questions about your sources and research
- Refusing to acknowledge or fix errors
 - Do your best to avoid these at all costs. If you stick to the ethics of journalism, you and your credibility should be safe.



MORE TIPS ON BUILDING A REPUTABLE BRAND

- 1. Know who you are and what you have to offer.
- 2. Decide what you want to be known for.
- 3. Study the LinkedIn profiles of people who inspire you.
- 4. Start where you are.
- 5. Reflect on your goals with personal branding.
- 6. Create and publish high quality and consistent content.
- 7. Go where your audience is.
- 8. Educate yourself on social selling.
- 9. Use testimonials to tell your story.
- 10. Showcase who you already are.



MORE TIPS ON BUILDING A REPUTABLE BRAND

- 11. Clean up your existing digital footprint.
- 12. Be you.
- 13. Give away as much content as you can.
- 14. Get professional photos taken.
- 15. Build your portfolio.
- 16. Branch out.
- 17. Network.
- 18. Start small and work your way up.

Forbes Coaches Council

