

# The Author's ADVOCATE

## Special Newsletter

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# Social Networking Promotes Authors

The concept of social networking is spreading across the nation as more folks discover this concept for connecting online with family, friends, associates, and making new acquaintances. In recent months the national news media has run numerous stories about people sending and receiving text messages. President Obama has a Blackberry with special security countermeasures installed, so he can continue sending text messages to his family and friends from the Oval Office. In Philadelphia, a Federal Court trial for a long-time state Senator was almost declared a mistrial when the judge learned that one of the jurors had been sending text messages to update his blog, with insight into the jury's deliberation of the case.

One of the more popular websites for social networking is **Twitter** ([www.twitter.com](http://www.twitter.com)). Twitter is a free service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: *What are you doing???* *The New York Times* recently called Twitter "one of the fastest-growing phenomena on the Internet." Membership is free and signing up takes only a few minutes. When you join Twitter you'll see a listing of your friends who are already members.

An equally popular online connection is **Facebook** ([www.facebook.com](http://www.facebook.com)). The company's overview explains Facebook's mission, to give people the power to share and make the world more open and connected. Many millions of people use Facebook every day to keep up and stay in touch with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. No membership fee, and the sign-up procedures provide members with the means to

create and customize their profile – this feature is common to all social networks.

**MySpace** is an online community that lets you meet your friends' friends. Create a community on MySpace at [www.myspace.com](http://www.myspace.com), and you can share photos, journals, and interests with your growing network of mutual friends. See who knows who, or how you are connected.

Some social networks have dedicated areas of interest. **LinkedIn** ([www.linkedin.com](http://www.linkedin.com)) is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals who you may need to work with, to accomplish your goals. This is an opportunity for non-fiction authors to connect with people interested in discussing similar areas of interest.

If you want to connect with other writers, authors, and poets, then **Author Nation**, produced and sponsored by Infinity Publishing, is the perfect social site for you. Visit [www.authornation.com](http://www.authornation.com) to join 5,200 folks exchanging ideas and opinions, of interest to authors. One of its unique features is you can post your writings on your profile page for readers to comment on, and perhaps make suggestions. Private Messages can be sent to members, and there are lots of open forum topics to post your questions or comments.

**Books of Excellence** is a North American co-op for published authors. The website is a promotional showcase for the books their member authors have published. Members are encouraged to read and review books by other members. There is a

nominal annual membership fee. For more info go to: [www.booksofexcellence.com](http://www.booksofexcellence.com).

Penny Sansevieri, president of Book Marketing Experts and a regular presenter at Infinity's annual Authors' Conference in Valley Forge, Pa., is also a constant Twitter poster. Here's a recent post that underscores the value of social networking, "publishingexpo new research indicates over half of all readers go online to find books over all other sources. How's your online exposure?"

Founded in February 2005, **YouTube** is the leader in online video, and the premier destination to watch and share original videos worldwide, through a Web experience. YouTube allows people to easily upload and share video clips on [www.YouTube.com](http://www.YouTube.com), with viewing available across the Internet through websites, mobile devices, blogs, and email. Everyone can watch videos on YouTube. People can see first-hand accounts of current events, find videos about their hobbies and interests, and discover the quirky and unusual. As more people capture special moments on video, YouTube is empowering them to become the rogue broadcasters of tomorrow.

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That said, be careful of how you promote your book on these social sites. Monitor several of the networks first, to get a feel for the posts and comments. Then don't just post and go; come back and visit to read posted responses. Watch what you post on-line, because in several seconds it could be splattered all over the web.

## Where has your book taken you???



*From Infinity author Sharon Miner and Portly*

I thought I'd let you know that my six books with Infinity Publishing have taken me to equine events in Pittsburgh, Pa. and Columbus, Ohio, recently. I just returned from a special family day at the **Carnegie Museum of Natural History** in Pittsburgh. The event, called **Equustravaganza**, was held to celebrate the horse exhibit that continues there through May 24, 2009. I was invited as a guest author to sign my three books in the *Beloved Horses* series. Several of the stories from my books were read to Girl Scout troops to help them earn their Horse Fan badge, and I also provided face and hand paintings, with my cartoon horse sketch being the most popular. I also met a horse named Portly who was one of the featured horses in my books. In April, I'll spend a week at the *Equine Affaire* in Columbus, marketing my horse books there. It's the largest equine expo in the country with many book sellers to pitch to!

**10<sup>th</sup> Annual Authors' Gathering** in Valley Forge, Pa. Mark your calendar for September 25 – 27, 2009! Start making plans for the last weekend in September to attend the premier event that focuses on teaching you successful techniques for promoting and marketing your books.

Have an awesome April ... enjoy often, John