IFWA MEETING
Thursday, May 5, 2016, 7:00 PM
Sentry Box
MINUTES

Information Items:

New Members: Vincent Apperley (hard SF), Kristen (SF), Riel (SF)

Time	Topic	Person
7:00 PM	**<u>Skills Session – Web Presence</u>** Presentation by Chris Jessop • Three Types: Social Media Site (FB, Twitter), Blog, Website (static – traditional) • Why want web presence? – for readers and Community (agents and publishers) • This is how we get info nowadays • Communication, publicity, outreach, communication • Part of your general publicity be they business cards and any kind of advertising you have done (readings), need a coherent style and message to give to community at large. • Changes to pages (ie blogs) create ripples and go farther to the top the more • PRIVACY - Look at privacy settings and change them – defaults not great – ie shows birthdays • Set customs – a picture of you is a good idea • STEPS TO GET ONLINE • WEBSITE – link blogging pages with it • Write Website – or hire someone to do it • Use WIX, Wordpress (software suite and/or site) • If someone wants a permanently found site – have a site that has a blogging section to it. • Decide why you want to have website in the first place. • What is your purpose? Reach readership, community? • Inform Google • Photofeeler.com (for rating photos of yourself before putting them up on your site) • How important is all this (getting online)? Very • See Notes below for more information	Chris Jessop
7:30 PM	**<u>Crits for May</u>** • Crit 1: Colin (historically inaccurate fiction) "The Oyster Thief" Crit by Adrian, Chris • Crit 2: Rick Overwater (Sci-fi Noir) Crit by Keith, Dave	Shannon Adrian / Chris Keith / Dave
	<u>Crits for June, 2016</u> • Crit 1: Richard – Pursuit Plot Novel Ch 1 Crit by Krista, Swati • Crit 2: Ron – Post Apocalyptic China short story Crit by ***	Shannon

Time	Topic	Person
8:30 PM	**Call for Agenda Items** • Short Story Contest	Michael
8:35 PM	**Brags** • Susan Forest – Strangers Among Us anthology (ed) • Rick Overwater – Bundoran – decided not a fit • Justin Acton – Burnt – got proof • Ann Cooney – agent rejection – good rejection note • Ron Friedman - Writers of the Future – 7th honourable mention • Randy McCharles – next novel is in beta reading • Gary Renshaw – 3rd book available • Calvin Jim – 37k words • Michael – 85k words in book	Michael
8:40 PM	**Discuss / Decide** • Write Off – Writers in the House – Delta Calgary South – Fireside Room – last weekend in September – Fireside Room – cost $0.00 – Social Writing – food from Boomtown Pub – we had 22 at the peak writing time. • Rocky Mountain Writer's Retreat – First week in June – still a few places left – cost – Randy McCharles.com – link to writer's retreat. • Short Story Contest – Deadline midnight on Saturday (probably already passed) May 7, 2016 midnight deadline – 21 entries so far – still opportunity. Theme – none – Word count 4000 words – send it to the e-mail address on IFWA.ca – unpublished works only • Aurora Awards – Ron – 3 people here who are nominated for Aurora – Randy, Jeff, Ron – everything now available in voter package. Aurora Awards in Calgary – Award ceremony is best of best in Calgary – WWC – July 31/16 is deadline to vote. • Friday Night Readings – WWC – "Herding Cats." • IFWA Party at WWC – Private Room at bar is hospitality suite – Need IFWA volunteers Saturday evening. – IFWA needs budget -	Michael
8:55 PM	**Announcements** • **Prix Aurora Awards** ballot for 2016 is out here: http://www.prixaurorawards.ca/2016-aurora-award-ballot/ • **WWC Friday Night Readings: THEME: Herding Cats** • NEXT Write Off – September 24-25	Michael

Web Presence
Chris M Jessop
4 May 2016

- Why have a web presence
  - publicity
  - connections
  - readership
  - e-commerce
- Types of web presences
  - Social media
  - blogs
  - web sites
- Overlap leads to two types
  - social pages
  - blogs/web sites
    - Wordpress
      - wordpress.org   provides blogging/web-site software
      - wordpress.com uses wordpress software to provide hosting services
- Social Media Sites
  - Facebook
  - Twitter
  - others (Google+, myspace, Live Journal)
  - photographic/media sites: tumblr, deviant art, ...
  - specialty community (LGBT, Asian, Christian, ...)
  - use the socia media that targets your readership but gets you the largest visibility
- Blog sites
  - Two types: community, personal
  - platform for your writings (essays, teasers, poems, ...)
  - Live Journal, Blogspot/Blogger, Weebly, eHost, GoDaddy, ...
  - can be part of your own website
- Web sites
  - Wordpress, WIX, eHost, ...
  - hosting service
  - who designs it?
- Steps to take
  - Decide on your purpose
    - Separate your personal from your public/writing
    - Don't conflate professional with personal
  - Decide which tools (don't have to use them all)
  - Get accounts with social media and hosts
  - Social Media steps (including blogs like LiveJournal and Blogspot)
    - choose/set your privacy
    - customize (as much as possible)
    - create a community by finding friends, and becoming friends, following
    - post, post frequently, don't stop
    - time-suck – be aware – avoid
    - be aware of ownership issues (facebook esp.)

Web Presence: Why and How

Chris M Jessop

Why

- ○ publicity
- ○ connections
- ○ readership
- ○ e-commerce

Types of Online Presence

- Social Media – creates community, requires constant posting, risk of time-waste, no cost
- Blogs – public diary, bridge between social media and traditional static sites, free (or low continuous cost) but only somewhat customizable
- Static Site – changes slowly, verstile and few limitations, expensive start-up

Steps

1. Choose tools
2. Explore other sites for ideas
3. Sign up with host/provider
4. Web sites/Wordpress/WIX
   a. Design look (graphics, colours, layout)
   b. Choose pages
   c. Create content
5. Create community/advertise (Google ...)
6. Links (create them, inform)

Issues

- privacy
- security
- legal
- ownership (images, media, ease of theft)

Useful Web Addresses

Social Media

Twitter	https://twitter.com/
Facebook	https://www.facebook.com/
Google+	https://plus.google.com/

Blogging Hosts

Blogspot/Blogger	https://www.blogger.com
Weebly	https://www.weebly.com/
eHost	https://www.ehost.com/
GoDaddy	https://ca.godaddy.com/

Web Hosts

GoDaddy	https://ca.godaddy.com/
SiteGround	https://www.siteground.com/
Nucleus	https://www.nucleus.com/
eHost	https://www.ehost.com/
BlueHost	https://www.bluehost.com/