



# News & Views

St. Louis Publishers Association

JUNE 2012

stlouispublishers.org

WEDNESDAY, June 13, 2012, 7pm

## ▶ Social Media for Authors and Publishers

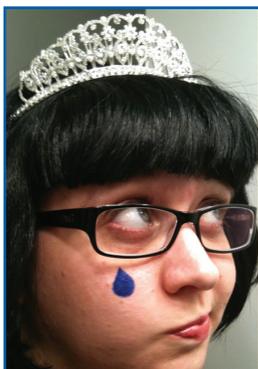
Facebook, Twitter, LinkedIn, and YouTube.

Pinterest, Digg, and Google+.

Social networking can be a confusing landscape seemingly filled with pitfalls and sandtraps. Where do you start? And how can you use it to sell more books?

June 13, 2012, social media guru Erica Smith shares her top ten tips to help authors and publishers get the most out of social media, from brainstorming and idea generation to promotion and motivation. She'll answer some of your most pressing questions, such as:

- How to distinguish the must-join networks from the can-be-ignored networks
- How to get started and how to stay motivated
- How to engage with others
- How to promote your work



Erica Smith is the curator in chief at Infuz. She previously served as the social media editor at the *St. Louis Post-Dispatch*. The *Riverfront Times* recently named her St. Louis's "Twitter sweetheart." Erica spends a lot of time online -- mostly Twitter, with stops at Tumblr, Facebook, Foursquare, Pinterest, Storify and Google+ too. She loves news alerts, and eats M&Ms in Roy G Biv order. Follow her on Twitter: @ericasmith.

### Top 5 Media Sites (US)

By number of unique visitors, in thousands

Google sites	186,659
Microsoft sites	175,499
Yahoo sites	174,481
Facebook.com	166,007
Amazon sites	112,878

Source: Comscore Media Metrix, November 2011

## ▶ Social Media for Authors: Forever in Search of Buzz

by Lauren Cerand

If you're unsure where to begin, start by doing one thing really well. We've transformed our culture from the model of passively receiving information, with a few voices speaking authoritatively to everybody else, into a multitude of diverse perspectives and commentaries on a much wider and richer spectrum of topics. If there are qualms, they are usually about quality or quantity. Most of the time, though, it seems people give up too quickly because they don't know what to do or where to look. Specific online communities are an excellent starting point, allowing you to gingerly experiment with the level of interaction and exposure you feel comfortable with before venturing into what may feel like the more public sphere. Figment.com is for teen fiction; Shewrites.com connects women writers (and the Op-Ed Project offers real-world workshops to give them access to a larger stage); Fictionaut.com, a site for which I serve on the board of advisers, aims to recreate the MFA-style peer-driven workshop critique. Certain multivoice blogs also function as communities, giving readers opportunities to contribute. The Rumpus, HTMLGIANT, and the Nervous Breakdown are a few examples.

Mass customization and an expectation of personalization at every level are the hallmarks of the information age, and there's no reason why your publicity strategy shouldn't be tailored precisely to your needs as well. You don't need to have a presence on all platforms, but you should be aware of them. Mediabistro's blog Galleycat is a hip, tech-savvy eye on publishing, with a focus as much on authors as the industry. For the truly hard core, Mashable.com offers the latest social-media news and trends. One day, some corporations will have figured out how to effectively monetize the digital economy, and we'll talk about all the things that used to be free, scarcely believing it ourselves. Take advantage of this moment. These are your resources, and yours alone to invest in and manage.

Many authors wonder about the best way to represent themselves online. Should you have a clear distinction between your private self and your public identity? Ideally, you will one day have many more fans than you can maintain a one-to-one relationship with, so I encourage authors to develop a channel of communication that serves and grows their existing audience with a mix of relevant news and just enough personal disclosures to keep it human and enjoyable as a medium for social exchange. Read the full article at [http://www.pw.org/content/social\\_media\\_for\\_authors\\_forever\\_in\\_search\\_of\\_buzz](http://www.pw.org/content/social_media_for_authors_forever_in_search_of_buzz)

Lauren Cerand, "Social Media for Authors: Forever in Search of Buzz," *Poets & Writers Magazine*, May/June 2011. Reprinted by permission of the publisher, Poets & Writers, Inc. 90 Broad Street, Suite 2100, New York, NY 10004. [www.pw.org](http://www.pw.org)

## ► FEATURED ARTICLE

### Are Books Becoming Too Long to Read? 5/22/12

*Marc Wortman, Author*

Every life is epic, every historical moment a saga, every narrative a cosmos, no serious book less than monumental, and my reading life is but a finite one. What happened to today's media-saturated, neurologically attenuated attention span? When we hear that book publishing is rapidly becoming a quaint and precious occupation, more akin to medieval monks illuminating manuscripts than app developers, why do the hulking literary McMansions of our swiftly passing moment rival Gibbon's *History of the Decline and Fall of the Roman Empire* (850 pages abridged), Freud's *Interpretation of Dreams* (688), and Marx's *Capital* (784), in page heft but rarely in intellectual might? Why do so many writers feel compelled to write big books? Read more:

<http://www.thedailybeast.com/articles/2012/05/22/are-books-becoming-too-long-to-read.html>



## ► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Visit the SLPA website at [www.stlouispublishers.org](http://www.stlouispublishers.org) to find the live links!

### CREATING

#### The Hidden Aspects of Writing. 9/19/11

*Melissa Foster*

The glory of writing is knowing that you are putting your very best story out for readers to enjoy, regardless of how long it takes, or what's left behind. Readers will devour good books. Read more:

<http://melissafoster.com/content/hidden-aspects-writing>

### PRODUCING

#### E-Book Trends Revealed. 4/14/12

*Janet Swift*

As we've reported in the past, growth in the sales of ebooks has been pretty phenomenal -- tripling year on year in early 2011. Since then there's been a further 50% growth, according to the latest statistics from Association of American Publishers. Read more:

<http://www.i-programmer.info/news/152-epub/4064-e-book-trends-revealed.html>

### MARKETING

#### Social Media Is an Imperfect Sales Tool.

##### Use It Anyway. 5/21/12

*Nathan Bransford*

If you're only using social media to sell books you are absolutely using it wrong. Yes, it can sell books. But the sales benefits are far down on the list of benefits that you will accrue using social media the right way.

Read more: [http://blog.nathanbransford.com/2012/05/social-media-is-imperfect-sales-tool.html?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+NathanBransford+%28Nathan+Bransford%2C+Author%29](http://blog.nathanbransford.com/2012/05/social-media-is-imperfect-sales-tool.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+NathanBransford+%28Nathan+Bransford%2C+Author%29)

## ► The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

## ► What's Ahead? July 11, 2012

Join us in July when we bring back Mary Ann L. Wymore, an officer at Greensfelder, Hemker & Gale, P.C., in St. Louis. Mary Ann is a member of the firm's litigation, communications and media, and intellectual property practice groups. She will provide an overview of legal rights and obligations, including copyrights and trademarks, defamation, privacy, and rights to publicity.

Visit [www.stlouispublishers.org](http://www.stlouispublishers.org) for more information!

## ► SLPA Meetings

SLPA meets on the second Wednesday of the month:

Brentwood Community Center  
2505 S. Brentwood Blvd., Room 101  
Brentwood, MO 63144  
(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

## ► Questions about SLPA?

### Contact Membership Chair:

Kim Wolterman, [membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

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**Members:** Get your article featured in the SLPA newsletter and posted on our blog. E-mail Katherine Pickett at [communications@stlouispublishers.org](mailto:communications@stlouispublishers.org) for more information.

## BONUS BLOG SIGHTING:

### Six Frequently Asked Copyright Questions

Posted: May 29, 2012 by Cheri Breeding in Cheri Speaks

[www.facebook.com/selfpubadvice](http://www.facebook.com/selfpubadvice)

<http://selfpublishingadvisor.com/2012/05/29/six-frequently-asked-copyright-questions/>

