

## AWC July Workshop – Social Media 102

This year's July workshop will be held at the **Dunwoody Library**, and is free for paid members. Non-members who wish to attend will need to pay the \$40 annual membership fee at the door. The workshop will benefit both beginning and intermediate social Media users.

**2:30 to 5:00 p.m., Saturday, July 19<sup>th</sup>**

**5339 Chamblee Dunwoody Rd., Dunwoody, GA 30338**

Our workshop this year will be presented by novelist **Kimberly Brock**, and **Alison Law**, publicist, social media expert and website designer.



**Kimberly Brock** is the author of *The River Witch* and recipient of the Georgia Author of the Year Award 2013. Formerly a special needs educator and actor, Kimberly is a regular contributor to several blogs dedicated to the craft of writing and has been featured on such blogs as Psychology Today and Writer Unboxed. She served for two years as the Blog Network Coordinator for She Reads, a national online book club, and continues actively spearheading several women's literacy efforts through the She Reads Gives Back campaign. She is a fully certified Pilates instructor and owner of Kimberly Brock Pilates. Kimberly lives in the foothills of north Atlanta with her husband and three children, and is currently at work on her next novel.



**Alison Law** is a professional writer, publicist and marketing and social media consultant based in Atlanta, Georgia. As owner of Alison Law Communications, she has worked with a variety of clients, including authors and book publicity firms, public relations and advertising agencies, attorneys, accountants, veterinarians and other professional service providers. She has represented the sole practitioner and entrepreneur to the Fortune 500 company and government agency. In 2012, Alison combined her editorial, online marketing and social media skills to launch SouthernSpines.com. Southern Spines is an online community that celebrates and promotes southern writers, songwriters and poets, and what the site calls "Books with Backbone." Alison is a member of the She Reads Blog Network.

### **Workshop topics will include...**

- ◆ Where do I start? - FB, Twitter, Blog, website - all of the above?
- ◆ How does this differ for non-fiction and fiction writers
- ◆ How to determine what your purpose is in social media
- ◆ When to start - how to become known before your book comes out (or how to use writings on your blog to develop into stories, novels, non-fiction pitches, etc.
- ◆ What can a publicist do and when do you need one/find one?

**...and much more.**