



## Connecting with journalists on LinkedIn

**Often it may not be appropriate to pitch a story to a journalist via LinkedIn, especially if you don't know them. However these tips can help you get noticed by a journalist on LinkedIn and enable you to start a relationship with them. You can then build this relationship so the next time you pitch them a story via email they'll know you.**

### **Don't connect with everyone**

Don't just connect with every journalist you can find. Try and connect with journalists you have previously worked with and journalists you regularly deal with. When connecting with a journalist who doesn't know you, consider offering them a compelling reason to accept you. Tell them why you want to connect with them and why you would make a good connection.

### **Get to know the journalist**

Before communicating with a journalist it's a great idea to look at their LinkedIn profile and get to know them better. Find out their interests, what publication they write for, what topics they cover and who else they know. This information can help you communicate with the journalist by talking about shared interests or offering them useful information on the topics they write about.

### **Follow a media outlet**

By connecting with a media outlet you can stay up to date on their latest updates and look out for media opportunities. Sometimes journalists will post interview call outs which you can monitor and offer your clients as sources.

### **Be an active member of a group**

If you notice a few key journalists are part of a LinkedIn group you should also join this group. By participating in the group's discussions and providing expert advice the journalists may notice you as a great source to interview. By joining a group you can also direct message other members of the group even if you're not connected. This is a great way to introduce yourself to a journalist without being too assertive.

### **Answer questions**

Journalists have been known to use the 'answers' section on LinkedIn to find out more information about a story they are covering or to look for people to interview. Look for questions in this section you or your client could answer. By providing expert advice you can position yourself as an expert in your field and hopefully get noticed by a journalist looking for sources. You can even answer questions posted by journalists and be as helpful as possible.