

**Chicago Self-Publishing Group www.meetup.com/chicago-self-publishing
SOCIAL MEDIA AND BLOGGING FOR AUTHORS Meeting 9: August 22, 2013**

Organizer: Kim Bookless, Publishing Consultant | Writer | Editor
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Speakers: Sue Koch, Social Media Strategist | Speaker | Trainer
Soaring Solutions <http://www.soaringsolutions.net/>

Social Media and Blogging for Authors

Why social media?

- Branding
- Inspire and connect
- Sell, deliver, and measure

Strategize for success

1. Map out goals
2. Identify primary audience
3. Choose channels
4. Do competitive research
5. Identify and follow influencers
6. Establish success measures
7. Plan content

Content curation vs. creation

Branding, social channels, and blogging

Beyond the hub

- Video blog
- Facebook, Twitter, Google+, and LinkedIn
- Simplify and centralize with HootSuite, TweetDeck, Tweet Adder, etc.

Measurement tools

Resources

ChrisBrogan.com, JaneFriedman.com, BlogHer.com, guykawasaki.com, sethgodin.com
<http://sarahwbartlett.com/2012/05/30/jane-friedman-authors-on-facebook/>
<http://www.chrisbrogan.com/author-social-media/>

SPEAKER:

Sue Koch is a social media strategist, coach, and speaker, and is Chief Navigator at her company, Soaring Solutions, LLC. She is a focused strategist who creates targeted social marketing campaigns for everyone from entrepreneurs to global corporations. Her intimate knowledge of the technology industry and online marketing gives her social media strategies a significant edge over today's "random acts of social marketing." She is a popular speaker and offers a wide range of professional workshops and webinars. Visit her website for more information: <http://www.soaringsolutions.net/>