

## WHY SOCIAL MEDIA MATTERS TO READERS AND WRITERS

### *Lauren Margolin and Liza Wiemer*

**Description:** An informative program with blogger and speaker Lauren Margolin (the Good Book Fairy) and educator & author Liza Wiemer about what it takes to become a trusted reviewer readers can rely upon, what it means to be an influencer, the unique environment for interactions between reviewers, readers, and authors and how social media can have positive impact on the books authors write.

**Lauren Margolin** is a book reviewer, blogger, creator of [goodbookfairy.com](http://goodbookfairy.com) and a reputable book influencer. She has reviewed hundreds of books and gives honest and relatable opinions, which has built her a loyal and trusted following. Lauren's connections with authors, publishers and industry reps, as well as fellow readers, make her speaking engagements entertaining, enlightening and informative. She loves all things regarding reading and the appreciation of books. However, when she's not reading, reviewing and keeping up with her online presence, she enjoys canasta, cooking and spending time with her family.

**Liza Wiemer** is an award-winning educator with over twenty-five years of teaching experience. Her second young adult novel, *The Assignment*, will be published by Delacorte Press on August 25, 2020. *Hello?*, her debut contemporary YA novel, was named a Goodreads Best Young Adult Novel of the Month. In addition, Liza has had two adult nonfiction books published and several short stories included in *The New York Times* bestselling Small Miracles series. She has had articles published in various Jewish newspapers and magazines. A graduate of UW-Madison, Liza lives in Milwaukee, WI with her husband and has two married sons.