

## About the Author, Deltina Hay

Deltina Hay, author of the critically acclaimed book, *A Survival Guide to Social Media and Web 2.0 Optimization*, is a veteran Web developer, publisher and a pioneer of social media and Web 2.0, especially as it applies to small business and the publishing industry. She is an avid writer, presenter, educator, and blogger.

Hay's deep working knowledge of social media concepts as well as how to apply them in the real world make her writings and presentations some of the most exciting and accessible in the industry today. Currently, she educates businesses on the strategies, technologies, and tools for creating a sustainable and optimized presence in the Social Web.

Her trainings are based upon her newly released book which has gained recognition in social media circles as well as in the academic world. The book is currently -

- Ranked as one of the "Top 100 Best Social Media Books, Ever" by Mellow Billow"
- Adopted by journalism/public relations/advertising/communications departments:
  - Buffalo College, New York,
  - St. Cloud University, Minnesota,
  - St. Edward's University, Texas
  - Georgia State University, Georgia
  - Minnesota State University, Minnesota
  - Texas Association of Nonprofit Organizations Certificate of Leadership & Management Program
  - Walden books online
- Scored with top rankings at Amazon.com reviews

As a publisher and small business owner, Hay knows firsthand the amount of traffic that social media optimization and marketing can drive to a Website, as well as the millions of potential customers and readers it can reach and influence. Her writings are filled with practical training in social media due to her in-depth knowledge of the tools. She intuitively knows how to apply social media technologies because she can actually develop and adapt those applications for business purposes.

Hay is the author of two books on social media and Web 2.0 (<http://www.daltonpublishing.com/survival-guide>), is a regular contributor of Web 2.0 articles to a wide-range of well respected sites (<http://www.socialmediapower.com/articles/>) and has given numerous presentations on the subject. (<http://www.socialmediapower.com/DHPortfolio.pdf>).

She is the founder of Social Media Power (<http://www.socialmediapower.com>), Dalton Publishing, a literary press based in Austin, Texas (<http://www.daltonpublishing.com>), and the innovative social media Web site service, PlumbSocial (<http://www.plumbsocial.com>). Her book, *A Survival Guide to Social Media and Web 2.0 Optimization*, (<http://www.amazon.com/Survival-Guide-Social-Media-Optimization/dp/0981744389>) can be found or requested anywhere books are sold

A long-time advocate of open source technologies, Hay has been programming and doing Web development in one form or another for over 25 years. Her graduate education includes computer science, applied mathematics, numerical analysis, fluid dynamics, nonlinear dynamics, and psychology.