



10 Steps to Building Reporter Relationships on Twitter

Building reporter relationships can increase your reputation and protect your brand. It can also lead to “good press” and not just being contacted to comment on a negative story. These 10 steps will help you develop reporter relationships using Twitter.

1. List reporters who cover your business or industry
2. Search them on Twitter
3. [Develop a Twitter list](#)
4. Add reporters to the list
5. Review their posts on a daily/weekly basis
6. Engage with their posts – like, comment, & share
7. Tweet them story ideas that are relevant to their interests based on the stories they are posting that have nothing to do with your CBD business
8. Provide expert insight on CBD stories for them
9. Finally, Tweet them story ideas about your specific business
10. Add reporters to your Twitter lists every month or quarter as you see stories