

Self-employed and connected: development of communication skills and presence of professionals on digital platforms

Autônomos e conectados: desenvolvimento de competências comunicacionais e presença de profissionais em plataformas digitais

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Resumo: *O objetivo deste ensaio é explorar o uso de mídias digitais por profissionais autônomos como estratégia para gestão de suas marcas online. A partir de revisão de literatura e observação de três casos empíricos, identificamos as habilidades comunicacionais em jogo neste tipo de atuação, contribuindo para uma melhor compreensão da importância da comunicação (e competências de comunicação) em uma sociedade mediatizada.*

Palavras-chave: *Comunicação digital; produção de conteúdo online; branding; plataformação do trabalho.*

Abstract: *This essay explores the use of digital media by self-employed professionals to manage their brands online. Based on a literature review and observation of three empirical cases, we identify the communicational skills at play in this type of performance, contributing to a better understanding of the importance of communication (and communication skills) in a mediatized society.*

Keywords: *Digital Communication; online content production; Branding; Platformization of labour*

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Introduction

Social media are important for professionals who depend on their credibility and reputation to attract clients, like physicians, psychologists, lawyers, dentists, and nutritionists. These platforms allow these professionals direct contact with their public (KOLMES, 2021; TUZZO; BRAGA, 2012). A professional online presence can significantly impact operations and businesses, even on small companies (JONES *et al.*, 2015). Hence, in recent years, new professions connected to digital communication emerged with the goal of training and amplifying the digital presence of their clients, like content producers, social media specialists, and business intelligence³ professionals. These professionals frequently work in house organs⁴ or internal communications teams of large companies and brands or agencies that fulfill such tasks for multiple clients.

However, self-employed professionals, unattached to societies, cooperatives, or companies generally lack access to a comparable promotion structure. At the same time, these professionals need to constantly expose themselves in the media to build their personal brands (SCHWEBEL, 2009) and raise awareness⁵ in an ever-more saturated market for their businesses (EDMISTON, 2014). Though they recognize the need to invest in their online brands, they do not always have enough financial resources to hire dedicated press offices, as Tuzzo and Braga propose (2012). In many cases, these professionals resort to

3 Business intelligence is a process that helps organizations to gather and analyze information to predict the behavior of various factors in the corporate environment, such as competition, clients, and markets. Its goal is to use this information on informed decision-making that help organizations to survive and succeed in a global economy (JOURDAN *et al.*, 2008).

4 House organs are print media (today, ever more digital) that bring information on the organization and are traditionally used for internal communication (BUENO, 2005). With the advance of innovations in digital communication and organization marketing, house organs are changing.

5 Brand awareness is the ability of consumers to recognize and remember a brand at the point of purchase and when thinking about product categories. It has a significant impact on consumers' choices, making brands familiar and turning them into options in the act of purchase (ALMEIDA E SOUZA *et al.*, 2022).

agencies specialized in social media, outsourcing the management of their online presence.

Given the importance given to authenticity in digital culture, whether considering it a performance (KARHAWI, 2022) or not, outsourcing the online presence may not be effective in bringing professionals closer to their audience and may even harm them. Therefore, we find important that doctors, psychologists, and other professionals develop communication skills to make their work more visible on social media and improve their brand (LABRECQUE et al., 2011). For communication professionals, this reality can open a new field of action.

The purpose of this paper is to discuss, theoretically and through three empirical cases, the importance for self-employed professionals to acquire digital communication skills to manage their online reputation and interact with small audiences. We looked to map the necessary skills in this context and how communication professionals can act as enablers and consultants. We also aimed to understand the current scenario, the practices and skills developed by self-employed professional using social media, considering the centrality of communication in a mediatized society (HJARVARD, 2014). This theme is relevant because it connects discussions on transparency, authenticity, and intimacy in social media and the contemporary demands of diverse publics to professionals who have always depended on their image.

In the next section of this paper, we will discuss the importance for self-employed professionals to incorporate digital presence, drawing from a theoretical review. Then, we will present three cases of professionals with diverse audiences who use social media to promote their businesses to understand which skills they need to have an appropriate digital presence. In the third section, we will debate ten skills we consider applicable for these professionals to manage their online reputations. We will also discuss the learning itinerary that Communication specialists can develop. Finally, we present some considerations on the importance of studying the digital production of self-employed professionals and the possible role of Communication specialists in training them.

Professional digital content production

The bibliography on online businesses and image management in the digital environment has focused mostly on large companies, leaving little space for self-employed professionals. In the commercial context, social media are important for enabling direct contact between businesses and their publics, which was not possible in the one-to-many mass media, especially, mass advertising model. Although social media allow for the disintermediation of contact between businesses and their public, this does not mean demedialization. Social media characteristics enable the appropriation for sociability, based on the construction of the social space [in the digital] and interaction with other actors (RECUERO, 2008). However, the reach of these publications and content is driven and constrained by each platform's algorithmic mediations, which complex online data trails feed (D'ANDRÉA; JURNO, 2017). Though digital communication has a decentralizing potential, the major digital platforms (Instagram or Twitter) generate a new centralization around actors that reach massive audiences – the influencers (KARHAWI, 2020). Influencers are individuals who take advantage of their cultural and social capital on social media to shape the shopping opinions and decisions of others (WELLMAN *et al.*, 2020). They perform online identities strategically to construct their popularity (SENF, 2008) and project their celebrity status by treating friends and strangers as fans (MARWICK, 2013). Influencers see themselves as brands for consumption and as self-enterprises (DUFFY, 2017), building a strict relationship between their personal brand and their followers (ABIDIN; OTS, 2016).

Self-employed professionals who use social media to promote their activities have an online presence resembling digital influencers, since both undergo a “process of building and maintaining reputation” (KARHAWI, 2017, p. 59). Both influencers and self-employed professionals present themselves online as brands for consumption, even if the products they offer differ. For influencers, they offer themselves before the products endorsed by them through advertising contracts. For

self-employed professionals who use social media, the product is their occupation, like psychology, medicine, and law, among others. While influencers aim to influence their followers' opinions, self-employed professionals use social media as a strategy to persuade and convince their followers to choose their services over those of their competitors. They do not aim to project their celebrity status through their online presence, though enhancing their popularity is desirable for potentially broadening their prospective client base. Though their followers can engage with personal aspects of their digital presence, their services mediate their relationship with their professional profiles, not the individuals.

Similarly, journalists, researchers, and science communicators use social media to consolidate and amplify their professional reputations and offer a service that is not exactly their selves. The performance of journalists as influencers in the digital context, in their interactions with audiences on social media, can be a possible form of recovering credibility amidst a crisis in journalism, based on the construction of a closer relationship between them and the public (VASCONCELLOS, 2020). Researchers and scientists also use social media to promote their work and establish a closer rapport with audiences. Social media have become a space for public debate on scientific contributions and can expand the understanding of the importance of scientific processes for society. The COVID-19 pandemic intensified direct contact with the audience, especially during the first months when information disorder reached high levels (ALMEIDA-FILHO, 2021; CINNELI *et al.*, 2020).

Regardless of the purpose of digital presence, be it influence, credibility, or participation in the public debate, all profiles work to build a personal brand based on individuality. Tom Peters (1997) popularized the concept of personal branding with the paper "The Brand Called You", which argued that each person is responsible for maintaining their brand and that good management of that brand could lead to career success. In the digital age, "self-branding" strategies involve creating and maintaining personal profiles on social media and the use of

SEO (Search Engine Optimization) techniques to make information easily accessible (LABRECQUE et al., 2011). For “self-branding” specialists, the process is similar to developing a brand identity for a product (SCHWABEL, 2009); it is necessary to define a brand identity to communicate and position it actively. However, the personal brand in digital environments presents unique challenges such as context collapse (MARWICK; BOYD, 2010) – the flattening of different audiences in the same environment, making the personal profile (supposedly private) inseparable from the professional (supposedly public)

Therefore, self-employed professionals should control the presentation of themselves (GOFFMAN, 1985) as a mechanism to create and manage their online brand identity. That implies, on the one hand, explaining what they do professionally by creating content that enables users to perceive the relation of these occupations with everyday issues and needs. On the other hand, they also have to make their approaches, values, and professional ethics explicit to potential clients. Such exposure merges the public and private dimensions of life – the foreground and the background of the presentation of self (GOFFMAN, 1985) – as occurring in their social media, seen as their business names are their own. That is even more significant in constructing the online presence of professionals who work in areas dependent on social capital (BORDIEU, 1989) since the occupation becomes an integral part of the persona of these contemporary subjects. The entanglement between the professional and the personal turns the appreciation of personal and intimate aspects into a professional distinction. On the one hand, by showing their “human” side, professionals create empathy with their audience, presenting themselves as good in their work. On the other hand, by making lifestyle a symbolic attribute for self-promotion, it appears that what they sell is both the individual and their professional skill.

Initially, during the transition to the digital environment, individuals tended to separate their personal and professional profiles (LEBRECQUE et al., 2011; KARHAWI, 2020). Today, the merger

between personal and professional profiles acts as a form of connecting with target audiences, guaranteeing their exposure to the product – in this case, the professionals themselves. As Karhawi (2020, p. 44ss) notes, in the current media visibility regime, the distinction between the visible (what is on the media) and the invisible (everything else) means that refusing to expose oneself on social media or the inadequate use of these tools can harm one's business and professional reputation.

The perception that professionals who share aspects of their private and social lives are more qualified is related to the issue of authenticity, a concept that resonates on all social media (DUFFY, 2017). For Karhawi (2022), authenticity is a performance aiming to express attributes like sincerity, verity, and originality. The more influencers show they are intimate, relatable, and vulnerable on social media, the more they seem authentic. So, authenticity results from enunciative forms used by individuals, “constitutive marks [...] that connect to the process of legitimating the subject through discourse.” (KARHAWI, 2021, p. 10).

The combination of interaction with the public about specific professional topics with the authentic narration of life philosophies and personal stories creates a feeling of closeness between the communicator and the public. Creating a consistent positioning in the digital environment starts from constructing a personal narrative disseminated through professionals' diverse communication platforms. The narrative personifies the advertised product (professionals themselves), creating a series of identifications with possible clients. From the point of view of those following these professionals, a transmedia narrative unfolds (SCOLARI, 2011).

Methodology and case analysis

In this work, we analyze three cases of self-employed professionals who use Instagram for their work outside the digital environment. Drawing from observations of content, strategies, and the struggles these professionals face, our goal is to understand the diverse communication and media skills involved in social media activities. The three selected

cases include a nutritionist from São Paulo with one million followers, a physician from Blumenau (SC) with 12 thousand followers, and a psychologist from Sarandi (RS) with 500 followers. Below, we explain the methodological procedures for selecting the sample and collecting and analyzing data.

To select cases, we established some preliminary criteria. First, we looked for self-employed professionals who exclusively or predominantly use Instagram accounts to communicate and interact with potential clients. We chose Instagram because it is a highly visual platform with ever-growing resources, especially through its stories tool, which requires textual and visual skills, besides good direct communication to establish a connection between professionals and the public. That allowed us to observe how self-employed professionals apply these skills in their communication. We selected public profiles that produce authorial technical content, that is, explain aspects of accumulated knowledge on their work field, professional philosophy, and related topics. We also selected accounts with different reach levels, that is, small, medium, and large audiences, and diverse content production frequencies so we could analyze the use of communication skills in processes of different scales.

To make this selection, we started with the physician case, which first drew our attention to this research theme and that we take as a medium-sized case. We chose the second case, the psychologist, as a small-sized case because we provided her with consultancy services on communication abilities for digital platforms. That allowed us to understand the communication skills and difficulties involved in that kind of media production. Finally, we searched for a large-sized account with the pre-established characteristics to complete our analysis. We selected the nutritionist case because she openly approached the importance of digital platforms as a communication space between a professional and their potential public, besides fulfilling the established criteria. In this sense, we built the sample according to an intentional process (FRAGOSO *et al.*, 2012, p. 58).

At least one of the authors observed each profile intermittently. Observation of the physician's professional Instagram started in August 2020 and ended in late 2021. Most informal conversations about the process of producing and acquiring skills took place in 2020. We carried out data updates and systematization between September and December 2022. For the psychologist's case, most observations took place during the consultancy service between October 2020 and January 2021 while additional observations happened over the two following months and throughout 2021 and 2022. In December 2022, we collected more data for updates. In the third case, the nutritionist, the observation occurred intermittently over more than four years, starting in 2019. The period considered for the analysis was from July to December 2022.

In the psychologist's case, besides data on the account's content production, we rely on observations made during the professional's training process. This training was conducted through regular meetings via Zoom and follow-ups via WhatsApp. Below, we present and detail the analyzed cases.

Presentation of cases

The first case concerns Lara Nesteruk, a nutritionist who started using public social media profiles on Snapchat, creating an initial audience that migrated to Instagram. Ever since graduating in nutrition, Lara Nesteruk used social media as the principal way to promote her work, starting on Snapchat in 2015. She gradually achieved visibility on Instagram through informative posts about nutrition and diet, with clear writing and cards with a customized visual identity. Her account grew due to the frequency and quantity of content produced and her ability to systematize complex information and communicate it directly to her public, answering the main questions and challenges she observed in her practice and in the interaction with her Instagram community.

Lara is an extreme case, as she became an influencer without forming partnerships with brands and maintaining her work as a nutritionist, whether in the office or by offering free courses on the topic.

Furthermore, her Instagram has also become a resource for storytelling about her personal life, both current and past, through photos, lives, videos, and stories. That creates a kind of hero narrative (CAMPBELL, 2007), highlighting her journey to overcome various adversities before becoming successful. After years of working on Instagram, the nutritionist recently made her content (paid and free) available through her app. Throughout her work on Instagram, Lara acquired new communication skills, such as editing videos and photos, and improved her relationship with the public and ability to understand the dynamics of the digital platform through practice⁶. Some of these skills were later shared with followers in free or paid content, as is the case, for example, with videos produced about photography or content about image editing.

Figure 1 – Nutritionist Lara Nesteruk, on her Instagram



Source: image made available by the authors

6 We can mention, for example, the production of a large amount of daily content, which is important for Instagram's visibility regime. Furthermore, the professional changed the spelling of words that could fall into the platform's automatic filter, leading to the blocking or removal of the content.

The second case presented is that of a doctor called Carlos⁷, who is related to one of the researchers and drew our attention when he decided to assume the production of his social media content and manage his online presence and reputation after dismissing his social media employee. That led the authors to identify a potential niche market: media and communication education for self-employed professionals, for instance, through workshops and consultancies. The third case is a psychologist who received the consultancy service. The third case studied is that of a psychologist who received the authors' consultancy services, allowing us to observe first-hand the communication skills necessary for these self-employed professionals and the process of acquiring them.

Both the second and third cases correspond to profiles of self-employed professionals on Instagram who live in cities outside the central axes and use their networks professionally. Just as in the case of nutritionist Lara Nesteruk, we cannot characterize these medium and low-range profiles as strictly influencers (KARHAWI, 2020) since the purpose of their online presence is not just self-promotion but rather the dissemination of their work outside the digital environment. It is possible to observe a gap in knowledge and practical assistance for these professionals who, in the cases of the nutritionist and the doctor, learned on their own the skills necessary to manage their online image.

The physician from Blumenau, who had a professional profile on Instagram since 2018, decided to dismiss his social media support because he was not satisfied with the quality of the text material produced for his account. In the plastic surgeon's view, the contents were inadequate in terms of correctness, clarity, and didactics and did not reflect his personality⁸. In other words, the doctor realized that, besides communication skills, his specialized knowledge was essential to produce adequate content. After dismissing the communications professional, he took over the day-to-day management of his social

7 We do not use the real names of the medium and small-sized professional profiles as they do not qualify as public figures despite their work on Instagram. Therefore, we chose to preserve their identities.

8 Personal accounts to researchers.

media accounts, which now are an integral part of his work as a plastic surgeon. Although he already had some basic knowledge of video design and production, he needed to improve his writing skills, communication strategy, and understanding of the logic of the digital platform used, which he achieved through courses, readings, trial-and-error learning, and practice in his profiles⁹.

From the analysis of interactions with his public, the physician from Blumenau began including content related to his professional philosophy: the values and perceptions that guided his work¹⁰. The physician mixed specific content and spaces of interaction with the public in his online presence, incorporating elements of his everyday life like his participation in conferences and moments with family and friends. Despite that, he does not use storytelling as a basis to connect with the public, making only a shy narrative of his professional trajectory through the #tbt hashtag. We understand that he could use aspects of his education and personal life to generate a stronger bond with the public. However, his connection with the public comes especially from his approach to plastic surgery and aesthetics, which brings in people with similar views through more reflexive posts.

9 Personal accounts to researchers.

10 Personal accounts to researchers.

Figure 2



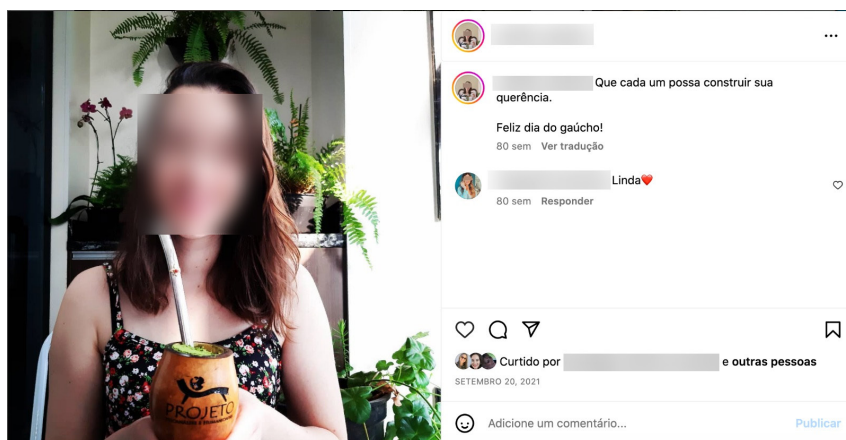
Source: image made available by the authors

In the third case, we have the example of Janaína¹¹, a psychologist from the city of Sarandi, upstate Rio Grande do Sul, who contacted us seeking guidance on using social media to publicize her work and attract new patients. In this case, her work on digital media began after our consultancy in late 2020. When we analyzed her social media, we realized that she focused mainly on promoting her private practice through Instagram. Based on the analysis of her communication goals, existing profiles, and skills, we suggested she include her everyday life narratives as a psychologist and psychoanalyst under training. We also proposed she produce specific content in her area but an adequate quantity to her work routine and production possibility. The main difficulties encountered by the client were related to the production of short and direct texts, besides the aesthetic composition of the posts. Nevertheless, she was familiar with recording videos and mastered basic editing skills.

¹¹ We do not use the real names of the medium and small-sized professional profiles as they do not qualify as public figures despite their activities on Instagram. Therefore, we chose to preserve their identities.

Besides producing specific content about psychology, the psychologist started including elements of her ongoing training in psychoanalysis on her Instagram profile. Thus, she began posting about participation in events, seminars, and conferences, readings, and small personal reflections. This mix of personal and professional posts personalizes and professionalizes the profile, maintaining a paradox that is the mix between the backstage and the facade, as discussed by Goffman (1985). We also observed that one of the main difficulties was that she had been using social media exclusively for personal purposes without any identification, making it hard to create a professional. Since Janaína only appeared in group photos, there was no identification point with a potential public. Furthermore, the messages published on her profile were unclear and did not provide any contextual elements for the photographs, which hindered their intelligibility.

Figure 3



Source: image made available by the authors

During the consultancy, the narrative of this self-employed psychologist's everyday life, especially in the professional context, helped to personalize and professionalize her profile, generating a bond with the public. These changes had an impact on her professional performance

and digital resourcefulness, expanding her network of contacts. Although on a small scale, her case indicates that digital presence can have positive effects on professionals' positioning and projection. However, there was no time to teach and implement storytelling techniques related to the psychologist's life story and work philosophy, which could have further enhanced her connection with the public.

An itinerary for Communication

The way the professionals in the cases studied build their media visibility shows how difficult and unproductive it is to outsource communication services in digital environments because identification with the subjects and valued personal brands, such as authenticity and transparency, are relevant factors in the logic of communication on social media that only individuals themselves can effectively produce on a small scale. The cases also indicate the need not to limit media education to traditional media training clients, such as politicians, businesspeople, or medical doctors, that is, elite professionals established as expert news sources due to their notoriety. When approaching social media use to create and maintain a personal brand, we are talking about individuals who do not have prior fame. Without access to media training (which is training to respond to journalistic practices), these professionals are left to their own devices to acquire and develop communication and media skills.

Media skills are often assumed innate to digital natives. Even in cases of digital influencers, their skills necessary to navigate the digital environment generally come off as congenital (KARHAWI, 2017, p. 59). The belief that communication skills are innate and not acquired perpetuates the idea that people who communicate successfully on digital media express their "talent" and do "what they love" (DUFFY, 2017). These conceptions prevent the understanding that communication skills can be acquired and are, therefore, teachable.

The literature on educommunication, media education, and media literacy provides a starting point for thinking about the role the acquisition of media skills can play not only as a "prerequisite for citizenship and

participation in society” (FERRARI et al., 2020, p. 19) but also for professional qualification. References on media education consider media literate citizens to be those individuals capable of critically evaluating the information they obtain from the media, who effectively use the media as tools of self-expression, and who interact ethically and responsibly with the information environment (FERRARI et al., 2020). Generally, that understanding of media education focuses more on information consumption in mediatized networks and the ability to recognize misinformation or biased information. These references equate “digital fluency” with “maturity and responsibility to navigate the busy paths of the information environment” and discern “what is valid, relevant, and reliable in an ocean of ideas, news, images, videos, narratives, audio recordings, and opinions” (FERRARI et al., 2020, p. 17). However, we are interested in emphasizing media education for individuals’ self-expression, providing them with communication skills that allow them to be autonomous as communicators in their professional activities.

Adding communicational and promotional skills to occupation-specific skills points to “communication as a late basic science” (SIGNATES, 2018), implying Communication in the basic training of professionals from different areas. Signates (2018) proposes shifting Communication from an applied science concerned only with interventions into reality towards basic sciences. He criticizes the current understanding of the area in Brazil, which often sees it only “as applied knowledge (in the sense of applying multiple and poorly defined knowledge)” (SIGNATES, 2018, p. 3). Instead, the author defends communication as an autonomous knowledge capable of expanding our understanding of reality based on its theories, hypotheses, and concepts. In this way, the applied knowledge of the area must be subject to its basic theoretical knowledge. In other words, besides mastering a set of concrete skills that allow self-expression, one must also have basic (theoretical) knowledge of Communication and communicational acts to support such skills.

Communication would contribute to understanding reality and provide the theoretical foundation for its practical applications.

In that spirit, we aim to develop a training itinerary for self-employed professionals. Based on the reported cases, it is clear there is a recurring demand for communication and media skills for self-employed professionals to use Instagram as a platform for promoting and creating a personal brand. Professionals, thus, must master the following ten different skills to achieve success in that endeavor: a) understand how platforms work, including user habits and languages and technical issues; b) understand who the public is, their interests, and the best way to communicate with them; c) plan messages they will convey strategically; d) write texts clearly and concisely; e) communicate verbally with fluency and establish empathy with the public; f) explain complex ideas and concepts in a way that is understandable to a non-specialist audience; g) master fundamental aspects of audiovisual language and editing; h) have knowledge of visual design and technical skills in image editing; i) apply storytelling to everyday practices and life stories, bringing the public closer to them; and j) have a critical ability to evaluate and refine communication strategies according to platforms' quantitative metrics and the qualitative feedback from audiences.

We observed that the skills relate to different specialties in the field of communication, such as digital media, textual, imagery, and audiovisual production. Also, the ability to synthesize complex ideas and concepts clearly and objectively for their audiences is one of the principal skills developed by journalists that these professionals employ in their digital media spaces. Furthermore, the theoretical framework of communication, which aims to understand different aspects of communication acts, also provides support for professionals' decision-making and understanding of the communication scenario surrounding them.

In short, to be a good communicator in the online context, it is essential to have communication and media skills and understand the media platforms used and the logic of interactions and cultures

established in each digital environment. That requires knowing the media and their operating sense and taking communication as a basic science. For a professional to be fluent and autonomous in their online communication and capable of creating and managing their brand competently, they must have this skill set. Furthermore, the support and training in digital communication of self-employed professionals open interesting work possibilities for communicators who have received training in different technical, interpretative, and critical aspects of that process. Therefore, it is the responsibility of professionals trained in communication to develop curricula that equip self-employed professionals in different areas with this set of knowledge.

Final considerations

Digital media presence is essential for promoting the activities of various occupations that aim to attract and retain customers. Self-employed professionals increasingly need to include the labor of social media communication in their routines, understanding digital dissemination as an integral part of their work activities. That leads us to believe that communication skills and knowledge of Communication as a whole should be considered fundamental for professionals from different areas of activity.

We observe the high value attributed to authenticity and transparency in the contemporary digital context, both for individuals and institutions. These values mean that the professional communication of individuals and small businesses necessarily mixes with their characteristics, personal journeys, and everyday life stories, which have the potential to create identification with the public. This combination of exchanges with the public on specific subjects, permeated by personal accounts of professionals' philosophy of life and individual histories, builds, on the one hand, the idea of closeness between the public and the communicator but, on the other, makes it difficult and unproductive to outsource services for communication in digital environments (such as hiring a "social media" professional). Outsourcing this communication,

which should be direct and personal, can hinder the identification process, one of the main strengths of this type of communication.

From observing three profiles of self-employed professionals with audiences at different scales, we could map a set of ten essential skills for good communication performance in digital media. We believe skills like writing texts, producing videos, and fluency are not innate but techniques that one can and should learn. Frequently creating quality content and establishing effective communication methods with your audience are fundamental elements for building a professional online presence (KARHAWI, 2017). That demonstrates there is a market niche for communication professionals to offer training and consultancy to help self-employed professionals acquire media skills and communication abilities.

Finally, we point out the need to expand studies that aim to understand the new communication skills required of subjects (in their professional activities or not) when producing, consuming, and disseminating content in digital environments. We acknowledge that the observation we carried out focuses on three cases, analyzed qualitatively, and does not represent the totality of professionals who use communication tools, making further studies necessary for a more comprehensive understanding of this scenario and the potential market niche for communicators.

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