



# Roxhill

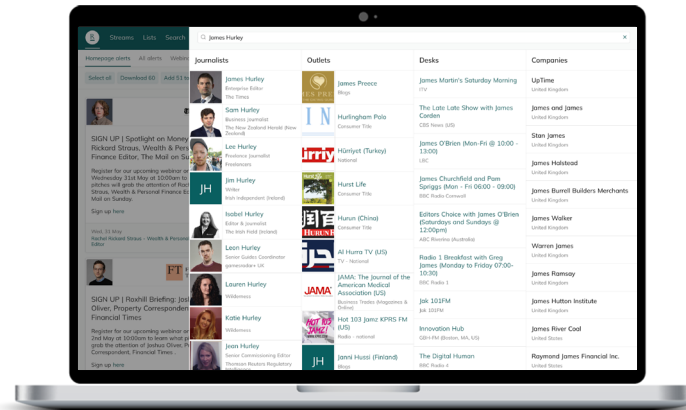
**USER GUIDES**  
**JOURNO PROFILES**

Delve deeper into **Journalist Profiles** with a new, sleeker look... these help you gather more information about a journalist's work. View Live Content in a single tab, or search for specific keywords across various profile sections.

### Find a Journalist

- To access a journalist's profile, you must first search for them.
- You can use **'Find it Quickly'** if you know the name of the journalist you'd like to find, or use our **'Search'** function to find new journalists relevant to you.

Note: Please see our [4 Ways To Search](#) guide for guidance on Roxhill's Search function



Need a little help?

If you need further help, contact your account manager via [Help & feedback](#) and they'll get back to you as soon as possible.

### Journalist information



- On every Journalist Profile, you will find a static column on the left.
- Here you will see a summary of the journalist's information, including their name, job title, publication and country, their sector, desks, and the publication's address, and more.

### Quick Buttons

Download a pre-made briefing document with the journalist's information by pressing **'Briefing doc'**.

The buttons next to it will take you to the journalist's official social media pages.

TOP TIPS

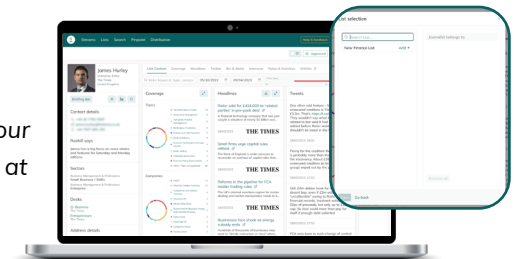


In the top-right, you can take several actions:

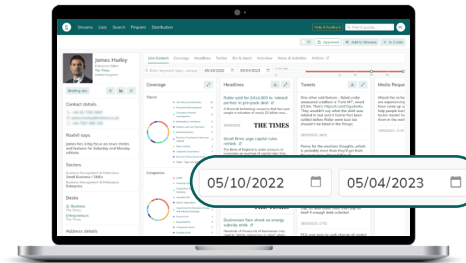
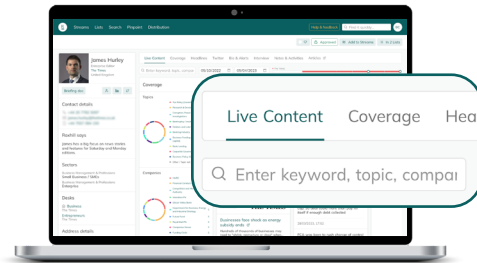
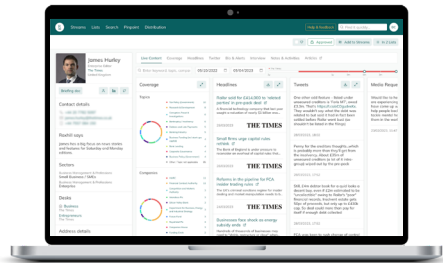
- Favourite the journalist so they will show up in the **Favourites** tab of your homepage.
- Set the known GDPR status of that journalist using the **'Unknown'** button.

Note: For more information on how our GDPR tool works, please take a look at our [GDPR User Guide](#).

- Receive alerts of a journalist's activity by adding them to your streams using **'Add to Streams'**.
- Add journalist to mailing lists by clicking **'Add to Lists'**.



## Live Content



- Scroll left and right on your trackpad or use the horizontal scroll bar to navigate and to see the full-length of this screen.
- The live content panel gives you a snapshot view of everything that the journalist has been posting.
- Live content will differ for every journalist, depending on how often they use each platform.
- You can search for specific keywords, topics, companies or sectors using the search bar under the 'Live Content' tab.
- Set a specific timeframe for your search results by choosing start and end dates.
- You can also use the timeline to search. It displays several colours that represent the time that journalist spent writing for each publication.

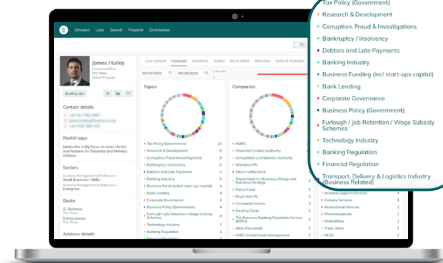
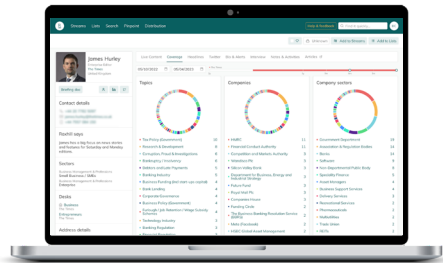
## Colleagues and Peers

Unique to Roxhill, you are now able to view a journalist's Colleagues and Peers from within their profile.

Not only can you see direct colleagues working for the same publication at a glance, but Roxhill will also suggest similar journalists you may be interested in, based on their title and topic/sector coverage.

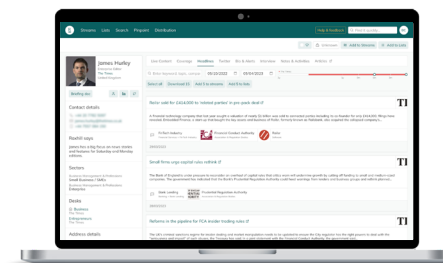


## Live Content



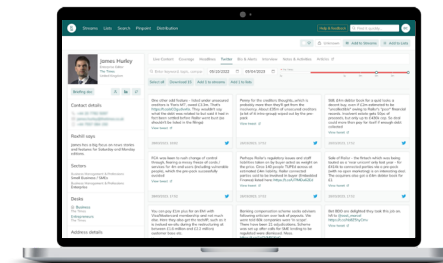
- In the coverage tab, you can once again set a specific timeframe for your results.
- You will see up to 3 coverage wheels on your screen. These outline the Topics, Companies and Company Sectors that the journalist has written about.
- Beneath each wheel, there is a list of the topics, companies and company sectors covered.
- You can click into each topic, company and company sector.
- This will bring up a list of the relevant articles tagged.

## Headlines



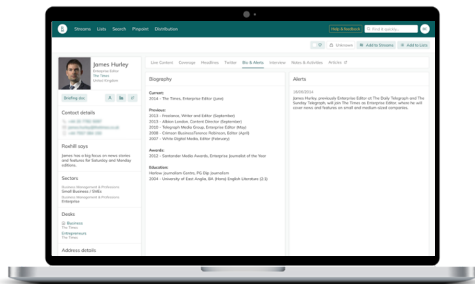
- Here you can browse the journalist's recent headlines.
- You can search by keyboard, company sector, and set a specific timeframe for your results.
- Use the 'Download X' button to quickly download a spreadsheet of all results within the search.

## Twitter



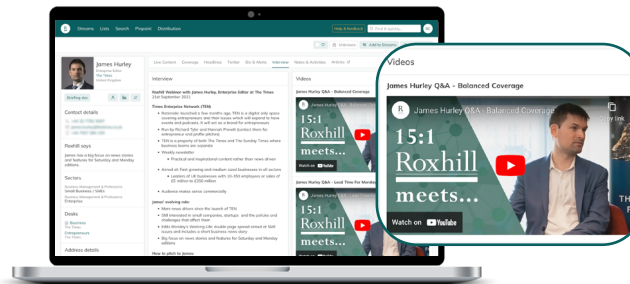
- View a journalist's recent tweets with the Twitter tab.
- Use the same search features to narrow down your Search.
- From here, you can also download a spreadsheet with the results within your search parameters.

## Bio & Alerts



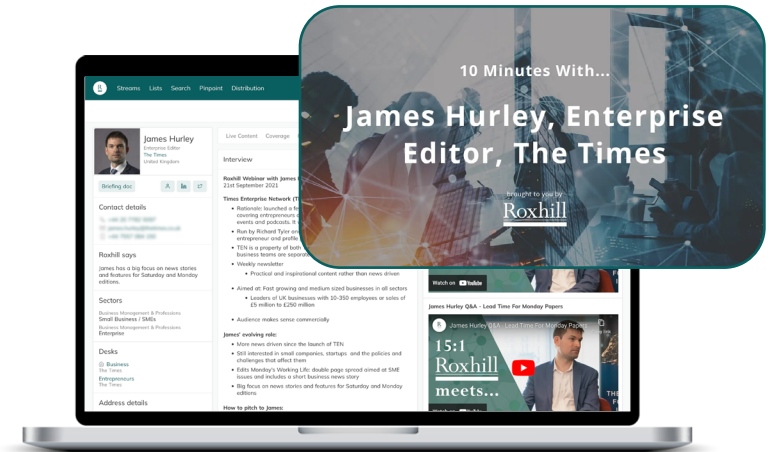
- The classic journalist biography can be found in **Bio & Alerts**.
- This will show you details of the journalist's current position, previous roles, and awards.
- You will also see a list of recent alerts pertaining to that journalist.

## Interview

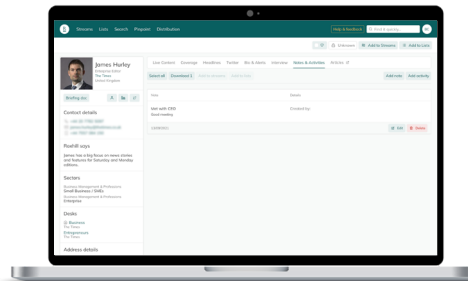


- The **Interview** tab hosts exclusive interview videos. These interviews are exclusive to Roxhill - we talk to journalists every day, to give you insight into how to approach them.
- The **Top Tips** come directly from the journalist and are targeted specifically towards helping PRs pitch successfully and secure coverage more easily.

Watch clips from past events and interviews to gain exclusive insights from journalists.

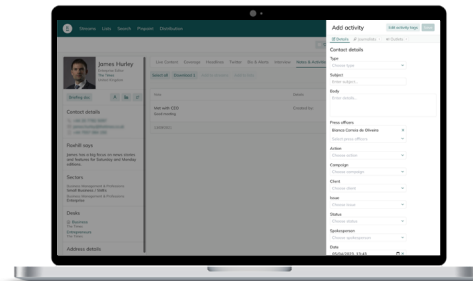


## Notes & Activities



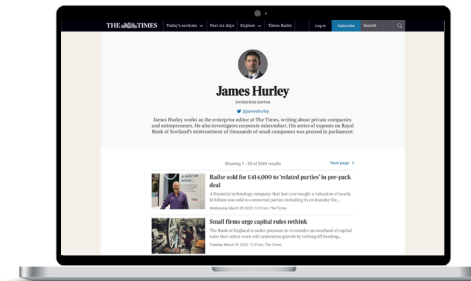
Note: This section of the Journalist Profile is private to you and your colleagues.

- Make notes of attempts to contact them, meetings and follow-ups.
- Search for notes made previously by other colleagues using keywords and date parameters.



- To add a new note or activity, click **'Add note'** or **'Add activity'**.
- You can **'Edit activity tags'** to filter all activities by tags later on.
- Download a spreadsheet of your activities with the 'Download X' button.

## Articles



- The **'Articles'** tab will take you out of the Roxhill database, and to the Journalist's landing page on their outlet's website.

Note: Use the **'Coverage'** and **'Headlines'** tabs for a more tailored article search experience.

## Add a Journalist to your favourites

TOP TIPS

We built the Roxhill homepage so that you could have a space tailored to you, that would show you the information that matters most.

By favouriting a journalist or outlet at profile level, you will be automatically notified of any alerts and moves in hour homepage, in the **Journalists** and **Outlets** tabs.