



## Independent Writers of Chicago

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**FOR IMMEDIATE RELEASE**

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### **INDEPENDENT WRITERS OF CHICAGO (IWOC) FACES THE FACT: FACEBOOK MEANS BUSINESS!**

If you're still of the mind that Facebook is only for teens to post photos that will haunt them for the rest of their lives, or is merely a gathering spot to share your most inane thoughts with 6,274 of your closest friends...then prepare to have your mind blown. At the next IWOC meeting on Tuesday, April 13<sup>th</sup>, social networking expert Jay Rodriguez will not only be discussing how Facebook has become a proven (and free!) networking tool among the truly business savvy. But revealing the secrets of how to get into it...and boost your own business.

Owner of JayRodChicago.com, a social media and business writing company, Jay will demo how to develop an effective Facebook Page that will attract "fans" and turn them into potential clients. *Cha-ching!* Jay also happens to be Chair of IWOC's new Social Media Committee and is building a Facebook Page for IWOC – yet another way in which IWOC will heighten its own profile, attract viewers to its website, and ultimately help increase business for its members. So get your game face on, get to the meeting and learn how Facebook can work for you!

The IWOC meeting will take place on Tuesday, April 13<sup>th</sup> at National-Louis University, Room 5008, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is at 6 p.m. Admission is free to IWOC members, \$15 to nonmembers. Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 847-855-6670 or visit [www.iwoc.org](http://www.iwoc.org).

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. Together, IWOC members represent a broad range of writing talents, consultation services and specialties serving large corporations, small businesses, and not-for-profit organizations.

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