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

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2013 American Copy Editors Society Conference
Hubs: What Are Your Choices?

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

"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 addition to the text that will improve the reader's understanding of the concepts. She was a
New on Right Touch Editing!

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 Holbert, President, Alegoria Press

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

Chicago Manual Style

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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 Sailer, 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.

- 1: The Basics
- 2: Education and Certification
- 3: Business Tools
- 4: Editing Tools
- 5: Networking
- 6: Finding Work
- 7: Profession-Related Reading
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. 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@righttouchediting.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

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 Weekly (1+)

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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

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

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People

In her circles

View all (25)

Savannah Norris

Add

Adriana Hughey

Add

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.
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
## Social Media Measurement Dashboard

### Website

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<th>Website URL</th>
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### Website awareness

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<th>Mar</th>
<th>Apr</th>
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<th>Aug</th>
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### Website engagement

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<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
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<tr>
<td>Ave. pageviews</td>
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<td></td>
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<tr>
<td>Ave. time on site (min/sec)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Most important pages</td>
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<td></td>
<td>Page 2</td>
<td></td>
<td></td>
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<td>Page 3</td>
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### Website persuasion

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<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
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<td>Prospect emails</td>
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# Hubspot’s Dashboard

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<th>Jan-12</th>
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<th>Jun-12</th>
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<td>400</td>
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<td>200</td>
<td>300</td>
<td>400</td>
<td>500</td>
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<td>600</td>
<td>700</td>
<td>NA</td>
<td>17%</td>
<td>Facebook page likes</td>
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<tr>
<td>LinkedIn</td>
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<td>200</td>
<td>300</td>
<td>400</td>
<td>500</td>
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<td>700</td>
<td>750</td>
<td>17%</td>
<td>LinkedIn company page followers + group members</td>
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<tr>
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<td>10</td>
<td>20</td>
<td>20</td>
<td>30</td>
<td>30</td>
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<td>50</td>
<td>17%</td>
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<td>2800</td>
<td>3150</td>
<td>13%</td>
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## Marketing Reach

Why might management care about your reach and whether it’s increasing or not? This number is a good indicator of how well the content you’re publishing is engaging your network, and how effectively you’re growing your entire marketing database. If this number isn’t growing, it will be challenging to grow your leads number.

- **Total Reach**: What is the total number of people your company can reach across your different networks? Consider this your total potential prospects count.

- **Reach by Channel**: This metric tells you how many people are following or subscribed to you per channel.

http://offers.hubspot.com/monthly-marketing-reporting-template
For More Information

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

https://plus.google.com/116377650567505220477