

**Centering Yourself in Social Media:
The Hub-and Spoke Model**

Erin Brenner

Owner

Right Touch
Editing



Editor

Copyediting
Newsletter



A Few Definitions

- **Branding:** Interacting with customers and potential customers in a way that lets them know who you are without actively encouraging them to purchase anything.
- **Marketing:** Interacting with customers and potential customers in a way that tells them about your products and services without pressuring them to buy anything.
- **Selling:** Interacting with customers and potential customers in a way that actively encourages them to buy something.



The Hub & Spoke Model



Hubs vs. Spokes

Your Hub

- Your online office
- An opportunity to have longer conversations
- About you and your business—*in terms of your audience*

Your Spokes

- Cocktail parties
- Network with others, engage in small talk
- Lead to your hub
- Give audience something for nothing



Hubs: What Are Your Choices?

- Website
- Blog
- Hosted web page
- Robust profile page





Home

About Mary Ellen

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Writing ~ Editing ~ Design

Mary Ellen Schutz, your Gentle Editor, is a gifted writer, editor, designer, documentation project manager, and translation project coordinator.

With more than [20 years experience](#) working in the computer, scientific instrument, and publishing industries, Mary Ellen's [writing and editing](#) skills give you the technical expertise needed to move your work from well-done to excellent. Her project management work ensures that your project is done right and on schedule!

[Meld words with your graphics](#) for stunning brochures, mailers, Web, and e-mail campaigns. Always professional, always reflecting your spirit, your style.

Up against Wisconsin's 2010 deadline for your land use plan? Put Mary Ellen's background and experience as a [planner](#), technical writer, and editor together with your committee's local knowledge for a cost-effective solution.



The bird, noted for wisdom and long life in Celtic stories, represents swiftness, strength, and keen sight.

To contact Mary Ellen:

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 Madison, Wisconsin, USA
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[Linked in profile](#)



"I'd like to thank Mary Ellen Schutz, developmental editor, for her encouragement and many kind words about this book. She made some great recommendations for clarification and additions to the text that will improve the reader's understanding of the concepts. She was a



RIGHT TOUCH Editing

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New on Right Touch Editing!

[EDIT]

Resources is a new section on Right Touch Editing that offers writers and editors resources for their crafts and for running a business.

Here you'll find recommendations on books to improve your skills, [task lists](#) to keep your business running smoothly, [articles on writing and editing](#), and much more. Check back frequently as new content and sections are added!

Why Hire an Editor?

You've slaved over your copy, sweating every thought, every word. It's like your child, ready to be sent out into the wide world.

But wait!

You'd ensure your child's face is clean, his clothes are neat and tidy, and he's fully prepared for the real world, wouldn't you? Don't let your copy go out any less ready.

I needed to find an editor who was not only highly skilled but also enjoyable to work with. Erin accomplished both beautifully! Her advice and recommendations were invaluable to the finished product, always keeping in mind my individual writing style and manner.

~Sharon Helbert,
President, Alegcris Press

I've been working with Erin for two years now and I am just delighted, yes *delighted*, with the quick responsiveness of her service and high-quality editing skills. Erin's abilities are a value-add to our research!

~Kathy Hunter, Director,
Knowledge Management,

ERIN BRENNER



Having flirted with the freelance life since 2005, Erin finally divorced Corporate America in 2009 to raise her children single-handedly: Right Touch Editing, a four-year-old customizable editing service, and the newborn The Writing Resource, a blog offering quick lessons in writing.

STYLE GUIDES WE USE



KOK Edit: Katharine O'Moore-Klopf

your favorite copyeditor since 1984



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Copyeditors' Knowledge Base

Want to become a copyeditor, improve existing skills, find some new editing tools, network with other copyeditors, or look for editing jobs? The Copyeditors' Knowledge Base is the place to find what you're looking for. It has been endorsed by Copyediting newsletter, John McIntyre of the *Baltimore Sun*, and Carol Saller, known as the Subversive Copy Editor of the *Chicago Manual of Style*. It is also listed in the Journalist's Toolbox, which is curated by the Society of Professional Journalists.

Inclusion in the Copyeditors' Knowledge Base of information about a tool, resource, program, organization, publication, web site, or blog does not necessarily imply that I endorse it. All entries are supplied for informational purposes only. If you know of information that would be a good addition to the Copyeditors' Knowledge Base, please e-mail me.

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Hubs: Build Options

- Hire a website designer, writer, and editor. Expensive, less work.
- Use a template from your website host. Less expensive, some work.
- Use a blog platform (free or fee) to create a site. Least expensive, most work.



Hubs: Blog

Benefits

- Gives you a big soapbox to stand on
- Create pages on which to put your services information, etc.
- Build a steady, loyal following
- Create a lot of visibility and a strong reputation

Drawbacks

- Have to stick to a schedule
- Have to publish frequently & consistently
- Have to publish at least once a week
- Have to promote each post



YOU DON'T SAY

John McIntyre, whom James Wolcott calls "the Dave Brubeck of the art and craft of copy editing," writes on language, editing, journalism, and other manifestations of human frailty. Comments are welcome. Identifying his errors relieves him of the burden of omniscience. Write to jemcintyre@gmail.com, befriend at Facebook, or follow at Twitter: [@johnemcintyre](https://twitter.com/johnemcintyre). Back since 2009 at the original blog site at <http://weblogs.baltimoresun.com/news/mcintyre/blog/> (now by subscription).

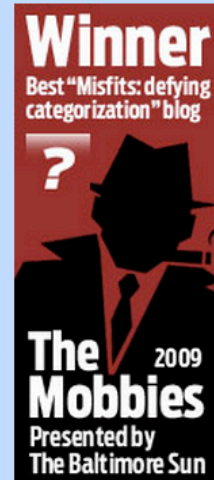
Saturday, March 2, 2013

Just like making newspapers

A moment before the afternoon news meeting was to begin yesterday, a colleague remarked that he had been reading *The Old Editor Says* and enjoying it.

I replied that an eagle-eyed reader had just that day filed a comment listing a handful of typos and other errors in the text. My colleague started laughing and said to the group, "Of course! His readers are just like him."

From the comment, here are the things that John Cowan, bless his painstaking attention, pointed out:



Erin Brenner



Contact Info

Erin Brenner
Haverhill, MA
USA

E-Mail: erin@righttouchedediting.com



Professional/Personal Overview

Erin is a language professional. She has been working in editing for more than 17 years and now puts her experience at your disposal. Whether you need someone to smarten up the language on your website, fine-tune the wording in your manuscript, or ensure your periodical is well written and ready to publish, you can put Erin's writing, editing, and project-management skills to work for you!



Work Info

Expertise

Content Editor (online)	11 Years
Copy Editor	13 Years
Editorial: Proofreader	17 Years

Specialty

Marketing news and opinion/marketing research	13 Years
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Total Media Industry Experience


17 Years

Media Client List (# assignments last 2 yrs)

Copyediting.com (11+), Vocabulary.com (11+), New Hampshire Writer (11+), Gamer's
Madness (11+), Madman (11+), Madman (11+), Madman (11+)



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Kinneret Globerman

Full-time copy editor at CADTH; Freelance writer and editor for ProWrite (sole proprietor).

Canada | Writing and Editing

Current	Canadian Agency for Drugs and Technologies in Health (CADTH); ProWrite
Previous	Healthwise Ottawa Magazine, ProWrite Writing and Editing Services, Department of Supply and Services
Education	Carleton University

Send a message

117 connections

ca.linkedin.com/pub/kinneret-globerman/10/b21/640

Contact Info


ACTIVITY

Kinneret Globerman is now connected to Gerard Edery, Owner, Sefarad Records and Dan Rogall, Owner, Stoneway Creative Inc.

14 hours ago


Kinneret Globerman

Just came back from a CIHR/Cochrane Cafe Scientifique "Why Google your health questions when you can Cochrane them"? Why indeed! <http://lnkd.in/VZcGAs> ...



The Cochrane Library - Independent high-quality

PEOPLE



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Freelance

Connect

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MASTER

PEOPLE

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graph TD
    SM((SOCIAL MEDIA)) --> SB[social blogs]
    SM --> P[pictures]
    SM --> IF[Internet forums]
    SM --> R[rating]
    SM --> W[weblogs]
    SM --> PO[podcasts]
    SM --> SBK[social bookmarking]
    SM --> MB[microblogging]
    SM --> V[video]
    SM --> WIK[wikis]
  
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2013 American Copy Editors
Society Conference

Shanna Cameron

Works at Cameron Creative Services Attended University of Missouri–St. Louis
Lives in San Diego, CA 15 have her in circles

About Posts Photos Videos

People

In her circles [View all \(25\)](#)

Savannah Norris [Add](#)

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laura stauffer [Add](#)

Story

Tagline
“The difference between the right word and the almost right word is the difference between lightning and a lightning bug.” - Mark Twain

Introduction
After receiving my BA in Communications in 2006, I spent the past six years pursuing my fascination with marketing in the IT and telecommunications industries.



Hubs: Pages and Profiles

Benefits

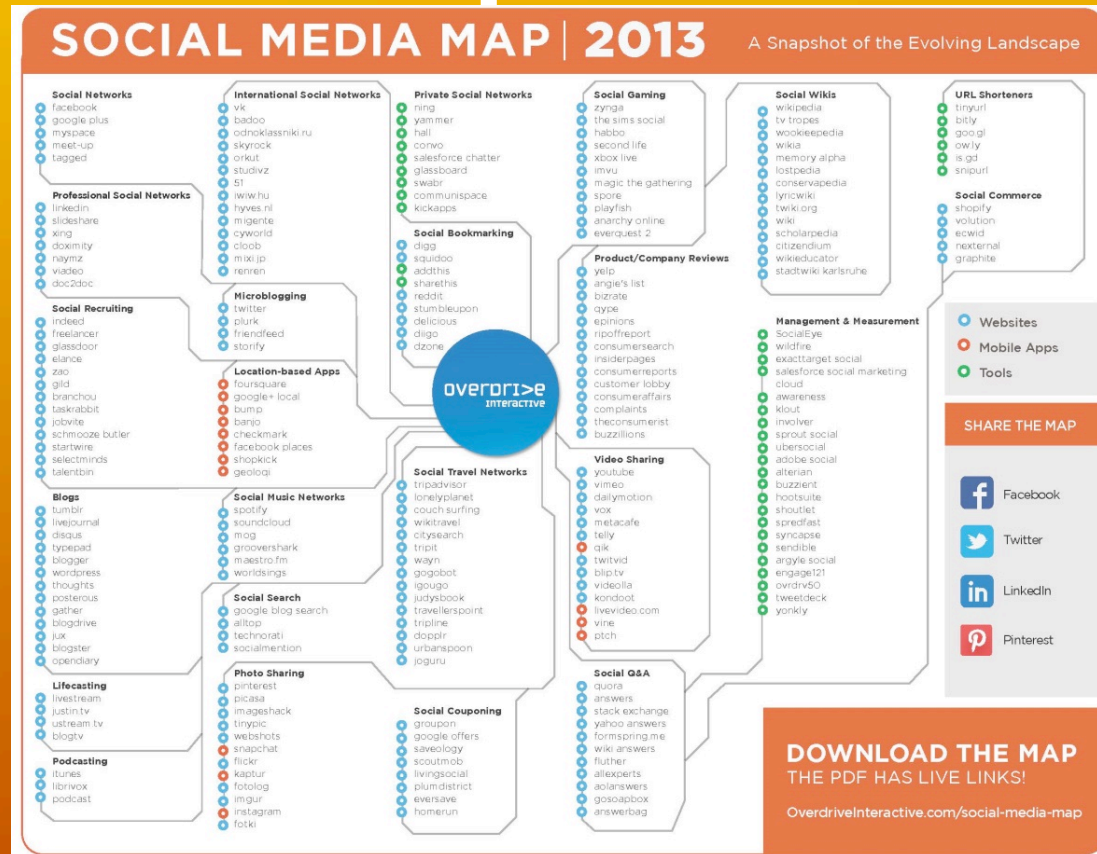
- You're borrowing someone else's reputation.
- It can be a good starting point.
- It's cheap.
- You don't have design knowledge.

Drawbacks

- You're borrowing someone else's reputation.
- You're using someone else's template.



Spokes



www.overdriveinteractive.com/social-media-map



Spokes: How to Choose

- Be where your audience is most engaged in the topic you're talking about.
- This means defining your audience and your goals *first*.
- Choose platforms you're comfortable using.
- Remember that other blogs can be a spoke for you.



Spokes: What to Talk About

- What your desired audience is interested in and reacts to
- A regular feature to help anchor you: a writing tip, a grammar lesson, etc.
- Comments that advance the conversation
- Links to interesting articles
- Nuggets of what you know
- An answer to someone's question
- An offer to help someone through your services



Spokes: When to Be Active

- Audiences are most active:
 - Tuesdays, Wednesdays, Thursdays
 - Beginning of the day (9–10 am), at lunchtime (12–1 pm), just before going home (3–5 pm)
- People retweet most 3–5 pm
- We catch up on our reading on the weekends



Spokes: When to Say It

- When your audience is active
- When fewer people are publishing

Tips:

- Post at least 2–3 times a day
- Repeat important posts at different times
- Be wary of overwhelming your audience
- Be consistent



Measurement

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” —John Wannamaker



What to Measure

Measure in relation to your business goals. Sample measurements:

- **Awareness:** How aware of you your potential clients are.
- **Engagement:** How interested your audience is in you.
- **Persuasion:** How well you get people to accept your message.
- **Conversion:** When people follow through on your call to action (e.g., click a link, email you, hire you).
- **Retention:** When people continue to convert (e.g., continue to click on links, rehire you for jobs).



How to Measure Hub Activity

For websites and blogs:

- Google Analytics
- RSS feed tools, such as Feed Burner
- Blog software
- Website host
- Link shortening service, like bit.ly or ow.ly



How to Measure Spoke Activity

Varies by service:

- Twitter: TweetReach, WeFollow
- Facebook Pages: Facebook Insight
- Keywords: Social Mention
- Influence: Klout
- Links: shortening service, like bit.ly
- Various metrics from social media dashboards, like HootSuite



Measurement Dashboard

File Home Insert Page Layout Formulas Data Review View Acrobat

Cut Copy Paste Format Painter Clipboard

Calibri 11 A A

B I U Font

Wrap Text Merge & Center Alignment

General \$ % .00 .00 Number

Conditional Formatting as Table

Normal Bad Good Neutral Calculation Check Cell Styles

A1 Website URL:

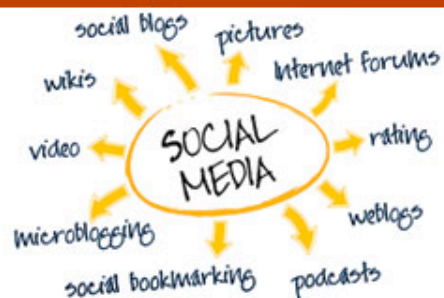
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

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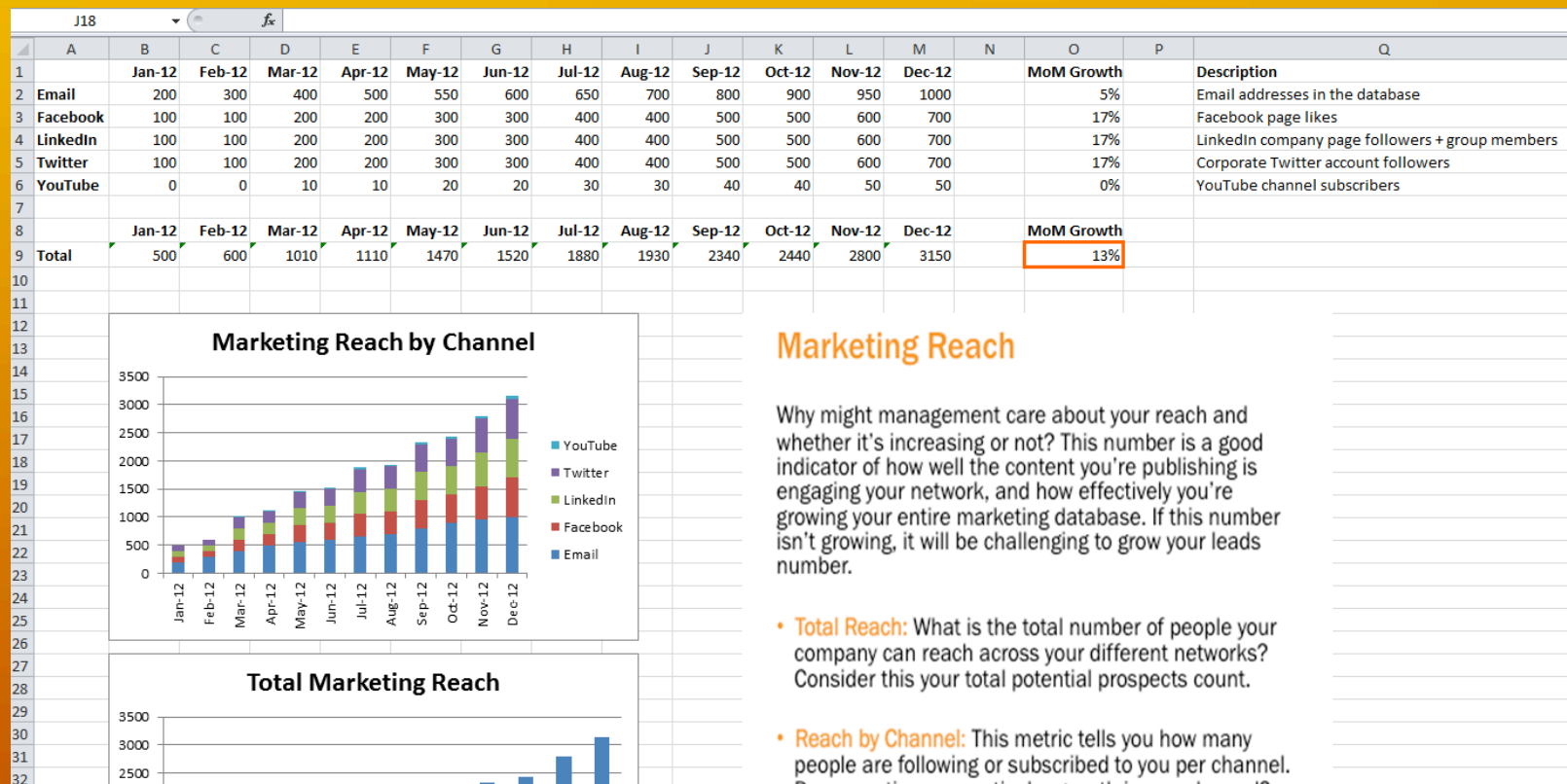
Social Media Measurement Dashboard
Website

Website URL:										
Goog Analytics code:										
Website awareness										
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Total visitors										
Unique visitors										
Website engagement										
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Total pageviews										
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Ave. time on site (min:sec)										
Most important pages										
Page 1										
Page 2										
Page 3										
Website persuasion										
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Prospect emails										
Prospect calls										

Plan Dashboard Website Dashboard Profile Page Speaker



Hubspot's Dashboard



<http://offers.hubspot.com/monthly-marketing-reporting-template>



For More Information



Email me for my Social Media
Measurement Dashboard:
erin@righttouchedediting.com.



Get social media resources in my
bookmark collection:
delicious.com/erin_brenner.



Thank you.

Connect with me online:



@ebrenner



www.facebook.com/erin.brenner



www.linkedin.com/in/erinbrenner



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