



San Diego Professional Editors Network

FOR IMMEDIATE RELEASE

Contact: Chris Zook

(619) 281-6951, chriszook@cox.net

Discover Ways to Grow Your Business with Social Media

SAN DIEGO—Anyone bewildered by the marketing potential of the booming social media communities will gain valuable insight when Web content strategist Shelly Bowen presents “Virtual Story Telling: How to Grow Your Business with Social Media” at the next SD/PEN meeting on **Thursday, March 18, at 6:30pm** at the Joyce Beers Community Center (Uptown Shopping Center, Hillcrest).

Drawing on real-life examples, Shelly Bowen will demonstrate how free Web sites like Facebook, Twitter, and LinkedIn can be used to promote one’s business and to attract potential customers, clients, and partners. She will get people started on selecting and setting up the right platforms for their needs, introduce tools that make managing a social media presence easier, and provide tips on how to keep it going and to protect one’s privacy.

Shelly Bowen is Principal of Pybop, LLC, a content strategy consultancy that develops customized Web content strategies for companies large and small. Prior to that she worked as the VP of content at a consumer health information Web site and was principal Web editor at a leading provider of business and financial management solutions.

This meeting of the San Diego Professional Editors Network (SD/PEN) is **free and open to non-members**. For more information, please call (619) 281-6951 or visit www.sdpen.com. Also follow us on Twitter at <http://www.twitter.com/sdpen>.

SD/PEN is an association of people who earn their living as editors of books, periodicals, and other materials. Now celebrating its 24th year, the group meets every odd-numbered month. Its main goals are networking among members, providing continuing education to members and other editors, and educating clients about editing.