

ALX PR and Media Guidebook 2026

Activating PR and media across ALX markets: A practical guide for regional leads and marketing teams

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Section 1: PR in the Communications Mix

The PESO Model

PR amplifies ALX's impact across PESO channels by leveraging key events, partnerships, and success stories to build credibility and drive engagement, with a strong emphasis on earned media.

P — Paid	Paid ads and sponsored online content
E — Earned	News coverage gained through strong PR and real results
S — Shared	Engagement and sharing on social media platforms
O — Owned	Our own websites and channels where we share ALX stories and updates

PR Objectives:

- Build credibility — position alternative pathways and the ecosystem as credible and evidence-led

- Amplify regional impact: Showcase learner and alumni success stories to reinforce community-led growth and regional relevance.
- Build awareness of the offer, opportunity, and journey: Highlight ALX's programmes, outcomes, and their relevance to Africa's youth across AI and Data, Creative, and Entrepreneurship pathways.

The Importance of Earned Media in the Age of AI

Public Relations is rapidly becoming the core engine driving visibility in AI-powered search results such as Google's AI Overviews, ChatGPT, and Perplexity. As AI search shifts from showing links to providing direct answers, brands are no longer just fighting for rankings – they are competing for inclusion in AI-generated summaries.

Why editorial and earned content still matters

- AI systems rely heavily on third-party validation, credibility, and topical authority – roughly 89% of cited links come from earned media or non-paid sources.
- Trust and Authority Signals: AI engines prioritise content deemed authoritative, accurate, and independent. Consistent earned media mentions build this authority.
- Zero-Click Reality: PR places brands within the summary answer, making the brand visible even without a click-through.
- The Entity-First Approach: AI models focus on understanding entities – brands, people, organisations – rather than just keyword matching.

Strategies for PR in the Age of AI

- Prioritise earned media and third-party mentions: Focus on appearing in respected, relevant, and reputable trade publications and national media, which AI treats as trusted data.
- Ensure consistent messaging: Use consistent language, factual framing, and clear branding across all platforms to help AI parse your brand narrative.
- Build in frequent and fresh customer success stories: AI search engines heavily favour case studies and testimonials. They are no longer just social proof for humans – they are critical data points AI uses to determine credibility, trustworthiness, and relevance.

- Use structured data and Q&A formats: Provide clear, concise answers to industry questions. Structured, factual, and straightforward text is easier for AI to parse.
- Data-driven content: Publish original research, statistics, and white papers that journalists and AI models can cite.
- Strong thought leadership: Position leaders as experts through bylines and interviews, as AI models favour human expertise signals.
- Leverage focused media channels: Targeted, industry-specific media is often more influential than general news media in B2B AI queries.
- Manage online information: Actively manage and correct inaccurate, outdated, or confusing information across the web to prevent faulty AI summaries.

The PR Agency Role

For regions with PR agencies, your PR agency serves as a strategic extension of your communications function. Their role is to support media outreach, manage relationships with journalists, coordinate placements, and ensure consistent narrative alignment across markets. Build a close working relationship with your agency, brief them regularly, and ensure they have access to the most current data, stories, and spokesperson availability.

Section 2: ALX Core Identity and Media Narrative

This section outlines the core narrative, positioning, and messaging frameworks that must guide all ALX media engagement.

For full brand guidelines and messaging, visit the ALX Brand Hub: brand.alxafrica.com

The Core ALX Identity

- **Mission:** We expand career and entrepreneurial opportunity for young Africans by turning real outcomes into visible proof that transformation is possible.
- **Vision:** We are building a future where career transformation in Africa is no longer questioned, because millions of young Africans have already proven it is possible.
- **Brand Essence:** "Proof that multiplies." Every person who transforms their career becomes evidence for the person still deciding. That evidence compounds.

- **Brand Positioning:** ALX — where opportunity multiplies.

High-Impact Media Messaging

- **The 2030 Target:** We will achieve 2 million transformed careers by 2030.
- **The Ecosystem Impact:** ALX provides career transformation across multiple pathways, including employment, entrepreneurship, and creative sectors.
- **The Primary Validator:** Our pan-African community serves as the proof mechanism. Trust is built by the people who have succeeded, not just by our institutional claims.

Targeted Elevator Pitches

- **For the Media and Press:** ALX is building the evidence base for career transformation at a continental scale. We turn ambition into real, visible economic outcomes for Africa's next generation of professionals.
- **For Employers:** ALX is a career accelerator that develops job-ready African talent and connects forward-thinking employers with a verified pipeline of skilled, motivated professionals.
- **For Partners and Funders:** ALX is building the infrastructure for career transformation at a continental scale, using a compounding model where every successful outcome strengthens the next.

ALX Impact Data (April 2026)

Always refer to the ALX website impact page or contact the Impact team for the most current data before using it in any media communication.

Total Impact

- Total Graduates: 347,100
- Total Youth in Work: 257,900
- In Wage Employment: 154,300
- Entrepreneurs Supported (Freelancers and Running Businesses): 43,400
- Jobs Created through Entrepreneurship: 60,100
- 63% of graduates are employed within 6 months

Female Representation

- Female Graduates: 191,925 (55%)
- Female Current Learners: 15,298 (49%)
- Female Youth in Work: 115,018 (45%)
- Female in Wage Employment: 72,596 (47%)
- Female Entrepreneurs (Freelancers and Running Businesses): 17,950 (41%)
- Jobs Created for Women through Businesses: 24,472 (41%)

Section 3: Understand the Media Landscape

Overview of Media Channels and Their Priorities

The matrix below outlines the key media types, what each looks for, and the top-tier publication targets across our operational hubs. Use this to identify the right outlets for each story and angle.

Media Type	What This Media Type Looks For	Channel Examples
International News	Hard data, expert opinions, scalable impact, global narratives, cross-border innovation, relevance to global trends in employment and technology.	Reuters Africa Bloomberg Africa BBC News Africa
Pan-African News	Continental trends, success stories from multiple regions, pan-African collaborations, outstanding scaling case studies, proof of impact across borders.	African Business TechCabal Jeune Afrique
National News	Stories of national progress, government/private sector alignment, statistics relevant to local policy and economy, human interest stories involving country-specific transformation.	Nigeria: Premium Times, The Guardian Kenya: Daily Nation, The Standard South Africa: News24, Daily Maverick Egypt: Al-Ahram, Egypt Today Morocco: Hespresse, Morocco World News Ethiopia: The Reporter, Addis Standard

		Rwanda: The New Times, KT Press
Regional News	Local relevance, direct examples of community impact, accessible spokespeople, results tied to the specific region or city, relatable learner journeys.	Nigeria: Lagos City Reporter
Community News	Individual learner stories, challenges overcome, community participation, benefits to local families and peer networks, hero stories from relatable backgrounds.	Kenya: Ghafila! South Africa: Alex News
Business News	Enterprise case studies, employment metrics, skills and talent pipeline data, employer testimonials, ROI for business, partnership opportunities.	Nigeria: Business Day Kenya: Business Daily South Africa: BusinessTech Egypt: Enterprise Morocco: L'Economiste
Trade / Specialist Channels	Technical depth, programme innovation, expert contributors, skills training specifics, best practice in digital and tech talent development, impact data for HR/tech leaders.	Disrupt Africa TechPoint Africa MyBroadband (ZA)
Broadcast News	Concise soundbites, strong visuals, clear proof points, credible spokespersons, relevance to national and regional current affairs, trends, and success rates.	Nigeria: Channels TV Kenya: Citizen TV South Africa: SABC News Rwanda: RBA News
Broadcast Talkshows	Engaging personalities, authentic transformation journeys, practical results, expert discussion on solutions, interactive dialogue, national policy relevance.	Nigeria: Sunrise Daily (Channels TV) Kenya: Day Break (Citizen TV) South Africa: Morning Live (SABC) Egypt: 90 Minutes (Al Mehwar TV)
Community Programming	Grassroots impact, accessibility of opportunities, real-life stories from participants, practical benefits,	Kenya: Ghetto Radio South Africa: Jozi FM Nigeria: Wazobia FM

	call-ins or live feedback showcasing genuine community experience.	
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How to Find Media Targets

- Acquire local media lists and manage through CRM: Suppliers in-country have media lists available. Tools like Meltwater have in-depth databases. Connect Media has a database in Prezly.
- Research editors, journalists, and producers: Visit media websites to find editorial staff lists and bylines. Use LinkedIn to locate relevant contacts and connect with them.
- Review previous coverage: Look for journalists who have reported on tech education, workforce development, or inspirational career transformation and entrepreneur stories.
- Leverage industry events and panels: Attend media-related events and conferences in your region to network with decision-makers and stay visible in relevant circles.

Section 4: Craft Content Journalists Want

Read the News

You cannot pitch effectively if you do not consume the media you are targeting. Read the leading national dailies, listen to prominent broadcast talk shows, and monitor specialised publications daily. This habit reveals which journalists cover the digital economy and how they frame their narratives. When you understand the current media diet, you can position our narrative in a way that feels immediately essential to a reporter's specific beat.

What Do Journalists Need?

Editors and producers sift through hundreds of pitches daily. To break through the noise, you must provide verified, high-impact value. They look for:

- **Tight deadlines:** Newsrooms operate on relentless, fast-paced schedules — be proactive and responsive.

- **Data hunger:** Offer solid numbers, such as our progress towards two million transformed careers, local enrolment figures, or regional job placement percentages.
- **Human interest:** Compelling personal transformations drive the best features.
- **Expert solutions:** Offer authoritative commentary on closing the enterprise skills gap.
- **Complete packages:** Give journalists a complete, polished package that makes their job easier.
- **Rapid response:** Prompt communication secures prime editorial placements.

When you engage the media, provide clear, concise data points and compelling human narratives immediately. When you become a reliable, fast, and accurate source, journalists will consistently return to you for expert commentary.

Relevance and the Media Cycle

Timing and context dictate whether your story leads the broadcast or gets ignored. Align our strategic narrative with the active media cycle using three distinct filters:

- **Geographic relevance:** Localise the pan-African ALX narrative. Journalists want to know what is happening in their immediate region. Highlight local hub expansions, specific national corporate partnerships, and frontline learner achievements from their own cities.
- **Topical relevance:** Tie our accelerated training to breaking news and current events. If a government announces a new tech investment fund or a major corporation opens a regional headquarters, pitch how ALX graduates have the skills and talent required to contribute.
- **Core society conversations:** Position ALX within broader socio-economic debates. Discuss our affordable, modular training as solutions for youth unemployment, gender disparity in the tech sector, or the future of work.

Key Days in the Media Cycle

Leverage these strategic dates to highlight our achievements in workforce transformation. Use these critical milestones to secure editorial coverage, launch targeted campaigns, and showcase our expertise in building the next generation of tech leaders.

International Dates:

- 24 January – International Day of Education: Highlight our innovative, modular learning models and accessible tech programmes.
- 8 March – International Women's Day: Showcase our exceptional female graduates who are breaking barriers and leading tech ventures.
- 1 May – International Workers' Day: Focus on our mission of creating tangible job placements and resilient careers for the modern workforce.
- 15 July – World Youth Skills Day: Pitch our progress toward the 2030 target of two million transformed careers, featuring skills verified by top employers.
- 12 August – International Youth Day: Highlight our younger demographic of ambitious learners successfully balancing complex lives to master tech skills.
- 21 August – World Entrepreneurs' Day: Feature alumni who have launched high-growth startups and are expanding the regional corporate ecosystem.

Pan-African Dates:

- 25 May – Africa Day: Emphasise our footprint across the continent and our overarching narrative of African digital transformation.
- 16 June – Day of the African Child: Discuss our foundational role in preparing the continent's youth for a future-proof digital economy.
- 1 November – African Youth Day: Share verified data and graduate success stories that prove how accelerated tech training delivers real economic mobility.

Below are examples of Country-Specific Dates that can be leveraged and how to:

Nigeria

- 12 June – Democracy Day: Pitch stories on how democratising access to tech education builds a stronger, more resilient local economy.
- 1 October – Independence Day: Highlight ALX Nigeria's contribution to national progress through job creation and enterprise talent supply.

Kenya

- 1 June – Madaraka Day: Focus on how self-paced tech education gives Kenyan youth ownership of their professional futures.
- 12 December – Jamhuri Day: Showcase local corporate partnerships and our direct impact on Kenya's position as the Silicon Savannah.

South Africa

- 16 June — Youth Day: Address the national youth unemployment crisis by sharing ALX's proven blueprint for job creation.
- 9 August — National Women's Day: Feature female tech leaders and software engineers who have graduated from the South African hub.

Egypt

- 23 July — Revolution Day: Frame our digital training initiatives as a modern workforce revolution, equipping Egyptian talent for global remote opportunities.
- 6 October — Armed Forces Day: Highlight resilience, discipline, and the structured professional foundations our Egyptian learners master.

Morocco

- 21 August — Youth Day: Celebrate the ambition of Moroccan learners and their successful integration into premier tech roles.
- 18 November — Independence Day: Showcase local entrepreneurial graduates who are building independent, scalable ventures in the North African market.

Ethiopia

- 2 March — Adwa Victory Day: Draw parallels between historic national resilience and the grit required to master complex software engineering courses.
- 28 May — Downfall of the Derg: Focus on economic liberation through high-value tech skills and global employment access.

Rwanda

- 4 July — Liberation Day: Highlight our strategic alignment with Rwanda's vision of becoming a premier tech and innovation hub.

The Press Release — Best Practices

- **Clear headline:** Craft a concise, compelling headline that immediately communicates the news value.
- Lead with the most critical, newsworthy information — **what, who, when, where, why, and how** — in the first paragraph.

- **Supporting data:** Back up your announcement with strong, verifiable data and relevant context, highlighting tangible regional accomplishments.
- **Quotable sources:** Include impactful quotes from ALX spokespeople that reinforce key messages.
- **Media-ready assets:** Provide easy access to supporting images, infographics, or video via links rather than attachments.
- Keep formatting clean and easy for journalists to **scan rapidly**.
- **Contact details:** Always include an up-to-date media contact for timely responses.
- **Concise and readable:** Keep the release between 400 and 700 words, in line with global press release standards, using clear, jargon-free language. Where the story demands, this may be exceeded slightly, but every word must earn its place.
- **Call to action:** Summarise next steps or invite direct engagement at the end of the release.

We secure premier media placements when we deliver concise, data-rich announcements that highlight our proven track record in workforce transformation.

Thought Leadership — Best Practices

- Share unique, expert perspectives on the African digital economy.
- Back up your insights with hard, regional performance data.
- Focus on solving definitive enterprise skills challenges.
- Maintain an authoritative, professional, and confident tone.
- Offer as a first exclusive where possible.

Creating Editorial Angles

- Align our transformative results with active, high-priority news cycles.
- Localise broad pan-African narratives to ensure regional relevance.
- Highlight compelling graduate success and tangible economic mobility.
- Pitch proactive solutions to prominent societal and economic issues anchoring it on transformational stories.

Securing high-value editorial coverage depends on your ability to connect our extraordinary accomplishments with what journalists actively cover. Engineer angles that tie our job creation metrics to pressing local economic discussions.

The Digital Media Kit

- Host high-resolution brand assets and professional leadership headshots.
- Include up-to-date fact sheets and pivotal organisational statistics.
- Provide accessible links to our most successful recent press releases.
- Ensure the platform is easily navigable for time-pressed reporters.

A comprehensive digital media kit serves as the foundational resource for every journalist writing about our work. Audit your current regional media kit regularly to ensure it reflects our latest milestone achievements.

Section 5: Getting Coverage and Interviews

PR Pitches

Getting media pitching right in 2026 requires a story-first approach. Focus on high-value, timely narratives rather than just promoting a product. Always tailor your outreach to the focus and requirements of each media type for maximum impact.

Timing: When and How to Pitch

- Best days and times: Monday and Tuesday mornings (9 a.m. to 11 a.m. local time) are optimal for reaching journalists.
- Avoid: Pitching late on Fridays, weekends, or immediately before major holiday deadlines.

Making It Newsworthy

- Solve a problem: Journalists look for stories that offer solutions or deep insights into current audience pain points.
- The why now: Clearly state in the first paragraph why this story matters today, not next week.
- Use data: 68% of journalists want data in pitches to make them trustworthy and actionable.

Visuals: Showing, Not Just Telling

- **High-quality assets:** Include high-resolution images, videos, or infographics that clearly relate to your story and evoke emotion.
- **Provide links,** not attachments, to high-res images or b-roll for broadcast. Use a media tool such as Prezly or Prowly for an online press office.
- **Behind-the-scenes:** Action shots of your team or the creation process are more valuable than posed photos.
- **Vertical video:** With a video-first strategy in 2026, provide vertical b-roll specifically formatted for social media stories.

Pitch Essentials

- **Keep it short:** Three to four bullet points in the email body are preferred.
- **Personalisation:** Address the recipient correctly and show you know their specific beat.
- **Follow up:** Follow up promptly but politely. WhatsApp works well with a link to a digital press office for further detail.

Securing Broadcast Interviews

- **Strategic outreach:** Target relevant producers and bookers at top-tier news programmes and talkshows.
- **Tailored pitch:** Offer quotable soundbites and high-impact speakers. Highlight the uniqueness of your spokesperson and subject matter.
- **Preparation materials:** Share succinct briefing notes, talking points, and required stats with the producer ahead of time.
- **Flexible availability:** Make multiple time slots and platforms available to maximise the chance of being booked.
- **Pre-interview briefing:** Request a pre-interview call to align on key messages and potential questions.
- **Visual readiness:** Offer media-friendly locations or digital backgrounds that reflect ALX's professional image.
- **Prompt responsiveness:** Respond quickly to booking requests to demonstrate reliability and professionalism.

Relationship Building with Media

- **Connect on LinkedIn:** Build an active professional network with key journalists and editors.
- **Regular updates:** Keep key journalists and editors updated on ALX milestones, industry insights, and success stories — even when not pitching.
- **Personal connections:** Invite journalists for briefings, to events, and to virtual coffee chats to foster genuine relationships.
- **Insightful exclusives:** Offer well-timed exclusives to trusted media partners to build goodwill and enhance coverage quality.
- **Timely responses:** Deliver prompt, reliable communications that make journalists' jobs easier.
- **Be a source:** Proactively provide thoughtful commentary, expert perspectives, or relevant data in times of industry news — even when not directly about ALX.
- **Celebrate the wins:** Acknowledge journalists when their pieces help tell ALX's story well. This strengthens mutual respect.

Supporting with Paid Media

Media is increasingly providing offers for sponsored content. A level of paid budget for these opportunities could be part of your communications mix. Paid media can be used to guarantee Tier 1 placements, amplify earned coverage, and secure high-authority backlinks that strengthen ALX's domain authority and search visibility.

Section 6: Media Interviews

This section is a guide for approved ALX spokespeople only.

Commanding the Narrative: Interview Do's

Confidence. Competence. Connection. Every interview is an opportunity to advance ALX's narrative and build our continental authority. Make the most of every opportunity.

- **Prepare meticulously:** Anticipate questions and rehearse your core messaging.
- **Build connection with your interviewer and audience:** Know your interviewer, establish a rapport, and understand the audience for the channel.
- **Speak in soundbites:** Deliver concise, quotable statements highlighting our African achievements. Simplicity lands better than jargon.

- Answer directly, then expand: Get the key point across first.
- Avoid defensiveness, even when challenged. Authority comes from clarity and evidence. If you understand your business, you do not fear the question.
- Bridge effectively: Acknowledge difficult questions, then steer back to your strategic pillars.
- Show enthusiasm: Bring genuine energy to showcase our transformational impact across the continent.

The Critical Interview Don'ts

- Do not say No Comment: It implies guilt or lack of transparency.
- Do not speculate: Never guess or provide unverified data.
- Do not go Off the Record: Assume the microphone is always live.
- Do not overcomplicate: Avoid dense industry jargon that alienates the broader audience.

Master the Pivot: Strategic Bridging Techniques

Journalists will frequently test your expertise with challenging or off-topic questions. Bridging allows you to acknowledge the reporter's question while smoothly transitioning back to our strategic narrative pillars.

- **Acknowledge and Pivot:** Acknowledge the question briefly, then redirect.
- **Use Transition Phrases:** "What is most important to remember is..." / "What surprised me was..." / "Let me put that in some context..." / "That really matters to us because..."
- **Anchor to Pillars:** Steer the conversation back to our core narrative.
- **Protect the Brand:** Rely exclusively on verified, data-backed facts.

Visual Excellence in Virtual Interviews

- Choose the right location and lighting: Select a quiet, distraction-free space with a clean, simple background. Use natural light or a ring light positioned in front of you.
- Perfect your framing and camera position: Raise your laptop or camera to eye level for natural eye contact. Frame your shot to show your head and shoulders with some space above.

- Look directly into the camera: Keep your eyeline at the lens. Avoid looking away or fidgeting.
- Dress professionally: Opt for solid colours and avoid busy patterns, stripes, or very bright white or deep black.
- Engage with confident body language: Sit upright, lean slightly forward, smile, and maintain your eyeline to the camera lens.
- Prepare your voice: Warm up by humming, doing vocal exercises, and briefly rehearsing your key messages
- Test beforehand: Conduct a test run to check your lighting, sound, framing, and connection.

Audio and Technical Readiness

- Invest in premium audio: Use a dedicated external microphone for broadcast-quality sound.
- Ensure you are not backlit: Place a warm lamp or ring light in front of your face, behind your laptop.
- Eliminate distractions: Silence notifications and secure a quiet environment.
- Optimise your tech settings: Ensure your camera lens is clean, set to HD resolution, and use a stable internet connection.
- Test your technology: Verify your internet connection and platform links well in advance.
- Log in ten minutes early to test your technical setup, including internet stability and the provided broadcast link.
- *Be mindful of digital latency. Speak at a measured, deliberate pace, and pause briefly after the journalist finishes their question to avoid talking over them.*

Section 7: Maximising Your Personal Brand and Voice for ALX

This section is a guide for approved ALX spokespeople only.

Personal branding is the deliberate practice of shaping your professional reputation. It is the synthesis of your expertise, your core values, and the measurable impact you deliver.

For a leader, your brand is not just a digital footprint — it is the promise of value you bring to every stakeholder interaction.

Why Personal Branding Matters for Spokespeople

Your credibility as a spokesperson hinges on your personal brand. When you speak on behalf of ALX, audiences evaluate the message through the lens of the messenger. A robust personal brand allows you to:

- **Command Attention:** Journalists and industry leaders actively seek insights from proven experts. A defined brand makes you the go-to source for commentary on Africa's AI-driven economy.
- **Multiply Proof:** We rely on proof that multiplies. Your visible track record of success reinforces our organisational claims about job creation and learner outcomes.
- **Accelerate Trust:** People connect with people before they connect with institutions. A transparent, authentic leader builds immediate trust with the public.

Aligning Personal Brand with ALX's Brand Voice

Your individual voice and the ALX brand must work in absolute harmony. You do not need to lose your unique perspective, but you must anchor your public communications to our core narrative pillars.

- Position yourself as an expert who champions Africa's workforce competitiveness.
- When sharing personal insights or career milestones, connect them to how we empower Africans to lead the AI economy or how community-powered proof drives success.
- If you discuss a local partnership, frame it within our broader mission of creating scalable employment pathways.
- Consistency across your personal messaging and our organisational goals creates a seamless, powerful narrative.

Building Credibility and Trust as a Spokesperson

- **Lead with Data:** Ground your insights in hard facts. Use our compelling learner outcomes — such as our high graduate employment rates or the thousands of jobs created through female entrepreneurship — to back up your statements.

- **Share Frontline Insights:** Talk about the real challenges and triumphs you see in your local market. Authentic stories about learner transformations prove you are actively engaged in the work.
- **Maintain Professional Integrity:** Always deliver on your public commitments. If you promise follow-up data to a journalist or partner, provide it promptly. Reliability builds lasting trust.

Practical Tips for Social Media Presence

Social media, particularly LinkedIn, serves as your most visible public platform. Manage it with the same precision as a major media interview.

- **Optimise Your Profile:** Ensure your headline, summary, and experience sections clearly reflect your leadership role at ALX and your specific area of expertise.
- **Publish High-Impact Content:** Share regular updates that highlight regional milestones, successful partnerships, and industry trends. Write concise, actionable posts that offer immediate value to your network.
- **Engage Strategically:** Do not just broadcast. Comment on posts from industry leaders, government officials, and key media figures in your region. Thoughtful engagement expands your reach and demonstrates active participation in ecosystem conversations.

Actionable Steps to Develop and Maintain a Strong Personal Brand

- **Conduct a Brand Audit:** Review your current social media profiles and recent public appearances. Ensure they accurately reflect your current role, expertise, and ALX's mission.
- **Define Your Niche:** Select two to three specific topics within the broader workforce transformation conversation where you will establish deep expertise.
- **Create a Content Calendar:** Commit to sharing professional insights or ALX updates on a regular schedule. Consistency keeps you relevant and visible.
- **Seek Media Opportunities:** Identify local speaking engagements, panel discussions, and editorial opportunities that align with your targeted niche.