

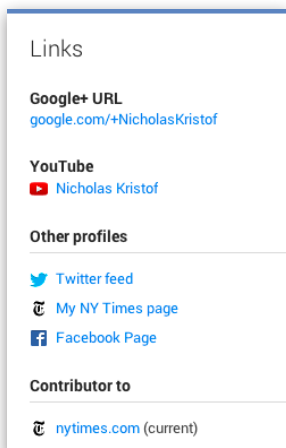
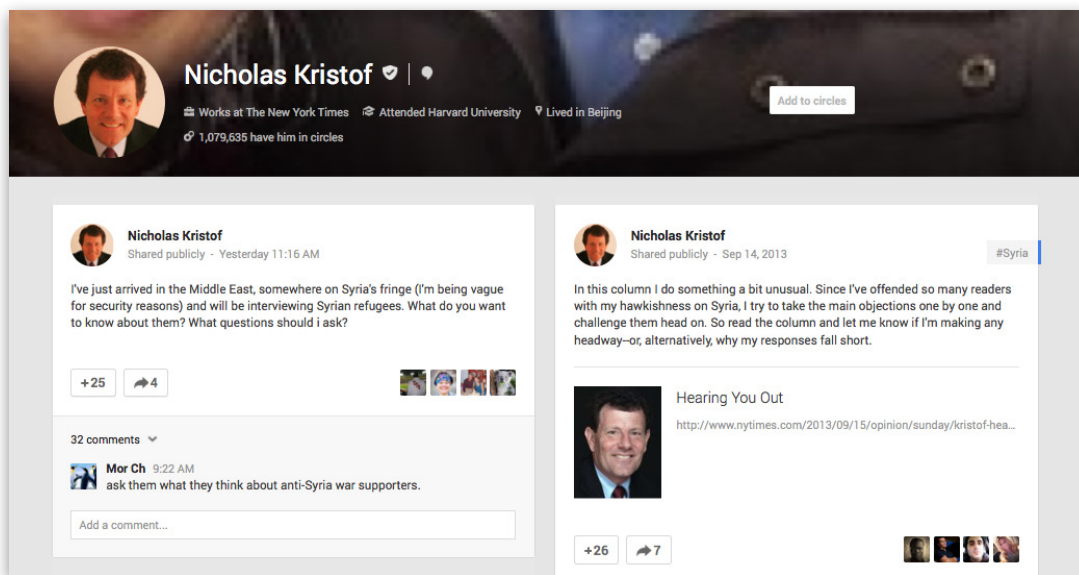
Google+ for Journalists

Grow your audience and influence on Google+

Every Google+ page begins with a profile. If you don't already have a Google account, you'll need to [create one](#).

Log onto plus.google.com, sign in with your Google account login and follow these steps:

- Use your full, real name.
- Upload a personalized profile photo and banner photo. Use a clear headshot for your profile picture; this is what will appear next to your articles and byline in Google Search once you establish Authorship in Search (more on this below).
 - Profile image dimensions: 500 x 500 pixels
 - Cover image dimensions: 2120 x 1192 pixels



Fill out your 'About' section

The Story and Links sections are the most important. The more information you include about yourself and your work, the better. Consider including topics you tend to write about most often, like "Middle East correspondent" or "tech reporter," for example.

- **Story:** Include a tagline and introduction with a short description of yourself.
- **Links:** Link to your other social media profiles and web sites to which you contribute.
- **Contributor to:** Add websites where your work can be found.

Privacy

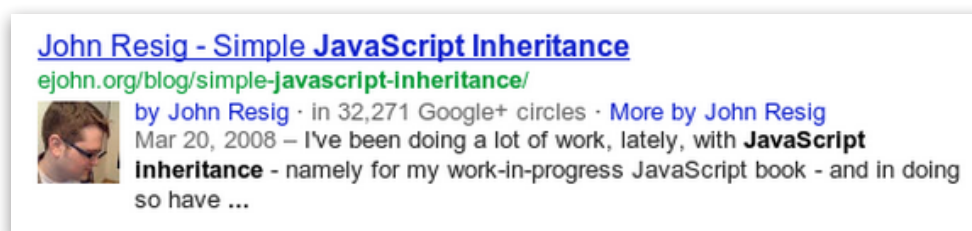
- Go to Settings in the Home drop-down menu to choose privacy and notification settings.

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Promote your work

- **Set up Authorship in Search.** Authorship publicly links all of your published work on the web to your Google+ profile. Once you have set up Authorship, your articles will appear in Search with added visual and social annotations, like this:



- **Add a Google+ Badge** to your website so followers can share and recommend your content.
- **Introduce your Google+ profile** on your other social media sites.
 - Example: Find me on Google+ for all the latest news updates, pictures, and even animated GIFs [with link to your profile included].

Best practices

- **Post early and often.** Post to Google+ at least once a day to ensure that your content is reaching a wide audience.
- **Think visual.** Google+ is a very visual platform, and full-size photos and videos look beautiful in the stream.
- **Use your words.** There is no text limit in a Google+ post - you are free to write as much or as little as you like. Posts that combine chunks of texts with photos are both visually engaging and encourage conversation and interaction.
- **Tap into your network.** You can tag other G+ profiles and pages in posts by adding a + in front of each name. This creates a “plus mention” that will let people know you’ve mentioned them, and will link back to their profile or page from your post. When you make a public post on Google+, it gets indexed for Google Search and is discoverable for everyone on the web.
- **Shape the conversation.** Hashtags and trending topics help you find and join popular conversations on Google+. Include at least three relevant hashtags in your post to help people find your content. To see what’s trending any time, visit the “What’s Hot” page in the Home drop-down menu, and you’ll see a list of trending topics and hashtags.

Some Journalist & Media Communities on Google+:

- Storyful’s [Open Newsroom](#)
- ICFJ’s [News Innovation Around the World](#)
- Project Syndicate’s [Opinion Community](#)
- [JournoTech: Tools, Apps and Tips for Journalists](#)
- [Social Journalism](#)