TGEU publishes guide to media engagement & digital wellbeing essentials for trans communities

publication, anti-gender movement, trans activists

This guide is a practical tool for trans activists and community representatives navigating today's complex media environment. It's not a deep dive into media or communications theory; instead, it offers grounded, real-world advice on how to safely and effectively show up in media spaces with clarity, confidence, and mutual support.

Who should use this guide?

This guide is for trans people and community organisers who may not see themselves as communications experts (and don't need to be). It's for those who speak up in local or international contexts, who may be approached by journalists, or who want to better understand how the mediaaffects our movements.

While the guide is rooted in the experiences of trans people, much of its content is relevant for anyone engaging with media from the margins, particularly those working in feminist, anti-racist, migrant justice, or other movements.

read the guide

What can I find in it?

This guide has two parts:

- Part 1: Owning our voice: How to engage with journalists, prepare for interviews, and pitch your story.
- Part 2: Resisting the noise: How to protect your mental health, understand media manipulation, and stay grounded amid the digital media storms.

Whether you're actively giving interviews or simply consuming media, we all engage with information that shapes public opinion — and ultimately, affects our rights and dignity. In a world where visibility is both empowering and dangerous, media work becomes a form of strategy and resistance.

None of the major media platforms are built for protecting our wellbeing and often do not tell our stories well, with so much needed nuance and care. They are shaped by engagement economies that are driven by strong emotions and thrive on outrage. That's why this guide also looks at how we consume media. We offer tips for navigating toxic content, setting boundaries, and staying emotionally grounded in an overwhelming information landscape.

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