

Chapter events

Members learn how to promote their businesses through social media

By April Michelle Davis, amd@editorialinspirations.com

The EFA Central Virginia Chapter used its June 2009 meeting to discuss and learn about the three main social networking sites—LinkedIn, Facebook and Twitter—with guest speaker **Kristen King**, an award-winning blogger, copywriter and communications consultant who speaks regularly to Washington, DC-area, organizations on social media, marketing and promotion, and writing.

LinkedIn is a good place to post a résumé, but, to receive job referrals from this site, freelancers need to be active participants, said King. By updating various aspects of their profiles, freelancers can consistently be mentioned in the LinkedIn updates that

are periodically sent out to all of their connections.

King recommended making unsolicited recommendations to one's connections, but she warned that, if a connection recommends a freelancer, the freelancer should not return the recommendation immediately, or it will look as if the two people agreed to exchange recommendations.

King also recommended answering questions at LinkedIn; doing so will give a freelancer credibility as an expert in that area, and people may then want to become connected to that person. She suggested asking questions that are thought-oriented, and considering including specific scenarios.

Another way to become more active on LinkedIn is to frequently update one's status. Although this should not be done as often as on Facebook or Twitter, updates should focus more on professional activities and can be used to promote events and products. LinkedIn status should be updated once a day or week, and give some sort of added value.

King recommended two books for LinkedIn novices: *LinkedWorking* by Frank Agin and Lewis Howes and *I'm on LinkedIn—Now What???* by Jason Alba.

In discussing Facebook, King suggested having separate accounts for personal and business relationships,

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2009 EFA Annual Meeting highlights—see page 4



EFA members enjoy networking before listening to annual reports at the 2009 meeting.



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Welcome to new members

Welcome to these new mem-
bers. See you at the EFA dis-
cussion list and EFA events!Michele R. Acosta, Deerfield, IL
Candice Elaina Adams, Austin, TX
Peggy Albright, Sebastopol, CA
Mark Allen, Columbus, OH
Beverly Bashor, Scottsdale, AZ
Miles Beller, Los Angeles, CA
Tobias Bengelsdorf, Chicago, IL
Laura Brengelman, Greenwich, CT
Carli Brosseau, Tucson, AZ
Thomas Chamberlain, Bangor, ME
Andrea Connell, Ellicott City, MD
Tim Cox, Petaluma, CA
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Mary Ann de Stefano, Winter Park, FL
Charles DeLaFuente, New City, NY
Sara Marian Deurell, Louisville, KY
Swaha Devi, New York, NY
Elizabeth Dobell, New York, NY
George Drick, Honolulu, HI
Rocco Fama, Keene, NH
Lee A. Feathers, Louisville, KY
Lara Fischer, Silver Spring, MD
Martin Fischer, Oak Park, IL
Anne Fontaine, Granger, IN
Henry Gustavo Fuentes, San Diego, CA
Kathryn Gallien, Saratoga Springs, NY
Amanda Gibson, Kirkland, WA
Justine Tal Goldberg, Palm City, FL
Bill Graham, Cary, IL
Darryl Hamson, Williamsburg, VA
Anne Nalty Heausler, New York, NY
Emmy Hunter, New York, NY
Rebecca Jacoby, Harleysville, PA
Karen S. Johnson, Mattapoisett, MA
Claire Keaveney, Brooklyn, NY
Marcia Kelley, Nacogdoches, TX
Michele Ann Kimble, Sebastopol, CA
Matthew Ross Klauber, Centereach, NY
Amy Korinke, Edina, MN
John A. Leonard, Chicago, IL
Laura Ann Long, Irvine, CA
Emily Lux, Hainesport, NJ
Lila M. MacLellan, New York, NY
Sigrid Masson, Englewood, NJ
Tara McGann, Granville, OH
Vivian Farah McGee, Raleigh, NC
Maureen McKinney, Ivyland, PA
Adam McHenry Nicholson, Springfield, IL
John Ortman, Leesburg, VA
Sandra Otto, Etobicoke, Ontario
Matthew Perry, Sacramento, CA
Mina R. Raulston, Hilliard, OH
Laurie Rendon, Guelph, ON
Aline Reynolds, New York, NY
Julie Reynolds, Stoughton, MA
Helen Diana Riley, Beverly, MA
Kristin Roth, Lebanon, PAAl Sabado, Marikina City, NC
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Brynn Warriner, Seattle, WA
Suzanne McCullough White, Banner Elk, NC
Gerry A. Wolfson-Grande, Orlando, FL
Carol Zurcher, Shaker Heights, OH ■

Chapters, continued

and warned people to be careful that
their personal accounts not negatively
affect their business brands. She rec-
ommended that freelancers use their
personal Facebook accounts to con-
nect to friends and family. Although we
cannot control what people say on our
“walls,” we can control our connec-
tions, she noted.King also suggested that free-
lancers become “fans” of publications
related to their areas of interest. Face-
book status updates can be longer than
on LinkedIn, as well as chattier. She
also recommended having a profes-
sional headshot on Facebook, as that
helps promote one’s brand and profes-
sional image.Twitter can be connected to Linke-
dIn and Facebook so one’s “tweets”—
Twitter messages—feed into one’s
other status updates. King recom-
mended spending 15 minutes per day
on each social media site—five minutes
to update status and 10 minutes to find
other people or publications in related
fields to follow or be connected to.
Each tweet or status update is a pebble,
King said, that can create the ripples in
the networking pond one needs to get
noticed.*Note: The EFA has a LinkedIn
Group; joining it adds the EFA logo to a
LinkedIn profile. Members also can “fan”
the EFA at Facebook. ■*