

CWC-MARIN PRESENTS

# Beyond Facebook

HOW TO MAKE SOCIAL MEDIA WORK FOR YOU

## Karma Bennett

Sunday, September 25, 2016 • 2 pm

Book Passage • 51 Tamal Vista Blvd • Corte Madera

**In this presentation, we'll explore social networks, find the right one to spread the word about your book, and develop a plan to make the most of it. Topics include: Instagram, Twitter, YouTube, Pinterest, Reddit, Google+, Tumblr, LinkedIn and, yes, even Facebook! You'll learn essential tools that make using social networks more efficient, as well as critical dos and don'ts for mastering social media etiquette.**

Karma Bennett is a digital marketing and publicity strategist in Oakland, and current president of the Berkeley branch of the California Writers Club. She offers fully customized publicity and social media campaigns tailored to the needs of her clients. Her specialty is shaping the author's online presence to look professional and gain followers. This could include marketing, SEO, book tours, and branding, social media, or even building a new website or blog with WordPress. She's worked with books on fitness, health, horror, sexuality, pop culture, humor, and young adult, and has helped authors get coverage in *Cosmopolitan*, *Fox & Friends*, *Woman's World*, *Mother Jones*, *USA Today* and more. Prior to founding Future Is Fiction Communications, she was the publicist for one of the nation's fastest-growing publishers, Ulysses Press. Find her at [karmabennett.com](http://karmabennett.com).



**MEETINGS: \$5 MEMBERS • \$10 NON-MEMBERS**

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