

# Deltina Hay

## Publishing, Speaking, and Media Portfolio

(with a brief summary of experience)

### Published Books

- *A Step-by-Step Guide to Social Media Marketing and Web 2.0 Optimization* (2008, Wiggy Press e-book)
- *A Survival Guide to Social Media and Web 2.0 Optimization* (2009, Wiggy Press, 400 pages, indexed, resource CD)

### Books In Progress (several publishers bidding)

- *A Survival Guide to Social Media and Web 2.0 Optimization, 2<sup>nd</sup> Edition* (Spring 2010)
- *A Survival Guide to Web 3.0: The Semantic Web* (Working Title – Fall 2010)
- *The Digital Publishing Handbook: Preparing, Selling, and Promoting Your Books in the Digital Age* (Working Title – Spring 2011)

### Some Published Articles (Print):

- *The Independent: The Independent Book Publisher's Association Newsletter*
  - November 2007, "Why You Should Build a Social Media Newsroom, and What to Put in It"
  - December 2007, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 1: Achieving Interactivity"
  - January 2008, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 2: Sharing"
  - February 2008, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 3: Collaboration"
  - August 2008, "Build an Impressive Social Networking Presence"
  - January 2009, "Streamlining Your Presence in the Social Web"
- *Authors Access: 30 Success Secrets for Authors and Publishers (Paperback)*
  - "Promoting Your Book with Social Media and Web 2.0"

### Some Syndicated Articles:

- "Streamlining Your Social Web Presence in 6 Steps"
- "Social Media News Releases Explained"
- "What are Purpose-Built del.icio.us Pages, and How are They Used?"
- "How to Build a Web 2.0 and Social Media Optimized site Using WordPress"
- "Social Media Newsrooms: The Ultimate Web 2.0 Tool for Your Business"
- "How to Use Social Media Tools to Achieve Web 2.0 Optimization"
- "How to Build an Impressive Social Networking Presence, Beginning with Facebook"

### **A few places these articles are syndicated:**

- **SiteProNews**
- **AlphaTech5**
- **WriteWellMe**
- **SocialMedia.biz**
- **TyBeeGuy**
- **Facebookboost**
- **Readerviews**
- **HomeBasedBusinessPlan**
- **Egov.vic.gov.au**
- **OnlineMarketingUpdates**
- **EzineArticles**
- **SEOReview.com.au**
- **Whatis-facebook.com**
- **InteractiveInsightsGroup**
- **MLMCollege.net**
- **HyperLocalEdge**
- **HotWPThemes.com**
- **TectaoDesigns.com**
- **BloggingAuthors**
- **The SPAN Connection**

### **Articles in Progress (working titles):**

- **“Preparing Your Content NOW for Web 3.0: The Semantic Web”**
- **“Creating an Integration Map for Your Social Web Presence”**
- **“Google Wave for Small Business and Publishers”**

### **Blogging:**

- **Contributing editor for SocialMedia.biz**
- **Editor of SocialMediaPower.com/blog**
- **Editor of DaltonPublishing.com/blog**

### **Presentations and Speaking Engagements**

- **Publisher's Association of the South's Winter Conclave**
  - **February, 2008, Nashville, TN, 50 attendees**
  - **Presentation on creating and using social media newsrooms.**
- **Writer's League of Texas' Editors and Agents Conference**
  - **May 2008, Austin, TX, 300 attendees**
  - **Presentation on social media for authors.**
- **Pacific Northwest Bookseller's Association**
  - **September 2008, Portland, OR, 450 attendees**
  - **Presentation on integrating your Social Web presence.**

- **IBPA's Publishing University (During Book Expo America),**
  - **May 2009, New York City, 500 attendees**
  - **Presentation on building an optimized Social Web presence**
  - **Hosted a panel on using social media in marketing**
  - **Sat on a panel on creating buzz using social media**
- **Annual Voluntary Organizations Active in Disaster Conference**
  - **June 2009, Austin, TX, 250 attendees**
  - **Keynote Luncheon Speaker: On using social media.**
- **BiGAUSTIN's Women's Business Center Conversations Breakfast series**
  - **July 2009, Austin, TX, 20 attendees**
  - **Presented on social media optimization for small business.**
- **Certificate in Nonprofit Leadership and Management Class of 2010 (Offered by Texas Association of Nonprofit Organizations)**
  - **October 2009, Austin, TX, 25 attendees**
  - **Teaching a four-hour session on technology and social media.**
- **Governor's Nonprofit Leadership Conference**
  - **December 2009, Dallas, Texas, 700 attendees**
  - **Presenter of two 90-minute sessions on Social Media**

### **Guest Webinars**

- **AuthorSmart.com**
- **AuthorsAccess.com**
- **ReaderViews.com**
- **IBPA's Publishing University Online:**
  - **Building an Optimized Social Web Presence: Part One**
  - **Building an Optimized Social Web Presence: Part Two**
  - **Building an Optimized Social Web Presence: Part Three**
  - **Integrating Your Social Web Presence**
  - **Building a Social Media Newsroom**
- **WriteWellU:**
  - **Introduction to Social Media Tools: Part One**
  - **Building an Optimized Social Web Presence**
  - **Integrating Your Social Web Presence**
- **InsuranceMavericks**

### **Interviews/Media Coverage**

- **Online:**
  - **AuthorAccess.com**
  - **ReaderViews.com**
- **Print:**
  - **San Antonio Express News**
- **Radio:**
  - **WZNF, Cover to Cover**

## **Summary of Business and Development Experience**

- **1983-1989: General accounting services and computer/software consulting**
- **1990-2006: Eclectic Business & Computer Services**
  - **Offering accounting services, database management, custom software development, Web development, technical support, software support, and training**
  - **Clients include many small to medium sized businesses, and some local government agencies in Oregon and Texas**
- **Since 2003, have been developing online consumer panels for the clients of *On Your Mark*, a firm that markets exclusively to women. These customized, online panels give *On Your Mark* the chance to ask questions in progression, which allows women to delve deeply into a subject over time (panels are maintained for a minimum of 12 months). The panels are carefully selected by *On Your Mark* to reflect specific target markets for each client. These panels are developed using any number of open-source forum and social networking platforms, alongside database driven surveys matched to specific demographic data.**
  - **Panels have been developed for the following *On Your Mark* clients:**
    - **Nestle Toll House**
    - **Real Simple Magazine**
    - **Carter's**
    - **OshKosh**
    - **H-E-B**
    - **American Greetings**
  - **Multiple, shorter-term projects developed for the following *On Your Mark* clients:**
    - **Victoria's Secret**
    - **Sherwin Williams**
    - **Bath & Body Works**
    - **Lean Cuisine**
    - **HEALTH Magazine**
- **2002 – Present: Dalton Publishing**
  - **Published Creative Pulse Magazine from 2002 to 2004**
  - **Have traditionally published 16 titles for 13 authors in the Austin area**
  - **Six of the 16 titles are award-winning books**
  - **Gained international distribution through Midpoint Trade Books in 2008**
- **2007 to Present: Social Media Power/PlumbSocial.com**
  - **Focusing development efforts on Plumb Social, a turnkey social media and search engine optimized Website service that integrates social accounts and blogging directly into customized, WordPress powered Websites – thus creating an complete, optimized, integrated Social Web presence for the client**
  - **Social Media Power is an educational resource for social media, Web 2.0, and Web 3.0 tools and technologies, as well as an outlet for consulting and development services**