

# Web Content & Social Copywriting Portfolio

**By Angie Pedersen**

- **Social Media content**
- **Blog content**

# Facebook content

[client Page]

Word association time: What or who do you think of when you hear the word, "Strength?"



Reach	90,165
Post Likes	6,054
Comments	920
Shares	621
Clicks	2,079

[client Page]

Fill in the blank: Having MS has taught me \_\_\_\_\_. Share your comment below!



Reach	54,806
Post Likes	3,205
Comments	969
Shares	602
Clicks	2,502

You probably know him from shows like "Growing Pains" and "How I Met Your Mother," but did you know Alan Thicke also has a son who lives with type 1 diabetes? Read Alan's story on [client blog].

[client Page]

It's time to sing your own praises! What are you doing to honor #MSAwarenessMonth in March? Leave a comment or share to spread the word.



Reach	104,874
Post Likes	4,908
Comments	309
Shares	2,539
Clicks	4,752

Exercise tip: visualizing how good you'll feel after working out may help get you to the gym. Click to read more insights from sports psychologist Carrie Cheadle on [client blog].

# Twitter content

“Surround yourself with a good team, never give up & keep reaching for your dreams,” says @MichelleMcGann #dblog [blog post URL]

Go ahead - wow us. Join us at @aafkc Intern Speed Interviewing 2/25: <http://bit.ly/1ZX2ZY2>

 Intouch Solutions @WorkAllIntouch · Feb 24

Dust off your elevator speech & meet us at @ad2kc intern speed interviewing tomorrow! RSVP: [bit.ly/1ZX2ZY2](http://bit.ly/1ZX2ZY2)



The graphic features a dark teal background with a laptop keyboard on the left. A stylized green and yellow flame icon is positioned in the center. To the right of the flame, the text 'INTERN SPEED INTERVIEWS' is written in white, with 'FEBRUARY 25' in yellow below it.

← 1 ❤️ 1 ...

Hearts, brains, livers...@IntouchSol interns use them all. Join us for a summer you won't forget! <http://bit.ly/1mH3cA2>

Whether it's beer pong, free chair massages or our casual atmosphere, fun is built into our DNA. See how here: <http://bit.ly/1NgheS2>

Pioneer. Genuine. Motivator. Just a few words Intouchers use to describe our CEO. Read more: <http://bit.ly/1RTbIsK>

You + @IntouchSol = Summer full of win. Apply for a #paidinternship today! <http://bit.ly/1mH3cA2> #kcjobs #chicagojobs #nycjobs

 Intouch Solutions @WorkAllIntouch · Feb 18

Swipe right and hook up with us at the @ad2kc Intern Speed Interviewing event 2/25! [bit.ly/1ZX2ZY2](http://bit.ly/1ZX2ZY2) #aafkc



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← 1 ❤️ ...

# Blog content (ghostwritten)

## In the Thick of Diabetes Advocacy with Alan Thicke

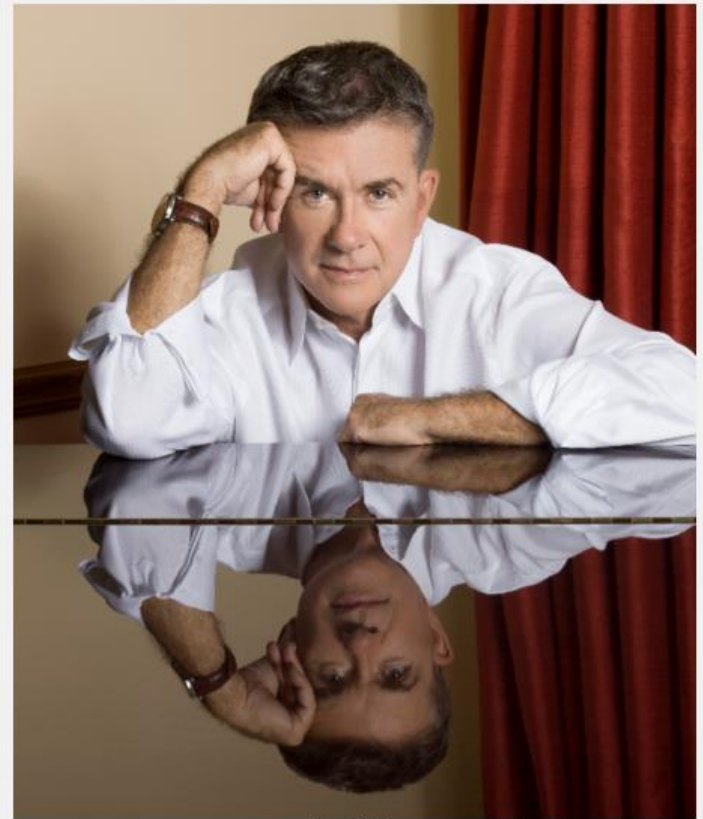
"Growing Pains" actor discusses his son's T1 diagnosis

Like many of you, I remember watching the antics of the Seaver family on the TV show, "Growing Pains." During those seven years I grew to love all of the cast members including Alan Thicke, who played the father, Jason Seaver. Since then, I've followed Alan in his career, but it wasn't until I started in my current role that I became aware that he has a son who lives with type 1 diabetes. Alan remembers when his then four-year-old son was diagnosed during a family vacation in northern Ontario.

"We noticed he was a little cranky, had a loss of appetite, and was going to the bathroom a lot," Alan said. "After a couple of days, we chatted with a relative who was a nurse. She very quickly pointed out those were classic symptoms of diabetes, which was a completely foreign idea to us."

The news was followed by a sleepless and tear-filled night as Alan and his family had to wait until the next morning to take his son to the hospital for tests. The tests revealed sugar in the blood and urine, and confirmed a diagnosis of type 1 diabetes.

"Within hours we were on a flight back to Los Angeles where we spent about eight days in a children's hospital getting his blood sugar under control," he said. "That was a life-changing experience for all of us."



Alan Thicke

Alan also remembers an early milestone in his son's diabetes journey. About a month after his diagnosis, his son decided he didn't want to take his insulin shot. No amount of cajoling, teasing or coaxing would convince him.

"I knew I had to get his insulin into him," Alan said. "An hour went by, then two hours. I finally had to wrestle him to the ground and physically pin him down to give him his shot. He was screaming and wailing and then I started crying. When he saw that, he seemed to understand that this was hurting me too. It was a life-altering moment for us because I think he recognized that we were in this together. We've been a team that way ever since."

# Weathering Type 2 Diabetes

KMBC 9 Chief Meteorologist Bryan Busby manages T2

Much like weather, managing diabetes can sometimes be unpredictable. And who better to weather a [type 2 diabetes](#) diagnosis than Chief Meteorologist Bryan Busby. He sheds some light on how he manages his diabetes from the [KMBC 9 News](#) weather desk, sometimes for long hours due to [severe weather](#) — and being located in tornado alley — that may happen more often than not!

## A Fitness Challenge Accepted

A game of tennis turned into a wake-up call that something might not be quite right with Bryan's health. After going to the doctor, Bryan learned that his blood sugar was 986 and was diagnosed with type 2 diabetes in 2003.

After Bryan's diagnosis, he made lifestyle changes that included diet and exercise, as well as adding medication to help control his blood sugar. It wasn't until an assignment came across the weather desk that helped him drop some pounds, as well as find better blood sugar control.

The fitness challenge had an ace up its sleeve in the form of Registered Dietitian [Mitzi Dulan](#). "Mitzi was going to follow me around, look in my refrigerator, and I couldn't cheat," Bryan said. "The first two weeks were really tough."



Bryan Busby

## Wind of (Lifestyle) Changes

Mitzi worked one-on-one with Bryan to create a [diet plan](#) to help him reach his goal. "She recommended that I prepare at least one or two meals at home as opposed to always going out," Bryan said. "She told me to not skip breakfast. Have water as opposed to pop."

Other than make lifestyle changes to his diet, Mitzi knew of Bryan's affection for playing tennis. "She said to stick with that," Bryan said. "I have a gym at home, so I just work out there too. She just said remain active, and it's worked for me."

Bryan went from a 38-inch waist to a 32-inch and has dropped more than 45 pounds since the challenge, and people have taken notice. "It was one of the best assignments I think I've ever had in my career," Bryan said. "People had commented on it, 'You look a lot younger now and look a lot healthier.'"

## Managing from the Weather Desk

Bryan's career can be quite unpredictable, which can take him from home for long hours. "That's part our problem because of our business," Bryan said. "We have to eat on the run. We don't really have much time to sit down and eat a square meal, because you're in between news casts and don't have a heck of a lot of time."

Bryan makes sure he is prepared in case of breaking news or severe weather. "If I'm not going to be home, I make sure that I have at least a week's supplies on the off chance I'm staying at a hotel near the station."

If Bryan does have a long shift at the weather desk, he also makes sure that he's prepared to manage his diabetes and symptoms of [low blood sugar](#). "I nibble on snacks. I think the key to me is just smaller and that seems to work out really well."

I have a new appreciation for meteorologists and the long hours they put in! Now, if Bryan could only tell me if the east coast will have a snowy holiday, I would really appreciate it. My many thanks for Bryan sharing his story with us.

# Blog content

SOCIAL MEDIA

## Facebook Private Messaging for Pages: What It Means for Pharma



Posted by  
Angie Pedersen  
February 15, 2016



If there's one thing that's constant about Facebook, it's change. Never a social platform to coast on existing functionality, Facebook frequently tweaks its News Feed algorithm, settings and ad options. Another recent update — private messaging for Pages — allows business Pages to communicate privately with visitors. Some of our clients have asked how this feature works and whether it's relevant for pharma, so we thought we'd provide a quick overview in this post.

More than a billion people visit Facebook Pages every month, looking for more information from businesses. Prior to this update, Pages could only interact with their visitors via the original communication channel, whether that was a public Timeline comment or a visitor-initiated private message. With this new messaging feature, Pages have the option to privately message any visitor who has left a public comment on a Timeline post. The feature is retroactive, with Pages having the option to message users who've left comments prior to the launch of the feature. Intouch has seen this functionality on multiple Pages we manage on behalf of our clients.

### How It Works

When a visitor leaves a comment on a Page's Timeline, Page admins will see the option to Like, Reply or Message. Clicking the Message option will open a private message dialog box for direct communication with the commenter. The message will also include a link to the original Timeline post for the commenter's reference.



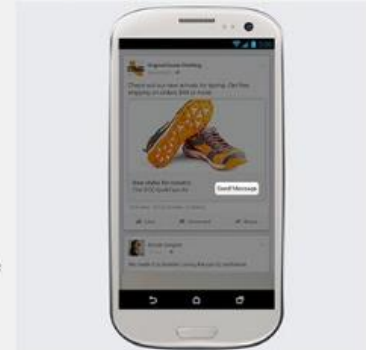
If the Page sends a message privately, then deletes the user's comment, the attachment in the private message will be unavailable, but the message itself will still be visible to the user.

When a Page sends the private message, the Timeline comment will indicate that the Page responded privately, so other visitors know that the comment has been addressed.



Facebook also indicates that they've enabled additional private messaging tools for users, including an option to block private messages from Pages.

Additionally, Facebook has enabled the option to create a "Send Message" call-to-action button in News Feed ads, opening up another opportunity for visitors to connect privately with brands. Placing the button in an ad allows brands to connect during that all-important point-of-decision, answering customer service questions when visitors are in a buying mood.



### How It Doesn't Work

A Page can only use the private message feature if the user's comment is visible on the page. If a comment has been hidden — due to inappropriate language, for example — Page admins will see only the option to Reply or Unhide.

Likewise, the Message option won't appear if a user has chosen to block a Page from sending private messages.

### The Pharma Impact

Intouch most often recommends public-facing replies to comments in order to demonstrate transparency, and most Pages we manage respond publicly to comments that are allowed to be visible because they're benign in nature. However, this messaging feature opens new lines of communication for brands in select situations. For example, some clients have requested that all comments be hidden, so the private messaging feature gives them the ability to communicate directly with their visitors.

In another example, one Page promoted an informational kit available by snail mail, and a commenter responded they hadn't yet received the kit. The Page was able to respond privately and request the commenter's mailing address, which would not have been advisable to request in public. The commenter expressed appreciation for the personalized customer service. So while Intouch generally advises public responses, there are cases where private communication is helpful.

Have you used the private reply function on your Pages? We'd love to hear how it works for you in the comments section below.

# Intouchers Go Back to Work, Back to School



Posted by

Angie Pedersen

January 08, 2016



Ah, January – the time of year when holiday décor is put away, resolutions are made and parents rejoice as kids head back to school. Kids aren't the only ones returning to the classroom, however. Several Intouchers have been hitting the books as well, taking advantage of our [tuition reimbursement benefit](#).

Intouchers are a unique breed, driven to continually learn and stay ahead of the curve. It's hard-wired into our DNA, and we strive to [learn something new every day](#). In order to help our team stay at the top of their professional game, Intouch reimburses up to \$5000, in a rolling 12-month calendar, for educational expenses through accredited programs. This may include college credit courses, continuing education units, seminars and/or certification tests.

**Kirk Barnhart**, director of the PMO at our KC office, recently enrolled in a course to obtain his Scrum Master certification.



"Working in a digital-centric marketing agency, we see constant changes in the tools and methods of our trade," he said. "One must continually improve their skills and knowledge; otherwise, you become irrelevant. For me, this class is just a start to learning more about Scrum. It has led to additional learnings about this framework. I have been able to use what I learned in a number of projects."

A senior account manager in our Chicago office, **Amanda Schweer**, enrolled in an all-day user experience (UX) camp held at Harrington College of Design, and she is also working on her graduate certificate in Human Computer Interaction through Iowa State University.



"The camp gave me a high-level overview of the departments within UX that may interest me," she explained. "Going into a certificate plan, it was crucial to understand these roles in order to plan my upcoming courses, as well as validate my interest in problem-solving and user testing as the next step in my career. I am very excited to start my next adventure in user experience, and Intouch is helping me do that!"

A course on designing graphs and tables enticed Chicago Intoucher and senior proofreader **Ryan Hielt** into enrolling.



"As a proofreader, I see tables and graphs quite a bit, so it was really interesting to learn about the work that goes into structuring them and why certain parts are emphasized in certain ways," he said. "Also, the editorial exercises I took part in were a great way to sharpen my skills. I also got to meet a lot of other medical editors and proofreaders, as well as those who were interested in becoming one. It was really great to network with them and learn about their experiences and backgrounds."

Ryan further elaborated on the value of continuing education. "You never feel like you're 'stuck' when the opportunity to learn and improve yourself is readily available and encouraged by your company," he said. "I think that the tuition reimbursement program is a really great benefit here. I look forward to learning more!"

The tuition reimbursement benefit helped Kansas City business systems analyst **Tyler Thompson** work toward his Master of Professional Studies in Security and Safety Leadership and a graduate certificate in Strategic Cybersecurity Enforcement at George Washington University.



"The overall degree program will come in handy as issues of cyber security become more prevalent in the pharmaceutical space," he said. "Security has always been important to us as a company, but we are going to have to continue to evolve to respond to emerging threats. We read about data breaches in the news all the time, so it is important for Intouch to stay ahead of the curve."

For **Brent Miller**, a senior project manager based in Kansas City, a Scrum Master certification course helped him improve his management skills.



"As a project manager, I'm always looking for ways to be more efficient and effective in my role at Intouch. The course helped me understand a different way to manage not only a project, but a team."

Intouchers continually look for new ways to expand their skill sets and experiences. This passion for lifelong learning helps us better serve our clients, but ultimately, it's about helping people. Do you have a thirst for knowledge? There may be a place for you [on our team!](#)

# Angie Pedersen

## Marketing Content & Social Media Specialist

**Brand Awareness | Consistent Brand Voice | Technical Troubleshooting  
Content Development | Outreach | Editing | Blogging  
Great Sense of Humor**

**As a professional writer, and website administrator/content editor with 19 years' experience,** I am uniquely qualified to create strategic marketing content to enhance your audience's experience as well as your corporate image.

I use the widely varied experience I have gained as a freelance writer, marketing consultant, and social media analyst to fuel ideas for innovative marketing strategies and communication tools. My superior writing skills help **promote brand awareness** and increase customer loyalty through **targeted content development** for **blogs and social media channels**.

*When you work with me, you get:*

- **Best Selling Author**
- **Strong Technical Abilities**
- **Social Media Marketing Success**
- **Successful Entrepreneurial Experience**

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