



## Transcript from the Freelance Friday #EFAChat, March 28, 2014

Topic: The Social Editorial Freelancer

- [EFA International @efafreelancers](#) Welcome to our March Freelance Friday! Use the hashtag [#EFAChat](#) to be included in today's conversation.
- [EFA International @efafreelancers](#) Today's [#EFAChat](#) is being moderated by Leslie Lapidés (Word Crisper) of Atlanta, a freelance editor for businesses.
- [EFA International @efafreelancers](#) This [#EFAChat](#) will answer questions about making time for social media. Q1 is question 1; reply with A1 for answer 1, etc.
- [EFA International @efafreelancers](#) [#EFAChat](#) Q1: Let's introduce ourselves. Where are you from, and what do you do?
- [EFA International @efafreelancers](#) Don't be shy ... [#EFAChat](#)
- [James M. Fraleigh @jamesfraleigh](#) A1 Full-time freelancer in northern NJ; copy editor+proofreader in psych, social sciences, business, college texts, & med. [#EFAchat](#)
- [EFA International @efafreelancers](#) Welcome, James! [#EFACHAT](#)
- [Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A1: Eve Levavi Feinstein, Palo Alto, CA. Mainly academic editing but also some trade nonfiction, business copy, etc.
- [Jake Poinier @drfreelance](#) [#EFAChat](#) I'm Jake Poinier, originally from Mass. but now Phoenix, and I describe myself as an omnivore in writing and editing :)
- [Editrix @editrix\\_es](#) A1: soon-to-be-Portland, editing/writing for nonprofits, small businesses, etc. [#EFAchat](#)
- [EFA International @efafreelancers](#) Welcome, Eve, so nobly RTing for us! [#EFAChat](#)
- [Jamie Greene @bluecrabedit](#) A1: DC region; primarily educational publishing. Howdy! [#efachat](#)
- [EFA International @efafreelancers](#) Welcome, Jake, and mysterious Editrix! [#EFAChat](#)
- [EFA International @efafreelancers](#) I belong to several LI groups for editors, for Atlanta professionals. On FB: Editors' Assoc of Earth, EAE Backroom. Twitter lists. [#EFAChat](#)

[EFA International @efafreelancers](#) Welcome, bluecrab! [#EFAChat](#) Lots of educational publishing in DC, I know. At least, used to be.

[Laura Dangerfield @re\\_pro123](#) A1: I'm Laura from San Jose, CA. I proofread copyedit for small biz and individuals. In start-up mode these days. [#EFAchat](#)

[Liz Hunter @humbieditorial](#) A1 Liz from Scotland. New proofreader and editor. Spend too much time on social media - we are all so word-oriented! [#efachat](#)

[EFA International @efafreelancers](#) That tweet answers: [#EFAChat](#) Q2: Which social media sites, blogs, forums, discussion groups do you use for business purposes?

[EFA International @efafreelancers](#) Welcome, Laura! [#EFAChat](#)

[Jamie Greene @bluecrabedit](#) A2: Ironically, none. I have a fairly static LinkedIn page that generates some work. But otherwise I'm on social stealth mode. [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) A2 Twitter & the EFA discussion list are the 2 I used most commonly. Followed some LinkedIn groups but signal:noise went south. [#EFAchat](#)

[EFA International @efafreelancers](#) Or, alternative Q2: Are they just time-wasters for us? [#EFAChat](#)

[Liz Hunter @humbieditorial](#) A2 Twitter and Facebook. So far mainly following other editors, which may not be the best thing! [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) A2 But I do have a LinkedIn profile that I keep reasonably up to date and accept connection requests. [#EFAchat](#)

[EFA International @efafreelancers](#) Interesting, bluecrab. [#EFAChat](#) How does your LI page lure in clients?

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A2: LinkedIn and Twitter, which I cross-post to Facebook. But my twitter account is multipurpose.

[James M. Fraleigh @jamesfraleigh](#) A2 My Twitter usage could be made more efficient by using the Lists function, but I almost never classify folks/view in List mode [#EFAchat](#)

[EFA International @efafreelancers](#) Liz, it's a good start! [#EFAChat](#) See my FB suggestions for 2 good editor groups.

[Jamie Greene @theroarbots](#) .@[EFAFreelancers](#) Dunno, really. Several new (high-profile to boot) clients contacted me out of the blue based on past exp. [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) A2 My FB page is strictly personal; not part of my professional world. [#EFAchat](#)

[EFA International @efafreelancers](#) So, James, do your LI connections ever lead to work? [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) A2 I.e., that's where I go to rant. :) [#EFAchat](#)

[Jake Poinier @drfreelance](#) [#EFAChat](#) Q2 alt: I think it depends on what ur trying to do. e.g., Twitter good for driving traffic to my blog. FB new rules are lame.

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A2: Also [#EFA](#) group list, CE-L

[EFA International @efafreelancers](#) [#EFAChat](#) Eve, you're very efficient. Will be cross-examining you more later on.

[James M. Fraleigh @jamesfraleigh](#) A2 I'm not sure! I don't pay, so I can't always see ID of visitors. I've gotten work for which clients haven't disclosed source—[#EFAchat](#)

[EFA International @efafreelancers](#) [#EFAChat](#) Yes, James, I can't praise the Lists feature enough. Otherwise just hose in face.

[James M. Fraleigh @jamesfraleigh](#) A2 —and these may have come from LI, but not sure how they found me. [#EFAchat](#)

[Jamie Greene @bluecrabedit](#) Listing previous clients and specific jobs on LI is really helpful, I think, to new clients. [#efachat](#)

[EFA International @efafreelancers](#) Welcome, roarbots! [#EFAChat](#) You're obviously doing something right ... (simmers in envy)

[James M. Fraleigh @jamesfraleigh](#) A2 What I HAVE used LI for is, as a writer, to find subject-matter experts, sources, etc. by joining groups to which they belong. [#EFAchat](#)

[EFA International @efafreelancers](#) James, I have to agree with you mostly on FB. [#EFAChat](#) I have one group of colleagues on there, but otherwise it's all personal.

[James M. Fraleigh @jamesfraleigh](#) A2 LI lets you message in-group members for free, so I send request, contact info, & hope for the best. [#EFAchat](#)

[EFA International @efafreelancers](#) [#EFAChat](#) Re James and ranting: Ranting good!

[Jamie Greene @bluecrabedit](#) .[@EFAFreelancers](#) Oops. Posted as my other Twitter ID by accident. Sorry! Downfall of TweetDeck [#efachat](#)

[EFA International @efafreelancers](#) Dr., I haven't seen "new" FB yet, but hear your pain. Agree that Twitter good for blog-driving. [#EFAChat](#)

[EFA International @efafreelancers](#) Yes, CE-L is excellent. [#EFAChat](#) Recommend.

[James M. Fraleigh @jamesfraleigh](#) A2 For clients who contact me cold, I should redouble efforts to learn source. If social media, I can devote more energy there... [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#) A2 If a human, I can thank them and ask how I can reciprocate to send them work in their sphere. [#EFAchat](#)

[EFA International @efafreelancers](#) bluecrab, I like your LI suggestion and plan to copy soon. [#EFAChat](#)

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A2: Some friends & colleagues got to my website through FB, but the only unsolicited contacts were through my [#EFA](#) profile

[Laura Dangerfield @re\\_pro123](#) A2: I find LI groups to be helpful. At least for information and possible job opportunities. [#EFAchat](#)

[Editrix @editrix\\_es](#) A2: Twitter has been great for connecting w/other editors and increasing traffic to my site, but no new clients from it (yet). [#efachat](#)

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A2: Well, I was contacted by one LinkedIn troll from India

[EFA International @efafreelancers](#) Next: [#EFAChat](#) Q3: How much time do you spend on social media (Twitter, Facebook, LinkedIn, etc.) each week?

[Jake Poinier @drfreelance](#) [#EFAChat](#) the issue w/FB is that they now throttle back the # of peeps that see your page unless u pay. I'm close to dumping it.

[Jamie Greene @bluecrabedit](#) [#efachat](#) A3: For business purposes? Almost none.

[James M. Fraleigh @jamesfraleigh](#) A2 Before [#ACES2014](#) I redirected my Twitter URL to my website About Me page so they could get to know me in >140 chars. [#EFAchat](#)

[Editrix @editrix\\_es](#) A3: Can I plead the 5th on that? [#efachat](#)

[EFA International @efafreelancers](#) I'll go: Too much. [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) [@Editrix ES](#) LOL, likewise! [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#) A3 If you're using social for work/contacts, it's worth clocking all time to determine efficiency and return—after all, it's work [#EFAchat](#)

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) For work or personal? For work, not enough. For personal, too much. [#efachat](#)

[Jake Poinier @drfreelance](#) [#EFAChat](#) A3: \*\*\*redacted to protect guilty\*\*\*

[James M. Fraleigh @jamesfraleigh](#) A3 Might be easier to measure/save time if you have a social media pub. calendar, or if you use software to cue up communiqués. [#EFAchat](#)

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A3: A lot more when I'm not busy with work. Use could be more efficient.

[EFA International @efafreelancers](#) Welcome, AWingfield! [#EFAChat](#) I think most of us can relate to what you're saying.

[James M. Fraleigh @jamesfraleigh](#) A3 Then you can allot/track time to live/spontaneous interactions that arise from your basic output, and gauge efficacy of that. [#EFAchat](#)

[Amber Wingfield @awingfieldsvcs](#) [@jamesfraleigh](#) Why "before"? Did you change based on something said at the conference? [#efachat](#)

[EFA International @efafreelancers](#) I believe when limited, social media can be good brain reboot. [#EFAChat](#) Or procrastination tool, of course.

[Liz Hunter @humbieditorial](#) A3 Look at other editors' blogs, feeds from professional associations and maintain a presence on Twitter. Too easy to waste time! [#EFAChat](#)

[Laura Dangerfield @re\\_pro123](#) [.@jamesfraleigh](#) Redirecting your Twitter to your About Me is a great idea. I never would have thought of that. [#EFAChat](#)

[EFA International @efafreelancers](#) Good question, AWingfield. [#EFAChat](#) James owes us explainer.

[James M. Fraleigh @jamesfraleigh](#) [@AWingfieldSvcs](#) Ah! I meant before the conf. actually started, I changed it; it prev. had just gone to my homepage. [#EFAchat](#)

[EFA International @efafreelancers](#) If you're just joining the [#EFAChat](#), welcome! Jump in at any time!

[James M. Fraleigh @jamesfraleigh](#) A3 Also I'd forgotten my blog password and couldn't write a "Hello ACES folks!" static post to greet new visitors from biz card URL [#EFAchat](#)

[Amber Wingfield @awingfieldsvcs](#) [@jamesfraleigh](#) Got it. Mine goes straight to my homepage, I think. I wondered if I was committing a social media faux pas. [#efachat](#)

[EFA International @efafreelancers](#) The \$?: [#EFAChat](#) Q5: Which of those venues nets the best return on your time investment (jobs, contacts, leads, etc.)?

[Eve Levavi Feinstein @evfeinstein](#) [#EFAChat](#) Slightly off topic: Worth having About Me page if you have a personal website?

[James M. Fraleigh @jamesfraleigh](#) A3 [@AWingfieldSvcs](#) No faux pas; just my workaround! WordPress's login often vexes me. [#EFAchat](#)

[Editrix @editrix\\_es](#) [@EveFeinstein](#) A THOUSAND TIMES YES. People want to know \*who\* they're doing business with. [#efachat](#)

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) Q5: LinkedIn groups and the EFA e-mails (do those count as social media?) [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) [@EveFeinstein](#) Yes; loc. depends on how elaborate your site is. If just a static parking page, the homepage could be your About Me. [#EFAchat](#)

[EFA International @efafreelancers](#) Ahah, [#EFAChat](#), otherwise-ninja James finally admits small social media mistake. (relieved sigh)

[Eve Levavi Feinstein @evfeinstein](#) [#EFAChat](#) A5: Actual \$? None that I know of yet.

[Jamie Greene @bluecrabedit](#) A5: LinkedIn, hands down. It's low-maintenance, self-sustaining, and shows all of your connections/skills, which is priceless. [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) A3 If a multipage site, at least have a clear button or menu tab that routes visitors to your bio. Having that info increases SEO [#EFAchat](#)

[EFA International @efafreelancers](#) AW: Yes, they count! [#EFAChat](#)

[Jamie Greene @bluecrabedit](#) A5: Plus, the people who are on there looking are the audience I want to target - clients. Not FB or Twitter lurkers. [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) [@EFAFreelancers](#) LOL! Were we to enumerate all my soc media mistakes, we'd need more than an hour! [#EFAchat](#)

[Editrix @editrix\\_es](#) A3 and A5 are making me think I should focus on LinkedIn a bit more... [#efachat](#)

[Amber Wingfield @awingfieldsvcs](#) [@bluecrabedit](#) I feel like LI makes me appear like the professional I am, with connections, groups, etc. [#efachat](#)

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) In that event, I <3 the EFA emails. I've gotten so much work from them! [#efachat](#)

[James M. Fraleigh @jamesfraleigh](#) A5 Haven't measured actual ROI yet, which is why I'd love clients 2 tell me—like a code on a paper coupon showing where it ran [#EFAchat](#)

[Jamie Greene @bluecrabedit](#) [@AWingfieldSvcs](#) Agreed. It's the only social media platform that's for prof businesses. Nobody goes on LI to "play." [#efachat](#)

[EFA International @efafreelancers](#) A5: Yes, actual \$. No Bitcoins allowed. [#EFAChat](#)

[Liz Hunter @humbieditorial](#) [@Editrix\\_ES](#) [#EFAChat](#) Me too!

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) Clarification: I meant [about.me](#), not an "About Me" section on my website (which I have).

[James M. Fraleigh @jamesfraleigh](#) A5 Referrals/visits to About Me pages can be tracked via WordPress IIRC, but I'm far from a ninja on that art. [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#) A5 HUGE HUGE return on [@EFAFreelancers](#) Job List emails. 2 ongoing clients, one multiyear. [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#) A5 Proportionate to annual dues it's been a great success for me. [#EFAchat](#)

[Amber Wingfield @awingfieldsvcs](#) [@EveFeinstein](#) Hm, never seen that one before. [#efachat](#)

[Editrix @editrix\\_es](#) [@EveFeinstein](#) Ahhhh! Gotcha. I've never understood the point of [about.me](#), if you already have a site. Am I missing something? [#efachat](#)

[Mari Lynch @marilynch](#) [#EFAChat](#) Bio goes to testimonials. Rather than list client names, for privacy, post 1 signed ltr, others avail on request [pic.twitter.com/hTtNjffTsV](http://pic.twitter.com/hTtNjffTsV)

[EFA International @efafreelancers](#) So, Eve, you do have an about.me page but it hasn't drawn clients? Is that right? [#EFAChat](#)

[Amber Wingfield @awingfieldsvcs](#) [@jamesfraleigh @EFAFreelancers](#) Same here. First project I got paid for membership for 2 yrs in maybe two or three hours of work. [#efachat](#)

[EFA International @efafreelancers](#) MariLynch, I think that looks very professional. [#EFAChat](#)

[EFA International @efafreelancers](#) Next: [#EFAChat](#) Q6: Which are the best discussion groups for editorial freelancers?

[Cynthia Reeh @cereee editing](#) “[#EFAChat](#) A1: Cynthia Reeh. Seattle, WA. Mostly technical editing for nonprofits in global health and development.

[James M. Fraleigh @jamesfraleigh](#) A5 Habit I need to develop: if I get client praise, ask for a LI recommendation/perm. to quote them on my website. [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#) A6 The members-only EFA discussion is worth the \$. Before that I also read CE-L. [#EFAchat](#)

[EFA International @efafreelancers](#) Welcome, Cynthia! There's lots of good hints you'll be able to read in the transcript. [#EFAChat](#)

[Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) A6: EFA, CE-L

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) LinkEds & Writers on LinkedIn [#efachat](#)

[EFA International @efafreelancers](#) A6: Agree with James. Those 2 plus the EAE on FB. [#EFAChat](#)

[EFA International @efafreelancers](#) We're rushing now: [#EFAChat](#) Q7: There are so many options for social interaction online. How do you make the most of your precious time?

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) EAE=??? [#EFAChat](#)

[Cynthia Reeh @cereee editing](#) [#EFAChat](#) Q2: I use Twitter, a little FB, LinkedIn, CEL, blogs. I need to be more active about commenting! So easy to lose track of time.

[EFA International @efafreelancers](#) EAE=Editors' Association of Earth. Catchy, eh? [#EFAChat](#)



- [James M. Fraleigh @jamesfraleigh](#) A7 I try to keep social to my breaks between work stretches, but I don't always succeed. [#EFAchat](#)
- [Eve Levavi Feinstein @evefeinstein](#) [#EFAChat](#) Weighty silence on Q7...
- [James M. Fraleigh @jamesfraleigh](#) A7 I set the EFA (and when I subbed, the CE-L) lists to digest, vs. individual emails, to stem the tide of notes. [#EFAchat](#)
- [EFA International @efafreelancers](#) Last question! (can still comment on others, obviously) [#EFAChat](#)  
Q8: Does social media calendar or scheduling help organize your efforts?
- [EFA International @efafreelancers](#) [@EveFeinstein](#) Re Q7: Rilly! [#EFAChat](#)
- [James M. Fraleigh @jamesfraleigh](#) A8 It used to when I tweeted for a client. I should adopt it for my biz. [#EFAchat](#)
- [Cynthia Reeh @cereed\\_editing](#) [#EFAChat](#) Q3: I spend too much time on social media but probably not the most effective about it.
- [Jake Poinier @drfreelance](#) [#EFAChat](#) Q7 [@jamesfraleigh](#) wins LOL. Try to spend the time on places that drive most blog hits, ideally.
- [Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) It probably would if I used it! [#EFAChat](#)
- [Editrix @editrix\\_es](#) A8 Scheduling! I like to put posts in a queue so I don't forget later/to make sure I'm posting regularly. [#efachat](#)
- [EFA International @efafreelancers](#) (Alternative Q8: Can we all just get together for a potluck?)  
[#EFAChat](#) (Too much?)
- [James M. Fraleigh @jamesfraleigh](#) A8 If I were to blog more often, it would be on whatever schedule I could find sustainable, and other social would arise from that.  
[#EFAchat](#)
- [Mark Allen @editormark](#) [@EFAFreelancers](#) A7: Precious time was just interrupted, but I keep Tweetdeck open and get key updates in pop-ups to stay connected [#EFAChat](#)
- [Jake Poinier @drfreelance](#) [#EFAChat](#) Q8: I pride myself on randomness
- [James M. Fraleigh @jamesfraleigh](#) A8 Was described @ [#ACES2014](#) as a hub-and-spoke model; you just need to decide what will be your hub for messaging. [#EFAchat](#)
- [James M. Fraleigh @jamesfraleigh](#) A8 (I'd credit it properly but my ACES notes are still packed!)  
[#EFAchat](#)

[Mark Allen @editormark](#) [@EFAFreelancers](#) A8: I'll bring a casserole. So, what did I miss? [#EFAChat](#)

[Cynthia Reeh @ceree\\_editing](#) [@EFAFreelancers: #EFAChat](#) Q6: CEL and EFA lists but haven't spent much time elsewhere.

[Jake Poinier @drfreelance](#) [@AWingfieldSvcs](#) you mean the Yahoo Group? [#EFAChat](#)

[EFA International @efafreelancers](#) For those who are listening, a full transcript of this [#EFAChat](#) will be available on the EFA website soon.

[EFA International @efafreelancers](#) OMG, 3 more questions. Real quick: [#EFAChat](#) Q9: What advice would you give to an editorial freelancer who is just getting started with...

[EFA International @efafreelancers](#) Next to last: [#EFAChat](#) Q10: For those who have only enough energy for one social venue, which one would you recommend?

[EFA International @efafreelancers](#) Actual last question: Q11: What topic would you like to discuss on a future [#EFAChat](#)?

[Editrix @editrix\\_es](#) A10 LinkedIn or Twitter [#efachat](#)

[Amber Wingfield @awingfieldsvcs](#) [@EFAFreelancers](#) LinkedIn. [#EFAChat](#)

[EFA International @efafreelancers](#) Q9 supposed to be: just getting started with social media, but sure you figured that out. [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) A9: Be yourself. Transmit value. Quality > quantity. Provide calls to action. Interact & credit. Paint a picture of yr practice. [@EFAchat](#)

[Editrix @editrix\\_es](#) A11 - Go niche or go broad? Editing for nonprofits. Freelancing when you've never worked in-house. [#efachat](#)

[Jake Poinier @drfreelance](#) [#EFAChat](#) Q10 u could make argument for LI, but I find Twitter+blog gets most juice/reach 4 me. Again, depends on what u want.

[James M. Fraleigh @jamesfraleigh](#) A11 The art of scheduling projects and gracefully saying "no." [#EFAchat](#)

[EFA International @efafreelancers](#) Editrix: Xlent ideas! James: We need to rope you in for something. [#EFAChat](#)

[MD Smith @mdwordsmith](#) [@Editrix\\_ES #EFAChat](#) Yes! Excellent question!

[Mark Allen @editormark](#) [@EFAFreelancers](#) A10: I open multiple windows. But if choose I must, Twitter is my first. Then FB editor organization pages. [#EFAChat](#)

[Mark Allen @editormark](#) [@EFAFreelancers](#) A10: But I suppose you must first be on LinkedIn -- at least set it up. [#EFAChat](#)

[EFA International @efafreelancers](#) More good ideas for future chats. Maybe should be more than monthly? Or ever on weekend? [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) A10 Twitter has helped me meet people behind screen names, and EFA has helped me learn and trade advice. Those 2 are choice for me. [#EFAchat](#)

[Amber Wingfield @awingfieldsvcs](#) [@Editrix\\_ES](#) I vote for the third one! [#EFAChat](#)

[EFA International @efafreelancers](#) Hi, MDWordsmith! [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) A10 My answers were inspired by my ACES weekend, so I share credit w wise moderators and fellow participants. [#EFAchat](#)

[EFA International @efafreelancers](#) You're a great group! Come back every month, OK? [#EFAChat](#)

[Jennifer Holmes @jenmededit](#) Q10: Twitter for continuing ed (follow other editors), LI for work contacts. I'm partial to Twitter (Jen Holmes, joined late). [#efachat](#)

[EFA International @efafreelancers](#) 4 more minutes: Anything else? [#EFAChat](#)

[James M. Fraleigh @jamesfraleigh](#) Hugely useful: the "answer to question X" tag on the Tweetchat timestamp. New, or always present? Either way a great help. [#EFAchat](#)

[Editrix @editrix\\_es](#) Thanks, [@EFAFreelancers](#) and fellow editorial freelancers! [#efachat](#)

[Mark Allen @editormark](#) That's the fabulous [@ebrenner](#), I believe. [#hubandspoke](#) MT [@jamesfraleigh](#): A8 (I'd credit it properly but my notes are packed!) [#EFAchat](#)

[EFA International @efafreelancers](#) Welcome, Jen! [#EFAChat](#)

[Jake Poinier @drfreelance](#) [#EFAChat](#) thx for hosting, Leslie!

[James M. Fraleigh @jamesfraleigh](#) [@EditorMark](#) That was my strong suspicion. Shows how many great minds were at that panel; I was jotting like a madman! [#EFAchat](#)

[James M. Fraleigh @jamesfraleigh](#)

Yes indeed, Leslie, thanks very much! See you all here and there in the ether! [#EFAchat](#)

[EFA International @efafreelancers](#)

Thank you, Dr.! So much more fun than I imagined. Will be back. [#EFAChat](#)

[EFA International @efafreelancers](#)

It's time to end today's [#EFAChat](#). The written transcript will end here. Thanks for a great discussion! See you next time.