



Writers Table

**Next
Month!**

We have a 3-member
panel on **Social Media**

**Andrew
Benzie**

Facebook

**Kymberlie
Ingalls**

Facebook Live

**John
Marvin**

Blogging

Social Media--your writer platform, your Web presence. While the area can be intimidating and sometimes overwhelming, there are a few components that are high-value and should be at the top of your platform strategy. With the saying "A journey of a thousand miles begins with one step," come join a *Writers Table* panel of experts which has been instructed to leave you with something concrete and realistic--that is, something you can go home and do before the end of the weekend. Also, bring your questions because while we will cover the most prominent--Facebook, YouTube, blogging--social media is such a broad area we would like to know what else *Writers Table* could be covering.

Please join us! *Writers Table starts @ 11:15---
early birds get seats, chat up our panelists, garner
copies & don't miss any of the presentations.*

CWC MT. DIABLO BRANCH



Writers Table

Today!

We have a 3-member
panel on Social Media

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Got platform?

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Writers Table: January 12, 2019

Social Media Panel

Andrew Benzie Facebook

Bay Area native
has over 30 years'
experience,
working for both
corporate art
departments and
as a freelance
designer.

Kymberlie Ingalls Facebook Live

Editor,
Marketing,
Writer's Coach

John Marvin Blogging

Writer, former
teacher;
professional
interest in
neuro-science





Writers Table: Andrew Benzie

Facebook

Andrew will talk about how to use Facebook as part of your overall marketing strategy including:

- how to leverage your brand on Facebook
- making optimal use of Facebook opportunities
- how to set up a Facebook author page

The Platform

- **Area(s) of Expertise:** Design, Publishing, Marketing
- **Key Points:** Published over 80 books, many for CWC members
- **Title:** Owner, Andrew Benzie Books and Owner, Andrew Benzie Creative Design (ABCD)
- **Brand Tagline:** *Delivers creative solutions to meet your graphic design, print, publishing and marketing needs.*
- **Website(s):** www.andrewbenzie.com
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Best way to Contact

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Writers Table: Kymberlie Ingalls

Facebook Live

Essential Numbers to know:

- 87% of online marketing consists of video content
- 45% of people watch more than an hour of video content on Facebook or YouTube per week
 - ▶ 1/3 of online activity is spent watching video
 - ▶ Views on branded video content have increased 258% on Facebook
- YouTube has over a billion users
- Over 500 million people are watching video on Facebook every day (via Forbes)
- Over half of video content is viewed on mobile
 - ▶ 92% of mobile viewers will share videos with others

**Statistics provided by Wordstream (October 2018)*

The Platform

- **Area of Expertise:** Editor, Marketing, Writer's Coach
- **Marketing Tip:** We are creative people; think outside of anything you've been taught! Formulas and lines and boundaries are all well and good, but take these solid ideas and meld them to work specifically for you.

Best way to Contact

Email: kymberlie@rainfallpress.com



Writers Table: John Marvin

Blogging

A blog is a web log, but in the nineties some fella shortened that by dropping the “w-e.” Not long after, someone else started using “blog” as a verb, and soon it was universal. The basic intention of early blogs was simply to create an on-line journal or place where the writer could place their thoughts, opinions, and personal interests on a web-published journal. In addition, blogs allowed readers to express their own opinions and responses to the author’s writing.

Soon, however, blogs evolved into more complexity, and became communities where people of similar interests expressed their opinions, whether or not they agreed. These communities are called creative networks or social networks and some allow more than one writer to contribute to the blog.

Blogs became more and more common, and some numbers now are:

- ♦ there were over 170 million blogs worldwide by 2011
- ♦ over 20% of internet time is spent on blogs and social networks
- ♦ most bloggers (80+ %) make little or no money from their blogs
- ♦ over 2/3 of bloggers have not added to their blogs in over a year
- ♦ many blogs have little or no writing; they stress photos, visuals, services

Nevertheless...blogging continues to grow, especially as a web tool for businesses and for growing a community of similarly concerned humans.

The Platform

- **Area(s) of Expertise:** Writing, editing, public speaking, workshop presenter, photographer, neuro-science
- **Key Points:** Author of *Second Opinion* and *The Stained Glass Door*
- **Website(s):** <http://www.writereadtalk.com/>

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