

by LitChat a minute ago

LitChat: How Well Does Social Media Sell Books?

The following is the #LitChat conversation held through Twitter on August 19, 2015 on "How Well Does Social Media Sell Books?" This session of #LitChat was moderated by Judah Freedman. #LitChat was founded in 2009 by Carolyn Burns Bass (@LitChat). www.litchat.com



LitChat
@LitChat

#LitChat WritingWednesday with @judahfreed begins in 5 minutes. Topic is Does Social Media Help Sell Books? nurph.com/litchat



2 HOURS AGO



Melinda A. Warshaw
@Fluteoboe

Hi Paula #LitChat



2 HOURS AGO



Judah Freed
@judahfreed

Our topic on #LitChat today is social media book marketing, what does and does not work. Please join us for an hour of live conversation.



2 HOURS AGO



Judah Freed
@judahfreed

The easiest way to participate in #LitChat is through @Nurph. Just login at nurph.com/litchat, authorize and you're in the chat.



2 HOURS AGO

**Judah Freed**

@judahfreed

Otherwise, just search for [#litchat](#) on Twitter, hit the “live” tab on top and keep refreshing the page as new chat tweets are posted.

2 HOURS AGO

**Judah Freed**

@judahfreed

So everybody who follows you on Twitter can see your chat tweets, put [#litchat](#) at the end your tweets, not at the very beginning. [#LitChat](#)

2 HOURS AGO

**Judah Freed**

@judahfreed

I am moderating [#LitChat](#) today, so if you wish, please feel free add both [@judahfreed](#) and [#LitChat](#) at the end of your chat tweets. [#LitChat](#)

2 HOURS AGO

**Paula Cappa**

@PaulaCappa1

Hi there! Very interested in what works effectively. Especially Facebook "Groups" [#Litchat](#) [@judahfreed](#) [#LitChat](#)

2 HOURS AGO

**Judah Freed**

@judahfreed

f you are address a tweet to another, put a word before their [@twitter](#) name, so they can get credit on Klout, More on this later. [#LitChat](#)

2 HOURS AGO

**Judah Freed**

@judahfreed

Let’s start by seeing who is here. Are you mainly a book reader, author, publisher, or publicist? Please identify yourself. Thanks. [#LitChat](#)

2 HOURS AGO

**Smith Publicity**

@SmithPublicity

Hi everyone! @SmithPublicity's social media strategist, Brittney here! Cannot wait for this chat!
[@judahfreed](#) #LitChat

2 HOURS AGO

**Melinda A. Warshaw**

@Fluteoboe

author@judahfreed#Litchat

2 HOURS AGO

**Susan Cash**

@SusanHCash

This sounds superb! #SAMRredefinition #litchat #edchat #edtech Can someone offer first-hand experience w SkypeClrm? twitter.com/SkypeClassroom...

2 HOURS AGO

**Judah Freed**

@judahfreed

For openers, putting on your hat as a reader, which kind of social media postings get your attention? What really turns you off? #LitChat

2 HOURS AGO

**Smith Publicity**

@SmithPublicity

[@judahfreed](#) posts that have some type of educational value are best--I hate things that are too promotional #LitChat

2 HOURS AGO

**Judah Freed**

@judahfreed

And what do think of the standard marketing practice of posting everywhere, like throwing spaghetti at a wall to see what sticks? #litchat.

2 HOURS AGO



Paula Cappa
@PaulaCappa1

You can wear out one social media pretty quick. I try to vary my posts from week to week, or monthly [@judahfreed](#) [#LitChat](#)

 2 HOURS AGO



Melinda A. Warshaw
@Fluteoboe

I only market my book to those in my category. Bad reviews have resulted in throwing my book all around. [@judahfreed](#) [#litchat](#)

 2 HOURS AGO



Smith Publicity
@SmithPublicity

[@judahfreed](#) that's one way to do it but each site really does have an audience-readers on Goodreads, business leaders on LinkedIn [#LitChat](#)

 2 HOURS AGO



Judah Freed
@judahfreed

Say more about what constitutes "educational value" vs being "too promotional."
[@SmithPublicity](#) [#Litchat](#) [twitter.com/SmithPublicity...](#)

 2 HOURS AGO



Smith Publicity
@SmithPublicity

[@judahfreed](#) using blogs, articles, pictures: good & brings educational value. You don't ever want to say "buy my book" on SM. [#LitChat](#)

 2 HOURS AGO



Melinda A. Warshaw
@Fluteoboe

I have a book page and post educational articles about my topic. That works very well for me [#Litchat](#)

 2 HOURS AGO



Melinda A. Warshaw

@Fluteoboe

How can you edit in here...sorry for the typo..can you delete a post???#@judahfreed#litchat

 2 HOURS AGO



Judah Freed

@judahfreed

Reminder: If you naming another in a tweet , please put their @twittername at the end, so they can get a score bump on #Klout. #LitChat

 AN HOUR AGO



Paula Cappa

@PaulaCappa1

Brittany, do you think Twitter has any value in selling books? @judahfreed #LitChat

 AN HOUR AGO



Melinda A. Warshaw

@Fluteoboe

I have a book page and post educational articles about my topic. That works very well for me @judahfreed #LitChat

 AN HOUR AGO



Smith Publicity

@SmithPublicity

@PaulaCappa1 @judahfreed #LitChat Twitter is great to interact with potential readers. But it's hard to link any SM site directly to sales.

 AN HOUR AGO



Judah Freed

@judahfreed

In fact, let's talk about #Klout a bit. Who knows their Klout score? Can you say why it matters in book marketing? @SmithPublicity #litchat

 AN HOUR AGO



Paula Cappa
@PaulaCappa1

What Twitter sites or #tags have readers? Brittany, can you suggest? @judahfreed #Litchat

 AN HOUR AGO



Smith Publicity
@SmithPublicity

@judahfreed #Klout is a number 1-100 that gives you an idea of how influential your SM messages are. #LitChat

 AN HOUR AGO



Smith Publicity
@SmithPublicity

@PaulaCappa1 @judahfreed It depends on the topic of your book. Generic writing hash-tags are #amwriting #pubtips #indiewriter #LitChat

 AN HOUR AGO



Paula Cappa
@PaulaCappa1

But those are writers' tags with lots of writers. If you want to reach readers, which tags are best? @judahfreed #Litchat

 AN HOUR AGO



Judah Freed
@judahfreed

And does anyone know why I am saying it helps people's Klout score if you put their @twittername anywhere but first in a tweet? #litchat

 AN HOUR AGO



Melinda A. Warshaw
@Fluteoboe

@judahfreed no #LitChat

 AN HOUR AGO



Paula Cappa
@PaulaCappa1

I know about [#readers](#) [#amreading](#). Others? [@judahfreed](#) [#Litchat](#)

AN HOUR AGO



Smith Publicity
@SmithPublicity

[@PaulaCappa1](#) [@judahfreed](#) that is book specific--try using hash-tags that reflect the genre of your book. [#LitChat](#)

AN HOUR AGO



Judah Freed
@judahfreed

I found out the hard way why it's wise never to put people's @twittername first in a tweet if I want to help their [#Klout](#) score.... [#Litchat](#)

AN HOUR AGO



Smith Publicity
@SmithPublicity

If you put someone's @twittername first that is a semi-private conversation you are having with that person. [@judahfreed](#) [#LitChat](#)

AN HOUR AGO



Melinda A. Warshaw
@Fluteoboe

[@judahfreed](#) I have others retweet my tweets who are trying to reach my book topic community. We educated and support each other. [#LitChat](#)

AN HOUR AGO



Paula Cappa
@PaulaCappa1

My exp. is social media doesn't sell books but it does draw visitors to a blog [@judahfreed](#) [#Litchat](#)

AN HOUR AGO

**Judah Freed**

@judahfreed

So, #Klout totally ignores any tweet with a @twittername first. Placing a @twittername first makes it private not public... #Litchat

 AN HOUR AGO
**Smith Publicity**

@SmithPublicity

@DougOudin @judahfreed it's just the difference of having a (semi) private conversation vs. having something all Twitter users see #LitChat

 AN HOUR AGO
**Judah Freed**

@judahfreed

...and #Klout only scores tweets that are public. Putting a @twittername first in a tweet does not help a person's #Klout score.... #Litchat

 AN HOUR AGO
**Nathan Lowell**

@nlowell

. #litchat twitter.com/nlowell/status...

 AN HOUR AGO
**Judah Freed**

@judahfreed

... the only reason can see the tweets here today with an @twittername at the front is because we are all tapping into the hashtag #Litchat.

 AN HOUR AGO
**Smith Publicity**

@SmithPublicity

@nlowell @judahfreed Yes, using Klout is not the best way to know your influence. I like analytics like the ones FB and Twitter use #litchat

 AN HOUR AGO



Melinda A. Warshaw

@Fluteoboe

@judahfreed This is the first I have heard of #Klout #LitChat



AN HOUR AGO



Judah Freed

@judahfreed

Yes, and if one wants to be private, that great. It just does not help the person's #Klout score
#Litchat twitter.com/SmithPublicity...



AN HOUR AGO



Paula Cappa

@PaulaCappa1

I sometimes use Google+. It's a little crazy w/ circles. I prefer media where I can show my book cover @judahfreed #Litchat



AN HOUR AGO



Smith Publicity

@SmithPublicity

@VoicesOfBrian @nlowell @judahfreed no matter your score--posting, engaging, following, all important to social media #litchat



AN HOUR AGO



Paula Cappa

@PaulaCappa1

I don't know anything about Klout. @judahfreed #Litchat



AN HOUR AGO



Smith Publicity

@SmithPublicity

@PaulaCappa1 @judahfreed Google+ Communities are great! They allow you to reach a broader audience. #litchat



AN HOUR AGO



Paula Cappa
@PaulaCappa1

Broader than Twitter or FB? @judahfreed #Litchat



AN HOUR AGO



Nathan Lowell
@nlowell

for a good piece of research about Klout and what it measures.
firstmonday.org/ojs/index.php/... #litchat



AN HOUR AGO



Judah Freed
@judahfreed

Melinda has a Klout score of 36, Smith Publicity has a Klout score of 47. Why does this matter for books? #litchat twitter.com/Fluteoboe/stat...



AN HOUR AGO



Smith Publicity
@SmithPublicity

@PaulaCappa1 @judahfreed G+ is still a smaller audience than FB or Twitter but using Communities can help you on that site. #litchat



AN HOUR AGO



Melinda A. Warshaw
@Fluteoboe

@judahfreed I have no clue..lol #LitChat



AN HOUR AGO



Paula Cappa
@PaulaCappa1

what do those numbers mean? @judahfreed #Litchat



AN HOUR AGO

**Judah Freed**

@judahfreed

Thanks @nlowell. Your Klout score matters because it tells how effective you are being on social media. #litchat twitter.com/nlowell/status...



AN HOUR AGO

**Nathan Lowell**

@nlowell

I find G+ is terrific if focused and moderated @PaulaCappa1 Still looking for good reader communities. #litchat @judahfreed



AN HOUR AGO

**Paula Cappa**

@PaulaCappa1

effective in followers? @judahfreed #Litchat



AN HOUR AGO

**Paula Cappa**

@PaulaCappa1

are there reader communities on G+? @judahfreed #Litchat



AN HOUR AGO

**Nathan Lowell**

@nlowell

No @judahfreed Klout only measures easy things that are poor proxies for effectiveness. #litchat



AN HOUR AGO

**Paula Cappa**

@PaulaCappa1

can someone here name reader communities on G+? @judahfreed #Litchat



AN HOUR AGO

**Smith Publicity**

@SmithPublicity

@PaulaCappa1 @judahfreed There are! Just by searching on G+ the genre of your book you should be able to find a few. #litchat



AN HOUR AGO

**Judah Freed**

@judahfreed

If someone posts hundreds of items across social media and no one responds, this will be reflected in a low Klout score.... #Litchat



AN HOUR AGO

**Melinda A. Warshaw**

@Fluteoboe

@judahfreed What is a good Klout score? #LitChat



AN HOUR AGO

**Judah Freed**

@judahfreed

... if you post a few items and lots of people respond to those items, then this will be reflected in a higher #Klout score. #Litchat



AN HOUR AGO

**Angela Watson**

@Angela_Watson

Don't do the 40 Book Challenge until you read this piece from @donalynbooks: [ln.is/bookwhisperer....](http://ln.is/bookwhisperer...) #edchat #elachat #elemchat #litchat



AN HOUR AGO

**Judah Freed**

@judahfreed

Who else uses Google+ and what has been your results so far? What works best on G+? #Litchat twitter.com/nlowell/status...



AN HOUR AGO



Paula Cappa
@PaulaCappa1

Does anyone use Kboards on Amazon? They have a lot of limits. I can't figure how to use them.
[@judahfreed](#) [#Litchat](#)



AN HOUR AGO



Nathan Lowell
@nlowell

the problem is that the klout score only counts [@judahfreed](#) it does not separate bot from bod,
interest from auto-retweeter [#litchat](#)



AN HOUR AGO



Paula Cappa
@PaulaCappa1

I don't see what Klout scores have to do with selling books. ??? [@judahfreed](#) [#Litchat](#)



AN HOUR AGO



Nathan Lowell
@nlowell

the theory is that higher Klout means more people will pay attention to your messages
[@PaulaCappa1](#) [#litchat](#) [@judahfreed](#)



AN HOUR AGO



Nathan Lowell
@nlowell

So "buy my book" gets retweeted more often. [@PaulaCappa1](#) [#litchat](#) [@judahfreed](#)



AN HOUR AGO



Paula Cappa
@PaulaCappa1

but that doesn't translate to book sales. [@judahfreed](#) [#Litchat](#)



AN HOUR AGO



Melinda A. Warshaw

@Fluteoboe

@nlowell So what is a high Klout score? #LitChat



AN HOUR AGO



Judah Freed

@judahfreed

The Indie Authors and Readers community has 6,068 members. Who knows of others?

@PaulaCappa1 #Litchat [twitter.com/PaulaCappa1/st...](https://twitter.com/PaulaCappa1/status...)



AN HOUR AGO



Nathan Lowell

@nlowell

I think 1 is the best @Fluteoboe #litchat I dont know who has that atm :)



AN HOUR AGO



Judah Freed

@judahfreed

Here is your answer about #Klout, Paula.#Litchat twitter.com/nlowell/status...



AN HOUR AGO



Nathan Lowell

@nlowell

No @PaulaCappa1 it certainly doesn't #litchat @judahfreed



AN HOUR AGO



Paula Cappa

@PaulaCappa1

Which social media venue is most effective in reaching readers? Anybody? @judahfreed

#Litchat



AN HOUR AGO



Nathan Lowell

@nlowell

depends @PaulaCappa1 I'm partial to twitter and podcasting. But I have an odd view of SM @judahfreed #litchat



AN HOUR AGO



Judah Freed

@judahfreed

A low #Klout score is under 30. Most folks are in the 40s. High Klout scores are in the 70s, 80s and 90s. #Litchat twitter.com/Fluteoboe/stat...



AN HOUR AGO



J Sinason

@JRSinason

RT @judahfreed The Indie Authors and Readers community has 6,068 members. Who knows of others? #Litchat twitter.com/PaulaCappa1/st... #LitChat



AN HOUR AGO



Paula Cappa

@PaulaCappa1

nlowell, what do you podcast? @judahfreed #Litchat



AN HOUR AGO



Nathan Lowell

@nlowell

Ah, I had it backwards. tnx @judahfreed #litchat @Fluteoboe



AN HOUR AGO



J Sinason

@JRSinason

when I did social media marketing for an agency people became obsessed with Klout for a time, it drove me nuts #LitChat



AN HOUR AGO



Nathan Lowell

@nlowell

my novels [@PaulaCappa1](#) [#litchat](#) [@judahfreed](#)



AN HOUR AGO



Judah Freed

@judahfreed

Great question [@PaulaCappa1](#) (Klout score 44). What platforms are working best for authors?
[@SmithPublicity](#) [#Litchat](#) [twitter.com/PaulaCappa1/st...](#)



AN HOUR AGO



Nathan Lowell

@nlowell

I also have a somewhat daily podcast for the hardcore fans [@PaulaCappa1](#) [#litchat](#) [@judahfreed](#)



AN HOUR AGO



Smith Publicity

@SmithPublicity

[@JRSinason](#) I think it is more important to post and interact rather than worry about a number
[#litchat](#)



AN HOUR AGO



Smith Publicity

@SmithPublicity

[@judahfreed](#) [@PaulaCappa1](#) Well the social media site designed for readers is Goodreads and
then the big two are FB and Twitter [#litchat](#)



AN HOUR AGO



Judah Freed

@judahfreed

Say more about that, please. [@JRSinason](#) [#Litchat](#). [twitter.com/JRSinason/stat...](#)



AN HOUR AGO



J Sinason
@JRSinason

Klout only deals with mentions so it's how people get suckered in by someone bragging about their retweet numbers only to realize.. [#LitChat](#)



AN HOUR AGO



Quinette Ackerley
@QuinetteAckerle

[#groupschats](#) [#litchat](#) Government [#and](#) [#police](#) [#auctions](#): Seized Cars From \$100, Boats, Real Estate, Collectibles bit.ly/1TWrDmJ



AN HOUR AGO



J Sinason
@JRSinason

...after you've given them your money, that they're using a retweet service [#LitChat](#)



AN HOUR AGO



J Sinason
@JRSinason

it's like adsense but a scam [#LitChat](#)



AN HOUR AGO



Melinda A. Warshaw
@Fluteoboe

[@JRSinason](#) good to know.. [#LitChat](#)



AN HOUR AGO



Judah Freed
@judahfreed

And who want to say more about [@goodreads](#) as a social media venue for promoting books?
[#Litchat](#)



AN HOUR AGO



J Sinason
@JRSinason

if you see someone who is bragging about the number of retweets examine and see if they're getting retweeted at like 4 a.m #LitChat

 AN HOUR AGO



Smith Publicity
@SmithPublicity

I work with @goodreads daily! I love its Author Program:
smithpublicity.com/2014/08/market... smithpublicity.com/2014/07/use-go... #LitChat

 AN HOUR AGO



J Sinason
@JRSinason

...or the people retweeting them are doing mass amount of retweets at once, then you may not be getting what you're paying for #LitChat

 AN HOUR AGO



Judah Freed
@judahfreed

In fact, @JRSinason, I'm told that if #Klout detects fake #twitter followers, it will lower your score. #Litchat twitter.com/JRSinason/stat...

 AN HOUR AGO



Nathan Lowell
@nlowell

Goodreads is a great place to talk about books you're reading. Can be rough on authors.
[@judahfreed](#) [@goodreads](#) #litchat


 AN HOUR AGO



Paula Cappa
@PaulaCappa1


I've meet some good authors and readers on Goodreads. It's my main hangout. [@judahfreed](#)
#Litchat #LitChat


 AN HOUR AGO



Smith Publicity
@SmithPublicity


[@nlowell](#) [@judahfreed](#) [@goodreads](#) Have you signed up for the Author Program? A lot of added benefits like giveaways, blog, Q&As...#LitChat


 AN HOUR AGO



J Sinason
@JRSinason


[@judahfreed](#) that's good to know, #LitChat


 AN HOUR AGO



Nathan Lowell
@nlowell


I'm in the program, yes. Or was. been a while since i logged in. [@SmithPublicity](#) [@judahfreed](#) [@goodreads](#) #litchat


 AN HOUR AGO



J Sinason
@JRSinason


but people using auto retweet services aren't always bots so it's hard to tell without inspecting #LitChat


 AN HOUR AGO



Judah Freed
@judahfreed


We are close to the end of #Litchat today. Let's talk about services that get paid to post tweets about books. Effective or not?

 AN HOUR AGO



Nathan Lowell
@nlowell

I like it when services post about books. [@judahfreed](#) tells me who to block #litchat

 AN HOUR AGO



Melinda A. Warshaw

@Fluteoboe

[@judahfreed](#) Do you use any of the services? If so...tell us which ones are the best bang for the buck [#LitChat](#)



AN HOUR AGO



Judah Freed

@judahfreed

What's the turnoff, exactly? Help us know your mind on this, [@nlowell](#) [#Litchat](#) twitter.com/nlowell/status...



AN HOUR AGO



Nathan Lowell

@nlowell

I don't need extra adverts in my timeline. [@judahfreed](#) I use twitter to talk to people not services. [#litchat](#)



44 MINUTES AGO



J Sinason

@JRSinason

I've used Bookbear before, it's not bad, but the best way to get retweets and followers is to participate in the conversation.. [#LitChat](#)



44 MINUTES AGO



J Sinason

@JRSinason

...which makes this chat kind of meta. [#LitChat](#)



43 MINUTES AGO



J Sinason

@JRSinason

I think I've gotten more buzz on Twitter from playing silly hashtag games then from anything else [#LitChat](#)



42 MINUTES AGO

**Judah Freed**

@judahfreed

I have no title to tout, per se, but I am "building my platform." What about other authors here today? #Litchat twitter.com/Fluteoboe/stat...

 42 MINUTES AGO

**Nathan Lowell**

@nlowell

I'll 'fess up. I have no idea what my Klout score is any longer. When I realized what it meant, I stopped caring #litchat

 42 MINUTES AGO

**J Sinason**

@JRSinason

also getting bloggers to write about you is great because they have real followers instead of robots a lot of the time #LitChat

 42 MINUTES AGO

**Paula Cappa**

@PaulaCappa1

Twitter and FB posts draw people to my blog. A good thing but book sales are secondary and hit or miss. @judahfreed #Litchat

 41 MINUTES AGO



5 Tools For High-Quality Informational Text co-authored w/ @NatalieFranzi
teachingchannel.org/blog/2015/08/1... #CCSS #litchat pic.twitter.com/ihZaR52Phl

 STEVE FIGURELLI @STVEFIGURELLI · 41 MINUTES AGO



Judah Freed

@judahfreed

You are at 43, but since you don't care.... <grin> [#litchat](#) [twitter.com/nlowell/status...](#)



41 MINUTES AGO



Wendy Lu

@wendyluwrites

Excellent list: "6 great [#books](#) about [#writing](#)" by @MatthewBattles [ow.ly/R6cNo](#) via @TheWeek [#literature](#) [#litchat](#) [#writerslife](#)



41 MINUTES AGO



Melinda A. Warshaw

@Fluteoboe

[@judahfreed](#) Thanks for the opportunity to chat. :) [#LitChat](#)



40 MINUTES AGO



Nathan Lowell

@nlowell

Sales come from interested people, not parrots. @PaulaCappa1 best way to be interesting is to be interested [#litchat](#) [@judahfreed](#)



40 MINUTES AGO



Judah Freed

@judahfreed

We are over the hours, but we can still keep going a bit longer, if folks are OK with it? [#Litchat](#)



40 MINUTES AGO



Smith Publicity

@SmithPublicity

Smith Publicity enjoyed this [#LitChat](#). Thanks [@judahfreed](#) for moderating. For more social media info visit [smithpublicity.com!](#)



40 MINUTES AGO



Paula Cappa
@PaulaCappa1

thanks, nlowell. Inspiring! @judahfreed #Litchat

 39 MINUTES AGO



Melinda A. Warshaw
@Fluteoboe

:) @judahfreed #LitChat

 39 MINUTES AGO



Judah Freed
@judahfreed

A final point to cover is the difference between being interactively SOCIAL on social media vs treating it like a bulletin board. #litchat

 38 MINUTES AGO



Melinda A. Warshaw
@Fluteoboe

@judahfreed I am very interactive on FB and Twitter..This works very well for me. #LitChat

 37 MINUTES AGO



Paula Cappa
@PaulaCappa1

Nice chat, everyone. Thank you. Signing off. @judahfreed #Litchat

 37 MINUTES AGO



Judah Freed
@judahfreed

And here is an example of a bulletin board posting in the middle of our dialogue on #Litchat today (smile). twitter.com/SteveFigurelli...

 36 MINUTES AGO



Melinda A. Warshaw

@Fluteoboe

@judahfreed Not for moi. #LitChat



35 MINUTES AGO



Nathan Lowell

@nlowell

and i blocked two new accounts thanks to our chat today @judahfreed thanks #litchat :)



35 MINUTES AGO



Nathan Lowell

@nlowell

In social media "yes" is conditional but "no" is forever @judahfreed #litchat I'm out. o/



34 MINUTES AGO



Melinda A. Warshaw

@Fluteoboe

@judahfreed Thank you! #LitChat



34 MINUTES AGO




Judah Freed

@judahfreed

Okay, I sense we are done today. #Litchat participation thanks go out to @PaulaCappa1 @SmithPublicity @Fluteoboe @nlowell @JRSinason



27 MINUTES AGO



The banner features the text "LIT Ch@t" in a stylized blue font on the left, followed by "All book chat" in a large, golden, serif font. Below this, the URL "www.twitter.com/LitChat" is written in a smaller, dark blue font.

Thank you [@judahfreed](#) for another terrific WritingWednesday. You bring knowledge & energy to each session. [#LitChat](#) pic.twitter.com/yXMu8LI7K8

 LITCHAT @LITCHAT · 6 MINUTES AGO