



Independent Writers of Chicago

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FOR IMMEDIATE RELEASE

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FEEL LIKE A SOCIAL MEDIA MISFIT? IWOC (INDEPENDENT WRITERS OF CHICAGO) LEARNS HOW TO FIT IN WITH THE BEST OF THEM

Social Media. Today, it's a business must. Some take to it like bats to a cave. Others are avoiding it like the plague. If you're of the latter group, or at the very least, want to embrace it but haven't the faintest idea as to how, then grab your laptop, notebook, netbook, iPad (or any tablet computer) – even a smartphone – and come to the next IWOC meeting on Tuesday, March 13th, when five Social Media mavens will be conducting a hands-on, 90-minute training session explaining how to get into and get the most out of the top 3 Social Media gathering places: LinkedIn, Facebook and Twitter.

Kicking off the meeting with a brief overview will be Jennifer Rapp Peterson, founder and co-owner of IndieMade, a local web hosting service that helps independent entrepreneurs build and enhance their web's online presence. Jennifer will be joined by an esteemed team of four IWOC-ers whose expertise lies in one or more of the popular SoMe applications. They are: Brent Brotine and Sally Chapralis (for LinkedIn), Veronica Hinke (Facebook) and Adam Smit (Twitter.)

Following Jennifer's presentation, attendees will break up into 5 groups, each of which will concentrate on one of the applications. After 20 minutes, you can move to a different group, or stay with the one application for the full 45 minutes. Topics to be covered will include:

For LinkedIn: What's under the tabs for Home, Profile, Contacts, Groups, Jobs, etc?

What are the basics of a good Profile? How can I see other people's Profiles?

For Facebook: What's the difference between your Wall, Profile, and Home?

For Twitter: How do I find and select people, groups, or events to "follow"?

And much, *much* more.

No more standing on the outside looking in. Get to the meeting, get all your questions answered...and start making your way into the Social Media in-crowd. Your business will thank you for it.

The IWOC meeting will take place on Tuesday, March 13th at National-Louis University, Room 5033, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is earlier than usual: at 5:45 p.m. Free admission for IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar.htm>. Click on "March 13th IWOC Meeting.") Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. Together, IWOC members represent a broad range of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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