

BY GEOFFREY MORRIS

Emily Liebert



Emily Liebert authored *Facebook Fairytales: Modern Day Miracles to Inspire the Human Spirit*, with a third-person foreword by Facebook founder Mark Zuckerberg. Liebert is also author of the forthcoming novel *Conversations With Friends* and editor of Kerry Kennedy's *Being Catholic Now*. I talked with her about Facebook and the fairytales she came across.

How did you get an interview with the Facebook founder for your book?

I asked. I'm a firm believer in asking for what you want. Zuckerberg was really excited about the concept for this book.

How successful will the Facebook phenomenon be at promoting this book?

It's an essential piece of the puzzle. Facebook has 400 million users worldwide. As far as I'm concerned, those are 400 million readers. The Facebook name is so recognizable and buzz-worthy that there's no doubt it'll draw people to the book.

What is your favorite fairytale?

It's so hard to say. If I had to pick one, it's the story of a young mother in Scarsdale. She was dying of kidney failure, and asked her friends to post status updates to Facebook in search of people who might be willing to donate a kidney. A friend of a friend from college came forward and was able to save this woman's life.

Do you have a Facebook fairytale?

This book. When I came up with the concept for it, I was finishing my novel *Conversations With Friends*. I shared the idea with my agent, who

immediately said, "Yes. I love it. Drop what you're doing." I had two months to find 25 stories, interview all of the subjects, and write the entire book.

Are you getting flooded with additional fairytales now that the book is out?

Yes. I've had fans write to me to share their personal Facebook fairytales, which has been very useful since I'm composing a sequel. The response has been overwhelming—and humbling.

What do these stories say about the power of social media?

The power of social media never ceases to amaze me. Facebook represents a cultural revolution and a massive shift in the way people conduct their affairs. Lives are being saved. Businesses are booming. Romances are being reignited. Facebook even played a large role in President Obama's victory—which is a story in my book.

How often are you on Facebook?

Every few hours. I have the Facebook application on my iPhone, so checking remotely is a cinch. In part, I feel like I might fall behind if I don't keep up with what my "friends" are doing.

Have you met any old boyfriends?

No, I can't say that I have. But I think I'm in the minority on this one. Most everyone I know has reconnected with a former flame on Facebook.

Is Facebook replacing email?

For some people, it already has. Among my friends and colleagues, I've noticed a slow migration beginning to take place. And, certainly, I believe that in the younger generations and generations to come, Facebook will be their e-mail.

Will you be my friend?

Of course. Now the question remains, will you be mine? ■