

Find and Engage With the Right Journalists and Influencers on Social Media

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Minette Layne

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Journalists Are People Too!

The New York Times

THE HAGGLER

Swatting at a Swarm of Public Relations Spam



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Follow, Follow, Follow




Sarah Portlock
@sarahportlock
U.S. economy reporter for Wall Street Journal. Learning to: photograph, scuba dive, cook. I tweet what I'd like to know.
sarah.portlock@wsj.com
Washington D.C. · wsj.com/economics

616 TWEETS 665 FOLLOWING 1,142 FOLLOWERS

 Following

Followed by    The Audubon Society, Wall Street Journal, Mike Allen and 4 others.

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And Make Lists

Journalists

A public list by The Audubon Society

Writers, bloggers, and broadcasters that cover the environment and related topics.

129 MEMBERS 2 SUBSCRIBERS


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Host, NPR's All Things Considered
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-  **Tennille Tracy** @TennilleTracy
Energy Reporter for Dow Jones/Wall Street Journal
[Following](#)
-  **Matthew Robinson** @mattenergy
Energy Editor, Reuters Americas
[Following](#)
-  **Neela Banerjee** @neelaeast
LA Times DC energy and enviro reporter, after NY, Moscow and briefly, Baghdad. Former WSJ and NYT reporter. Secretly love airports. Wish my desk were outside.
[Following](#)
-  **Talia Buford** @TaliaBuford
Energy reporter at POLITICO Pro, author of Afternoon Energy - #AE4Pros. Send energy news, tips to tbuford@politico.com.
[Following](#)

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Care About What Journalists Care About



Jaymi Heimbuch

@JaymiHeimbuch



A beautiful young red-tailed hawk perched on a fence post on a drizzly morning: ow.ly/ovVGR #wildlife #photography #500px

← Reply ↻ Retweet ★ Favorite ⋮ More

Care About What Journalists Care About



Jaymi Heimbuch @JaymiHeimbuch

8 Sep

@audubonsociety Thanks so much for the RT love. :)

Details

← Reply ↻ Retweet ★ Favorite ⋮ More



The Audubon Society @audubonsociety

8 Sep

@JaymiHeimbuch Of course! It's a great photo of a beautiful bird.

Details

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Everybody Likes a Name Check



David Yarnold

@david_yarnold

.@jswatz gives a great tribute to Audubon friend Donal O'Brien in today's @NYTimes ow.ly/oMY5y



David Yarnold

@david_yarnold

The intrepid @9brandon tackles climate change and politics: wired.com/wiredscience/2... Solutions are possible. It can be done. via @wiredscience

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Everybody Likes a Name Check



The Audubon Society ✓
@audubonsociety

Nepal's cawing 'bird brother' amazes crowds, raises awareness about nature and bird conservation ow.ly/qwoVb via [@reuters](https://twitter.com/reuters)

 Reply  Retweet  Favorite  More

41
RETWEETS

17
FAVORITES



11:30 PM - 5 Nov 13

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Do Non-Journalist Influencers Matter?

 **The Audubon Society** ✓
@audubonsociety

 **Barack Obama** ✓
@BarackObama

#FF: @audubonsociety

← Reply ↻ Retweet ★ Favorited ⋮ More

795 RETWEETS **639** FAVORITES



2:25 PM - 31 May 13

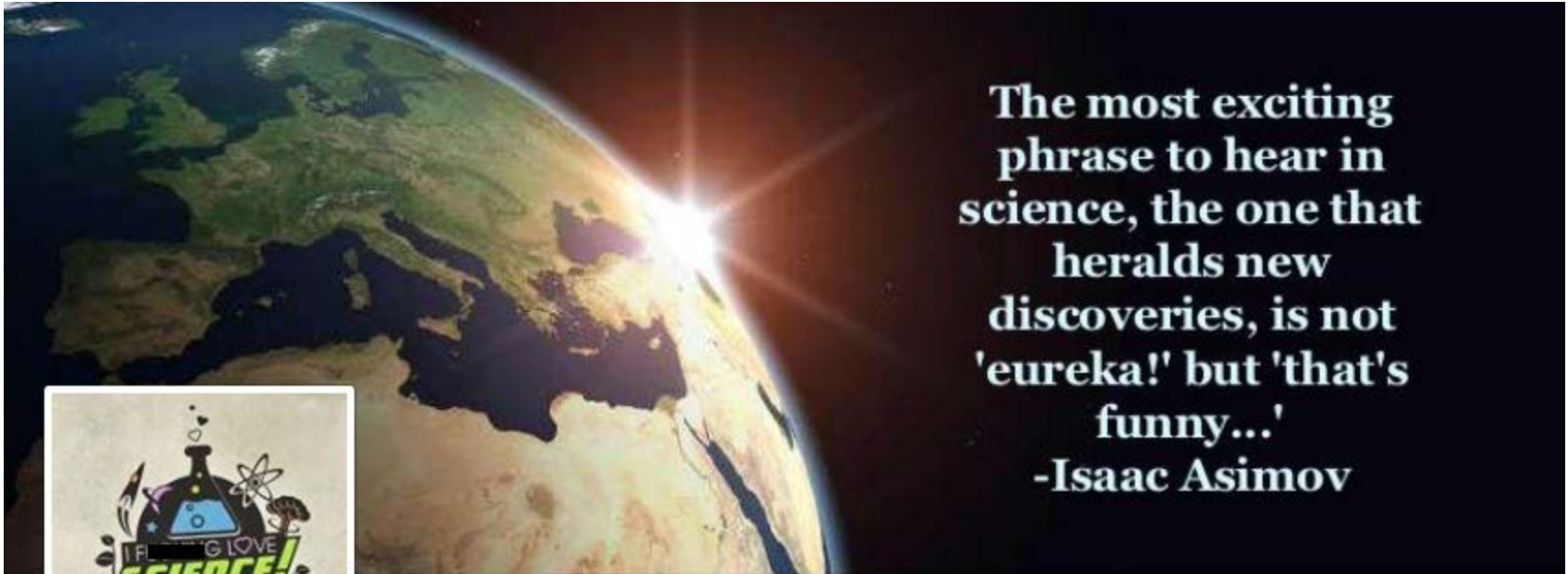
8:55 PM - 30



Brittany

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Make Friends with Bright New-Media Stars



If I G love science
8,762,087 likes · 1,812,250 talking about this

✓ Liked ✓ Following * ▾

Science Website

The lighter side of science.

Follow us on Twitter here: <http://bit.ly/14d6bnS>

See our child friendly mirror page here: <http://on.fb.me/OWVvOZ>

About – Suggest an Edit



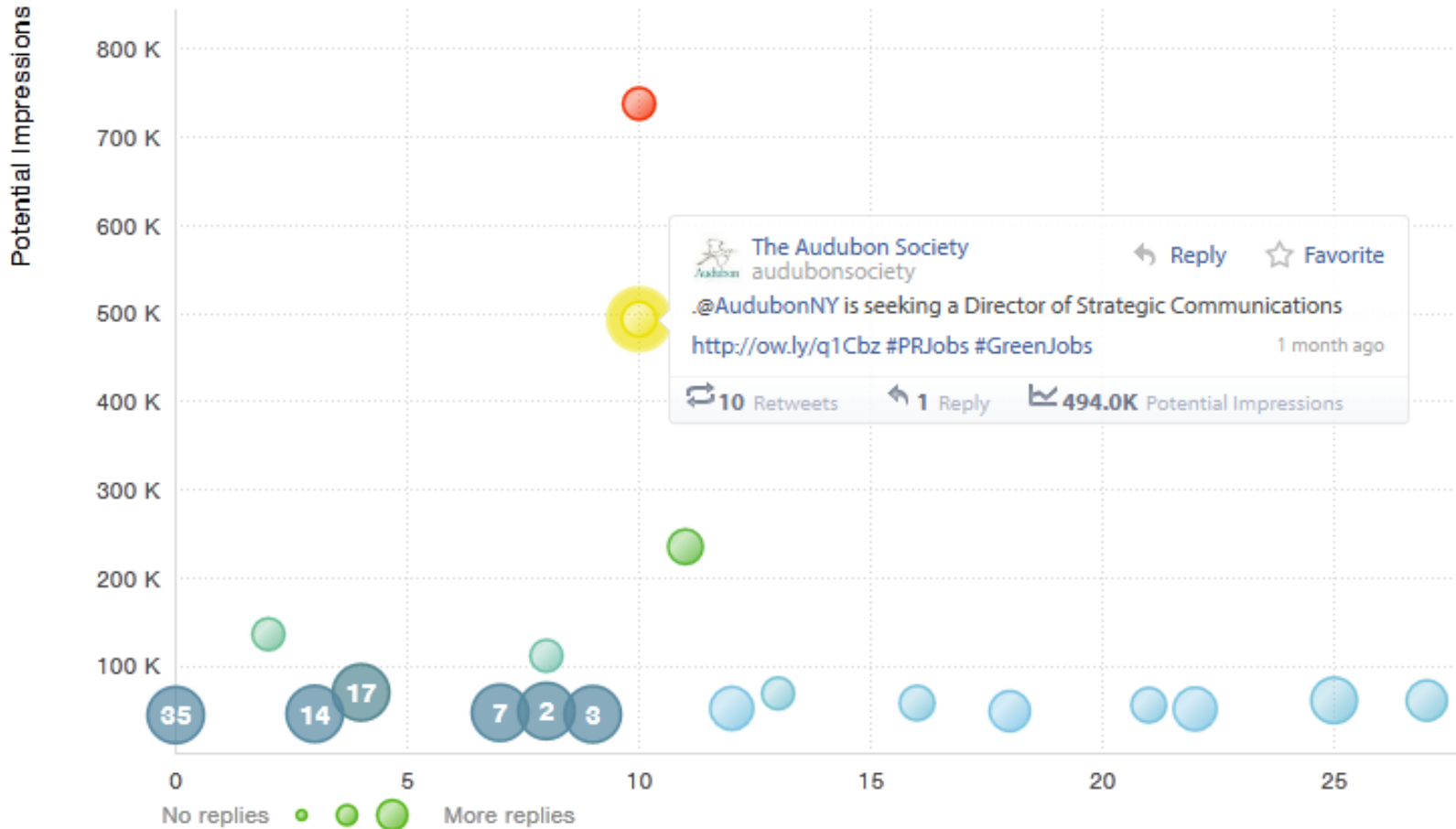
Photos



Likes

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Don't Have Secret Admirers



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Go Be Engaging. And Interesting. And Kind.

- Social media gives you an unprecedented window into journalists' humanity. **Care about what they care about.**
- **Follow** journalists you work with or would like to work with, and create Twitter **lists** to organize them.
- **Everybody likes a name check:** Tag journalists and thank them for their work.
- **Include celebrities, political figures and new-media stars.** They can boost your visibility and earned media results (which may include social impressions!) in ways no one else can.
- **Don't have secret admirers:** Use tools like Crowdbooster to figure out which influencers already interact with your content.

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