

Web 2.0 for Writers and Editors: Getting the Word Out in the Social Media Networks



with
Marilyn Jones

The Facilitator

Marilyn Jones brings more than thirty years of media relations, publishing, and marketing experience to the workshop. Her latest interest is in exploring social media networks such as YouTube, Facebook, Newsvine, and others in order to advise her clients on how to incorporate social



media into their promotion and communications activities. On January 1, 2008, along with volunteer webmasters from the Professional Writing Program at Grant MacEwan College, she set a Guinness World Record for the largest community blogging workshop in the world.

Marilyn is passionate about media, marketing, the arts, writing, publishing, photography and crafting effective communication strategies for small businesses, publishers, and community organizations in Alberta.

The Workshop

The market-intelligence firm IDC predicts that the social-networking application market will grow by 815% by 2009, as its uses evolve out of basic networking into marketing, branding, customer service, and lead generation. If you're an author promoting your book, or an editor looking for work, perhaps now is the time to add social media to your marketing mix.

At this workshop, you will learn how to use the social media networks to distribute your news; monitor online conversations; join local or global writing and editing communities; collaborate with other writers/editors; and build, monitor and maintain your reputation. Learn how to create a presence on the web—easily, quickly, and for free.

Details

Date: Friday, June 6, 2008

Time: 1:00 p.m. to 4:30 p.m.

Location: Salon 6, Shaw Conference Centre, Edmonton

Fee: EAC and GPCS* Members: \$75 (plus GST)
Non-members: \$100 (plus GST)

Refreshments provided.

To register:

- To register for this workshop, visit the Editors' Association of Canada website (www.editors.ca) and click on the Conference 2008 link.

- Payment can be made by VISA, MasterCard, or cheque. (Note: You can attend this workshop without registering for the conference.)

Cancellation Policy

Registration fees will be refunded (minus a \$50 administrative fee) if a written cancellation request is received by May 21, 2008. No refunds will be made after this date.

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ASSOCIATION OF CANADA
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RÉVISEURS

*This workshop is co-hosted by the Get Publishing Communications Society.