

#SocialMediaDemystified

Session Instructors & Schedule

8:30 – 9:00: Registration & Coffee/pastries

9:00 – 9:50:

- **Instagram & Pinterest – Regina Vitolo Mader**



Regina holds a Bachelor of Arts in History from the University of Houston and is currently working on her Master's degree in Library and Information Science at the University of North Texas. Despite having interned with Entangled and Scholastic Publishing as a social media specialist, and spending several hours a week crafting social media posts, Regina is a Luddite at heart. Her love-hate relationship with social media has helped her introduce this networking technology to reluctant users, showing them how to enrich their lives and businesses through online social networking.

In addition to writing content for multiple websites, Regina has worked as a copywriter and assistant for young-adult-fiction authors. Regina currently works at a library, and spends her spare time taking care of her cats, researching, writing, collaging, and sewing. Regina is thrilled to be in her second year as the Social Media Chair on the Women in the Visual and Literary Arts (WiVLA) board. If you would like to contact Regina, please email her at: clockbirdstar@gmail.com.

9:50 – 10:40:

- **Facebook – Lee Steiner**



Build a Facebook Business Page

Lee Steiner, native Texan, is a life-long artist/maker with a love of everything paper. For more than a dozen years now, Lee has been hand-making books as well as teaching workshops and classes in bookbinding at local museums and for art organizations. She just finished a 4-year term as president of the Houston Book Arts Guild and volunteers her skills with the Friends of Houston Public Library. Domestic Papers is her East End Houston studio offering her

handmade books, each with a Vintage Vibe, such as writing journals made from library discards, vintage map travel journals, and sketchbooks featuring vintage paper ephemera covers. Lee has been a member of WiVLA for 5 years and, in 2016, she received the WiVLA ECO Fund Grant for her project, "Locked in Love: a story project." See Lee's work on her Facebook Domestic Papers page, on Instagram @domesticpapers, and at www.domesticpapersshop.com.

10:40 – 11:30:

• **Twitter – Melody Locke**



To Tweet or Not to Tweet?

You'd have to have spent the last couple of years living in isolation to not have heard of Twitter and how everyone from politicians to Kim Kardashian to your local meteorologist seems to be tweeting. While the Twittersphere seems to be exploding, is it a viable social channel for artists? This session will explore the pros and cons of this social channel as well as some of the accepted conventions when using Twitter. You'll either be retweeting with the best of them or nod knowingly with those who do. #ICanTweetToo
#socialMediaDemystified

Melody is a content strategist and information architect with BMC Software, where she mentors junior writers and designs technical user assistance content to enable findability and search engine optimization. During her 30 years as a technical communicator, Melody has authored user assistance information for subsurface mapping systems and complex IT performance and availability systems. During that time, the delivery of technical content has moved from paper to PDFs to the wiki to YouTube videos. She currently publishes weekly personal and business blog posts and uses the Twitter, Facebook, and LinkedIn channels to socialize the availability of new posts. You can follow her on Twitter at @melocke.

11:30 – 12:30: Lunch - There is a large refrigerator to store your brown bag lunch. There are very few restaurants nearby for a quick lunch. It will be fun to eat and visit with each other.

12:30 – 1:20:

- **Video & YouTube posting & online classes**

Donna Durbin



YouTube? YouCan!

After 25 years as a professional artist, entrepreneur, world traveler and teacher, Donna recently added “Clear English Coach” as her new business venture. She has expanded her marketing and technical skills to include videos to teach American English pronunciation and accent reduction to international professionals. With smartphones, iPads, and laptops with built-in cameras, even YOU can create videos to promote your artwork, document an exhibition or demonstrate a technique. The world is your audience on YouTube, Facetime live and Vimeo. Think of technology as a new creative tool to expand your reach, grab attention and share your creative vision. Though the learning curve has been steep for her, taking online classes, YouTube tutorials, persistence, and willingness are paying off. Don't be left behind.

1:20 – 2:10:

- **Mail Chimp email postings to a mailing list**

Dianne Webb



MailChimp Can Streamline Your Customer Contacts

If you are sending out emails and feeling like it takes forever or you get so many back, or even that keeping an up-to-date list feels impossible, MailChimp can be a real life-saver. Whether you want to send out a newsletter, an advertisement for your new work, party invitation, or event information, MailChimp can make your life easier. Join Dianne K. Webb, artist and Artistic Director of Next Iteration Theater Company, to learn how to set up and import your email addresses, segment your lists, build an email and hit send!

If you own a computer or tablet, please feel free to bring it.

Dianne K. Webb is the founding Artistic Director of Next Iteration Theater Company in Houston, a visual artist, and a writer. Across these varied genres and works Webb seeks to express the possibilities of transformation—love, the struggles of relationship, the deconstruction of social constructs, of death, dying, and the many faceted aspects of an individual’s ever-morphing identity.

Presently in the third revision of a literary novel, Webb has written in residence at the Writer’s Room of Boston and has had public readings in Cambridge and Boston, MA. Next Iteration Theater Company opened its first season in 2015 with ReadFest Houston and is in development of a new devised work. Webb has exhibited her color-rich conceptual paintings throughout the U.S. and in Canada in various solo and group shows including Sundance Houston/Los Angeles; Lesley University, Cambridge; M Squared Gallery, m Architects, Archway Gallery, Art Car Museum in Houston; Parallax Art Fair, NYC; and the Shoe Factory in Rochester, NY.

Born in Maine, Webb is the middle generation of three generations of visual, literary, healing and performing artists. She holds a BA and an MFA from Lesley University. Dianne K. Webb presently makes her home and art in Houston, Texas.

2:10 – 3:00:

- **Blogging – Lilibeth Andre**



Blogging: If, When, and Why

Are you an artist? A writer? This session shows you why you need a blog. Have your own blog already? Get what you need to optimize it. Don’t have one? Get what you need to start a blog that works for you.

Lilibeth Andre is an artist who writes and is an active member of WIVLA. She has blogged since 2008 creating a conversation in classical fine art, writing that delves in sustainability, tips on natural health, and the process to get there. She’s created and maintained blogs for academic, governmental, artistic, environmental, and alternative health organizations. She posts at www.lilibethandre.wordpress.com and on other social media.

3:00 – 3:30:

- **Start Your Own PDQ Social Media Business Plan**

Lilibeth Andre

Is social media for you? Wonder how social media can help put your creative work out there and get noticed? What is the Pretty Darn Quick (PDQ) secret

formula to make it all work for you? This session will show you how to put it all together effectively. You'll learn how to get the best bang for your social media buck...and effort.

Marketing has changed since 1978, when Lilibeth marketed personal products in Mexico and Latin America. The biggest change is social media. She brings her experience promoting architectural services, retail, real estate, public services, transportation, environment, academic research, fine art, books, and holistic health to blend the smorgasbord of social media tools to hit the spot. You can find a sampling at www.lilibethandre.com or on her social media profiles.