

# Lines & Letters

## Northeast Ohio STC Newsletter



October 2014

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### President's Corner

where my classes were and who my teachers would be, and getting involved in new activities. What was your school routine like?

NEO STC's own Academic Relations committee is heading back to campus in October, for for two events at John Carroll University. Janean Voss, Lynn Nickels, and Ashleigh Petts from our chapter, will be talking to students in the Writing in the Professions class about careers in technical communication. The goal is to educate students about the field and daily tasks for professionals. Also, NEO STC has been invited to help promote JCU's Professional Writing Track program. Janean and Lynn will be representing NEO STC at this progression-style event. If you are interested in talking to college students about what you do as a technical communications professional, please send an e-mail to the Academic Relations committee.

Our next meeting will be Wednesday, October 8, at Keithley Instruments in Solon. Denise Kadilak will present Content Strategy: What is it and Why is it Important? Denise is an Information Architect/Team Manager with Blackbaud, Inc., and also teaches a technical writing course at John Carroll University. She has presented at several international conferences and local NEO STC meetings. This meeting will also feature our "member bring a guest for free" promotion! For more information and registration details, click here. Please note that this meeting is on a Wednesday.

Also mark your calendar on Saturday, November 8, for the NEO STC professional development workshop. Ginny Haas, Angie Dianetti, and Jennifer Yaros will present This is Personal: Create a Professional Development Plan that is About You! Details will be posted soon on the website.

If you would like to get involved with Academic Relations, Workshops, or one of our other fantastic committees, please send me an e-mail.

Kind regards,

*Lisa Mileusnich, NEO STC Chapter President*

### Upcoming Events

Here are the upcoming events.

- ◆ 10/03/14: Networking social, at The Brew Kettle in Cleveland.

- ◆ 10/07/14: Classroom presentation, "Writing in the Professions: Classroom Presentation for JCU Students," with Janean Voss, Lynn Nickels, and Ashleigh Petts, at John Carroll University in University Heights.
- ◆ 10/08/14: Chapter meeting, "Content Strategy: What is it and Why is it Important?" presented by Denise Kadilak, at Keithley Instruments in Solon. (Please note that this meeting is on a Wednesday.)
- ◆ 10/22/14: Promotional event, "Professional Writing Track: Promotional Event for JCU Students" with Janean Voss and Lynn Nickels, at John Carroll University in University Heights.

This could also be of interest to you.

- ◆ 10/16/14: Project Management Institute (Northeast Ohio Chapter) meeting, "Today's Strategies for a Satisfying Career," at Progressive Insurance – Mayfield Village.
- ◆ 11/13/14: UXPA (Cleveland) event (full day), World Usability Day, Cleveland Museum of Art.

### In the Spotlight: Heidi Wood

Please join me in welcoming Heidi Wood.

Heidi currently works at Acumen Solutions in Seven Hills as a technical writer. With more than a decade of experience, she has also worked as a quality assurance analyst in the computer software industry. She says, "I think both go hand-in-hand, because as a writer, you often find bugs on accident when writing about functions."

She has been a member of NEO STC on and off for the past 10 years. Some of those "off" periods were while she was in quality assurance. She also lived outside the state for a year and half. She has served as a judge for competitions and was the treasurer in 2005-2007 timeframe.

Heidi has a BA in English with Creative Writing Emphasis from Hiram College and says she wanted to be a novelist, but landed in technical writing out of necessity.

In July 2013, she married her husband, Craig. They bought their dream house in Peninsula, Ohio, which sits on three acres and borders the national park and Summit County MetroParks. They love the outdoors and are avid cyclists – road, mountain, and recreational. Between the two of them, they own nine bikes, including a tandem road bike. They also enjoy snow-shoeing,

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cross-country skiing, and hiking. They also “dabble” in gardening.

Heidi says she enjoys downhill skiing, reading, writing, and someday would like to learn how to play bass guitar. She also likes attending concerts and is a huge U2 fan. She is currently working on a novel about a rock musician who has lost his muse, and says, “it’s going slow due to ... well, all of the activities listed above!” Her dream is to complete it and then attempt to publish it. She says, “We’ll see how that goes!”

We wish you luck and thank you for sharing with us as this month’s Spotlight feature!

### Membership News

*By Carrie Cianciola*

Now is the time to join or renew your STC membership for 2015!

- ◆ Current members with a Classic membership can take advantage of a limited-time early renewal discount rate of \$195 (regularly \$225). To receive this discount, use promo code **STC2015**.
- ◆ Members who renew now receive 15 months of membership for the price of 12.

When renewing or joining, remember to add our NEO STC chapter to your membership package to receive chapter benefits, including discounted pricing on chapter events and volunteer opportunities, in addition to the international benefits. For more information about membership and to join or renew, go to <http://stc.org/membership/join-or-renew-now/member-benefits>.

### Members Bring a Non-member Guest for Free Promotion

Members, pay full price for your registration for the October 8th program meeting and invite a non-member to attend at no charge. Both you and your guest will be entered in a raffle to win free attendance to a future NEO STC meeting. A brief orientation session will be available to non-member guests. Mention this promotion in your registration along with the name of your non-member guest.

### Social Media Management Tools: An Overview

*By Jeanette Evans*

If you are new to managing social media – as I am – or could use a refresher or summary on tools that help manage social media, here are some links that helped me. Hootsuite and Buffer are thought by some to be the two most popular tools. Each offers free and paid versions.

- ◆ [Buffer](#) claims to be “the easiest way to publish on social media.”
- ◆ [Hootsuite](#) claims to be “one platform to manage your social networks, drive leads, and measure the real impact of campaigns.”
- ◆ [Buffer versus Hootsuite \(according to Hootsuite\)](#) – gives you 5 reasons to use Hootsuite claiming that it is “the social media tool you need to grow your business” – click here for the link.
- ◆ [6 Best Tools to Schedule Twitter Updates](#) gives a look at tools for Twitter update management only.

Managing social media appears as a full time job, indeed, as we can see from these links.

- ◆ Concerning institutions managing social media, [one site](#) points out it is “easy to underestimate the amount of time and energy it takes to create any kind of success in the social media space” and gives the Susan B. Komen effort as an example. Cincinnati-based Fifth Third bank is another example, and is looking for someone to “unleash the marketing potential locked within everyday conversations about our brand.”
- ◆ From a [Lancashire-UK-based digital content writer](#), we see the idea that social media outreach can include not just 9-5 but “weekends, bank holidays, and ... actual holidays,” possibly making it a 24/7 endeavor.

### Newsletter Promotion Ends Feb. '15

Submit an article by the end of February, 2015, to be eligible for a drawing for a \$50 Amazon gift certificate. Two lucky people can win. Submit at [newsletter@neostc.org](mailto:newsletter@neostc.org).