

# PEG's second group of Accredited Text Editors (English)

Anneke Brand

It gives the Executive Committee great pleasure to announce the names of PEG's second group of Accredited Text Editors (English). We extend our hearty congratulations to you all on this laudable achievement.



As an Afrikaans girl, **Monica Bosman's** journey to becoming an English editor began when she attended an American international school for a short while. She later studied Afrikaans, English and Linguistics and gained a Higher Education Diploma. In 2008, she left a full-time lecturing position for freelancing and completed two of McGillivray Linnegar Associates' courses. Monica concocts home

remedies and loves her wild garden, where she experiments with whatever edibles and herbs will grow there.



**Fiona Brophy** writes, ghostwrites and overwrites fiction and non-fiction works. Being a developmental editor fulfils her passion to collaborate with authors and support them in their quest to produce page-perfect manuscripts. As an erstwhile copywriter, she originally cut her teeth in press publishing and ink still runs in her veins, as does teaching English – a special love she continues to covet.



**Stephanie Brough's** background is in English language teaching (ELT). She has taught English as a second language to students from all over Africa and the Middle East for several years. She was then fortunate to combine her love of English teaching with editing and now works full-time as an English editor and proofreader, resisting the urge to correct grammar and spelling in her free time.



**Anne Denniston** trained as a librarian but suddenly had to take over the production of a bimonthly magazine at work. Later she started editing agricultural reports, loved it, and so became a freelance editor of all sorts of documents. For three years she edited for students who attended Exactica's dissertation courses and compiled guidelines on using several referencing styles.

For 11+ years, she edited audit reports (etc) for the Gauteng Provincial Government. When she retired, she was blessed to be able to keep doing the work she loves from home.



**Su-Mia Hoffmann** has been working in publishing for almost four years. She has a special interest in young adult and children's literature and is a regular writer for the children's magazine *Supernova – The Mag for Curious Kids*. Recently, she has started working on the development of Afrikaans Artificial Intelligence chatbots. She has her Master of Arts degree in Linguistics, focusing on

Pragmatics and Socio-linguistics. She enjoys playing the ukulele and horse riding.



**Lauren Klevansky** is an experienced copy editor, proofreader and publishing project manager. She has a BCom degree, international diplomas in advertising and direct marketing, and a certificate in copy-editing from Wits University. Lauren has worked in project management, publishing, advertising and marketing. These jobs honed her skills in editing and proofreading, which have always been her first

love. Lauren is also the national director of a charity that distributes books to disadvantaged schools.



**Elaine Persona's** extensive experience in the science, NPO and tertiary education sectors provides a rich and varied background to her freelance editing and proofreading career. She embarked on her freelance career in 2015 and loves the variety and challenges freelancing offers. She assists postgraduate students with the language aspects of their theses and dissertations, and works with

several local and international universities and business schools reviewing articles, reports and policy documents. Motivated by her passion for the rights of children, she also works with a Johannesburg-based children's NGO.



**Laetitia Sullivan** is a SATI-accredited sworn translator admitted to the SA High Court (Western Cape Division). As an ATE who is bilingual, she specialises in educational and non-fiction publishing as well as government and business reports. She has been a full-time freelance language practitioner since 2007. ➤

a Full Member of PEG since 2009, and regularly contributes to PEGboard. Her personal nightmares include a world without dogs, losing her sense of humour, and WhatsApp scrapping the ability to fast forward voice notes x2.



**Simone Chiara van der Merwe** started building her freelance career as a copy editor and proofreader about 10 years ago. In the early years she worked mainly for publishers of school textbooks and children's fiction and non-fiction. More recently, her work experience lies mainly in editing and proofreading scholarly publications, including monographs and journal articles, in the social

sciences. She has been based in Cape Town, but is on the verge of heading off to the UK for a few years.



**Robyn Anakin Veary** was an English teacher (among other things) for a few years after leaving university. When she stopped teaching, Robyn established a text-editing business so that she could continue to help others with their English by providing value-adding language services. These services are editing, proofreading,

assessment and more. With a background in the English language and teaching, she uses her skills to help her clients improve the way they say what they say in their written works.



**Ricky Woods** hails from Port Elizabeth (now Gqeberha). She loves books and film and is a committed member of Toastmasters. A teacher by profession, she is looking forward to becoming a full-time freelancer when she retires at the end of the year.



**Gill Wroth** taught Mathematics at Pretoria Boys High School for 32 years. As retirement loomed, she decided to return to her first love – language. In preparation, she attended a McGillivray Linnegar Associates proofreading/editing course, which proved to be her introduction to PEG. And there began a new journey for her, armed with webinars and assisted by a mentor. She is now a happy, busy

retiree who manages to fit in three dance classes a week and lots of coffee with friends. ☕

## #BookReview

### *The Facebook Marketing Book*

(O'Reilly Media; ISBN-13: 978-1-449-38848-5; ISBN-10: 1449388485) By **Dan Zarrella** and **Alison Zarrella**

*Lois Henderson*

If you're a business owner, can you afford to ignore or neglect an online market that consists of over 500 million active users, half of whom log in every day? Hardly. Yet, unless you optimise your presence on **Facebook** (or Meta as it is known nowadays), that is probably what you are doing.



In *The Facebook Marketing Book*, Dan and Alison Zarrella draw attention to the variety of tools and platforms that this social networking site provides to reach users. The Zarrellas promise to take the reader through how they can use Facebook Ads, applications, Pages and Events to help them create effective and profitable online campaigns.

The authors regard Facebook's biggest selling point as its active encouragement of users to fill their profiles with the type of information marketers are always trying to find – all for free, which effectively means access to 500 million profiles from which you can

obtain data about your target audience. Readers are urged to see Pages as the key to their brand's marketing on Facebook. Whether your goals are search presence, general awareness, customer service or sales, the authors urge you to take this social network seriously if you want your page to succeed. You are also shown when and how to make the best use of Groups. The drawback to the proliferation of the Events functions is revealed, as is the advantage of their ease of use. These, and several other topics, are discussed in this highly accessible guide on the effective management your company's information on Facebook.

*The Facebook Marketing Book* shows you how to make the most of online media for marketing your product. Organised in a logical and clearly signposted way, the work is well illustrated, with each page of text accompanied by a full-page colour shot of an example of the relevant Facebook feature. Each of the 12 chapters starts with an introduction that provides an inviting overview of the chapter, and 11 chapters conclude with a neat synopsis of the preceding contents. The seven-and-a-half page, four-column index is detailed and descriptive, facilitating ready access to the multitude of topics that fill the pages of this book.

The Zarrellas have extensive knowledge of social media. Dan has written extensively about the subject for a variety of popular industry blogs and Alison has worked on Facebook marketing and content strategy with numerous clients, ranging from small local businesses to global brands. For anyone with a corporate image to project, *The Facebook Marketing Book* is the ideal guide to help you to quickly gain a competitive edge over other entrepreneurs in your field of endeavour. ☕