A GUIDE TO SOCIAL MEDIA

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INTRODUCTION TO SOCIAL MEDIA

Social media is where you can connect with people online with similar interests or whom you have met in person to stay connected with. This allows you to create digital content and share it with your connections.

Social media marketing involves creating digital content for various platforms to promote your book and engage with your audience. It is one of the quickest ways to reach a broad audience and plays a crucial role in your book's success. While social media marketing is highly valuable, your approach should be tailored to the platforms where your audience is most active. Rather than trying to master every platform, focus on the ones that will have the greatest impact.

SOCIAL MEDIA PLATFORMS

Each social media platform serves a unique purpose and helps reach different audiences. While this isn't a complete list, here are some of the most widely used platforms.

Facebook

With a massive reach of 3 billion daily active users, Facebook is often the first social media platform authors turn to. Since its launch in 2004, it has become an essential tool for businesses, providing both advanced advertising options and organic growth opportunities.

Twitter/X

X (formerly Twitter) is a text-focused platform, making it ideal for public relations and sharing news snippets with its 245 million daily active users. A well-crafted author bio can help attract audiences to your profile and promote your book.

LinkedIn

LinkedIn is the leading professional social media platform, where 135 million daily active users connect, network, and explore new opportunities. Authors in non-fiction genres, such as business or self-help, are especially encouraged to leverage LinkedIn for greater engagement and visibility.

Instagram

Instagram has 500 million daily active users and is primarily focused on high-quality imagery and video content to share information and promote brands. It boasts of advanced eCommerce tools that help consumers discover new brands, browse products, and even shop directly on the app and skews to a younger demographic.

YouTube

With 122 million daily active users, YouTube is the second most visited website globally. It’s an excellent platform for creating engaging content, such as behind-the-scenes insights, sneak peeks, readings, and discussions about your writing process.

FACEBOOK

Facebook is one of the largest social networking platforms in the world, making it a powerful tool for authors to connect with readers, build a loyal following, and promote their work. Whether you're sharing behind-the-scenes writing updates, announcing a book launch, or engaging with a reader community, Facebook helps you build your personal brand and stay visible.

KEY TERMS TO KNOW:

- **Post:** A post is a written update, photo, video, or link you share on your timeline. Use posts to share book news, events, giveaways, or personal insights to build reader engagement.
- **Story:** Stories are short, temporary updates (photos or videos) that disappear after 24 hours. Use them for real-time updates, sneak peeks, or quick polls.
- **Share:** Sharing lets you repost content from others,like reader reviews, book-related articles, or industry news,to your timeline. This is great for amplifying others' support of your work.
- **Tag:** Tagging allows you to mention other users or pages in a post or photo. For example, you can tag a co-author, illustrator, or event host to increase visibility.
- **Timeline:** This is your personal or Page space where your posts and shares appear. Readers can scroll through your timeline to get a sense of who you are and what you write.

FACEBOOK

KEY FACEBOOK TERMS TO KNOW:

- **Page:** A Facebook Page (different from your personal profile) is designed for public figures, businesses, or authors. Your author page is where you can promote your books, run ads, host events, and engage with fans professionally.
- **Group:** Groups are community spaces focused on specific topics or interests. You can join or create a group for your book series, writing genre, or reader club to deepen connections.

GETTING STARTED: HOW TO CREATE A FACEBOOK ACCOUNT

1. Go to www.facebook.com and click "Create New Account."
2. Enter your name, email or mobile number, password, and birthdate.
3. Click "Sign Up."
4. Check your email or text messages to verify your account.
5. Once verified, you're ready to build your profile and connect with others.

AUTHOR TIP: MAKE YOUR PROFILE AND PAGE STAND OUT

- **Profile Picture:** Use a professional photo or a selfie holding your book.
- **Cover Photo:** Feature your book cover, an upcoming event banner, or a quote from your writing.

X (FORMERLY TWITTER)

X (formerly known as Twitter) is a fast-paced social media platform where users share short, real-time updates called tweets. Tweets can include text, images, links, videos, or polls, perfect for quick announcements or building conversations.

KEY TERMS TO KNOW:

- **Tweet:** A tweet is a message you share, originally limited to 140 characters but now extended to 280 characters. It's ideal for quick updates, quotes from your book, or links to buy pages and events.
- **Public by Default:** Most X profiles are public, meaning your tweets can be seen by anyone. You can make your account private, but that limits visibility and is not ideal for authors trying to grow an audience.
- **Real-Time Engagement:** X is a great tool for sharing updates about your book launch, signing events, giveaways, or writing progress. Many authors also use it to connect with fellow writers, agents, publishers, and readers.
- **Hashtags:** Use hashtags like #AmWriting, #BookTok, #Non-fictionAuthor, or #NewRelease to help your tweets reach wider audiences, by categorizing your post and making it discoverable in searches.
- **Retweets and Replies:** Engage with readers and other authors by retweeting their content or replying to conversations. It's a great way to stay active and visible in the community.
- **Feed/Timeline:** The scrolling stream of tweets on your home page.

X (FORMERLY TWITTER)

GETTING STARTED WITH X:

1. Visit www.x.com
2. Click “Sign Up” to create your account.
3. Add a profile picture, bio, and a link to your website or book.
4. Check your email or text messages to verify your account.
5. Start tweeting! Share thoughts, links, and moments from your writing life.

AUTHOR TIP: USE X TO YOUR ADVANTAGE

- Announce new book releases or signings.
- Share quotes or teasers from your writing.
- Pin your book’s purchase link to the top of your profile.
- Engage in trending conversations related to writing or your genre
- X is all about **timely updates and authentic connections.** Use it to grow your author brand in a conversational, engaging way.

LINKEDIN

LinkedIn is a professional networking platform designed to help individuals and businesses connect, grow their careers, and build industry influence. While often associated with job searching and business development, it's also a powerful platform for authors.

KEY TERMS TO KNOW:

- **Profile:** Your LinkedIn profile acts as a digital resume. It includes your work experience, education, skills, certifications, and accomplishments. Authors can highlight books in the Featured section and include writing-related experience under work history or projects.
- **Networking:** Connect with colleagues, alumni, professionals, readers, and industry influencers. You can also join LinkedIn Groups to participate in or start conversations around shared interests.
- **Business Use:** Companies and entrepreneurs use LinkedIn to hire talent, build brand presence, generate leads, and establish thought leadership. As an author, you can do the same by promoting your personal brand and the value of your book.
- **Thought Leadership & Endorsements:** Share articles, posts, and videos to demonstrate your expertise. Ask peers, clients, or readers to endorse your work and leave recommendations, this boosts credibility.
- **Alumni Connections:** Easily find and reconnect with classmates or university alumni. It is often-overlooked audience who may be interested in supporting your book.
- **Connecting:** Best for people you know and trust (colleagues, classmates). It allows direct messaging and is mutual
- **Following:** Best for industry leaders or creators whose insights you enjoy, but with whom you don't need a direct two-way relationship

LINKEDIN

HOW TO USE LINKEDIN TO PROMOTE YOUR BOOK

Optimize Your Profile

- Mention your role as an author in your **headline** and **summary.**
- Add your book in the **Featured** section with a link to buy or learn more.
- Include your book in the **About** section with a clear, compelling description (what it's about, who it's for, and the value it offers).

Share Valuable Content

- Post regularly about your book's themes, inspiration, or impact.
- Use eye-catching visuals,book covers, behind-the-scenes shots, quotes, or short videos like trailers or author interviews.
- Highlight key takeaways or lessons from your book that relate to your audience's professional goals.

Engage with Your Network

- Ask satisfied readers or industry leaders for **endorsements** or **recommendations** that you can add to your profile or share as testimonials.
- Join relevant **groups** and engage in discussions that relate to your book's topic.
- Comment on others' posts, especially those aligned with your niche or genre.

Collaborate for Visibility

- Partner with professionals, podcasters, or influencers in your field to host **LinkedIn Live sessions**, webinars, or cross-promotional content.
- Tag collaborators and relevant connections when you post to increase reach.

BLOGS

Blogs are a dynamic way to share your voice, expand on your expertise, and connect with readers. A blog consists of individual entries known as posts, often centered around a specific topic or theme, with updates made regularly.

As an author, starting a blog allows you to:

- Dive deeper into research or topics you couldn't fully explore in your book
- Share behind-the-scenes insights into your writing process
- Build a community of readers interested in your genre or subject
- Improve your visibility in search engines (SEO)

Note: Blogs are a form of **author-funded marketing**, so any platform or hosting service used will likely require an investment of time and/or money.

Tips for Blogging Success

- **Consistency is key:** Update your blog regularly to keep readers engaged and boost your search engine rankings.
- **Connect with others:** Link to other relevant blogs in your niche,this encourages collaboration and drives traffic.
- **Use the right platform:** If you're new to blogging, platforms like WordPress.com, Squarespace, or Wix are user-friendly options to get started.

Author Tip:

Even short posts, such as writing tips, reader Q&As, or personal reflections, can help readers feel more connected to you and your work. Your blog doesn’t need to be perfect; it just needs to be authentically you.

EMAIL MARKETING

Email may have started as a basic communication tool, but it's still one of the most effective and personal ways to spread the word about your book. Unlike social media, email gives you direct access to your readers' inboxes and their attention.

Getting Started with Your Email List

Begin by building a simple list of contacts:

- Friends
- Family
- Colleagues
- Professional contacts
- Supportive readers or alumni connections

These early supporters are likely to be your most enthusiastic promoters.

Note: Include a direct link to your book's product page in every email to make it easy for readers to purchase.

Best Practices for Author Email Campaigns

- **Don't just send one email,** stay in touch with a few updates over time.
- **Avoid over-emailing.** A good rhythm might be one email per major milestone or 1–2 updates per month.
- **Keep your tone personal** and conversational, your readers want to hear from you, not a robot.
- **Add value:** Share behind-the-scenes stories, exclusive insights, or special offers to keep readers engaged.

EMAIL MARKETING

Email Topic Ideas for Authors

Pre-Launch Announcement: Let your contacts know a book is coming! Build excitement and include the product link (if available).
Launch Day Email: Celebrate publication day and make it easy for readers to buy your book. Include the direct product link (on Arcadia, Amazon, Bookshop.org, or your publisher's site).
Media Mentions & Reviews: Share highlights from interviews, media coverage, and early reviews. Social proof helps drive sales.
Event Invitations: Promote in-person or virtual book events like signings, readings, or Q&As. Make it easy to RSVP or attend.

Author Tip:

Even a small, well-written email list can have a big impact,these are the people who are most likely to support you, buy your book, and recommend it to others.

Hi {{LastName}},

Albie, The Penguin with the Broken Wing at the Penolympix

Request a Copy

Against the rushing, gushing backdrop of Niagara Falls, penguins from every corner of the globe—Australia, Antarctica, South Africa, the Galápagos, and beyond—are waddling in to compete.

Cheer them on as they dive into water polo, race down snowy slopes, belly-slide with style, and show off their ice fishing skills. Albie is aiming for first place, and with competition this fierce, every event is bound to be a splash!

The Penolympix promises feathers, flippers, and fun you'll never forget. Don't miss this once-in-a-lifetime penguin spectacle!

If you'd like to take a closer look, let me know.

Thanks!

WHAT PLATFORM SHOULD YOU USE?

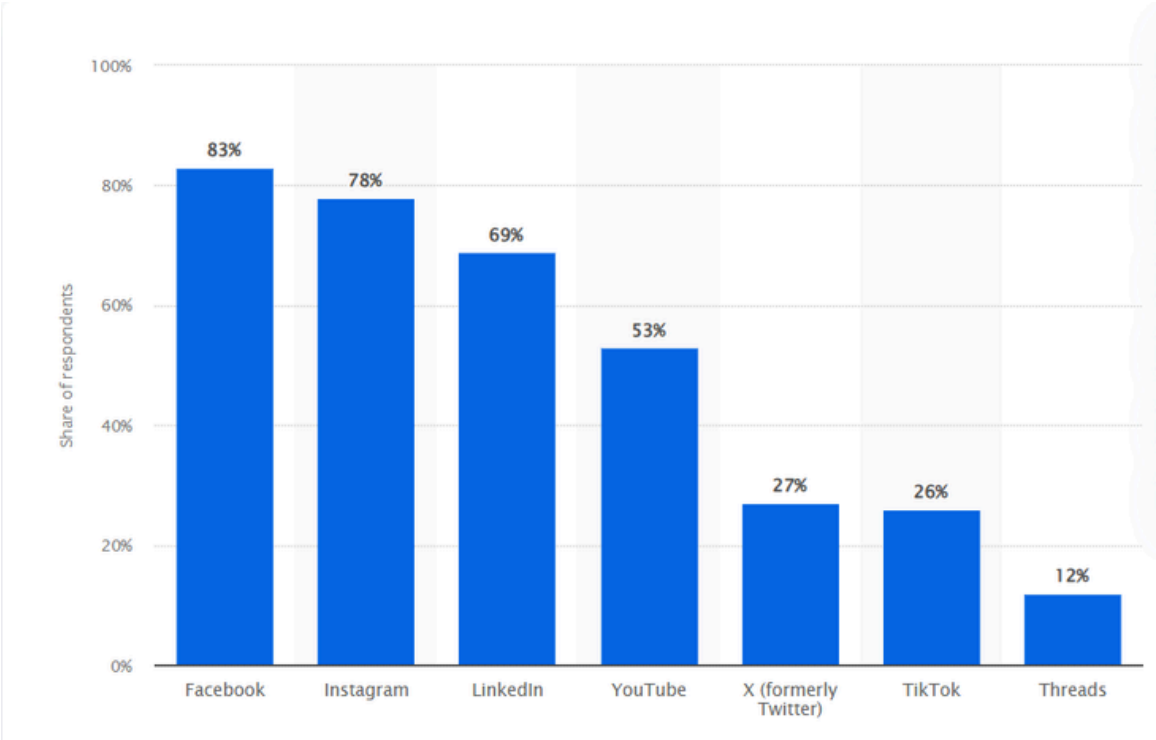
There's no one-size-fits-all answer. Instead of trying to figure out the "best" platform based on data, start by focusing on the **ones you already use** and feel comfortable with.

If you try to start from scratch, you'll need to learn how a new platform works and build a brand-new audience,which takes time and energy you may not have during your book launch.

A better approach is to use the followers and connections you already have.

You can also take a look at where your **supporters,**like local bookstores, libraries, or historical societies,are posting. That's a good clue about where your potential readers might be spending time online.

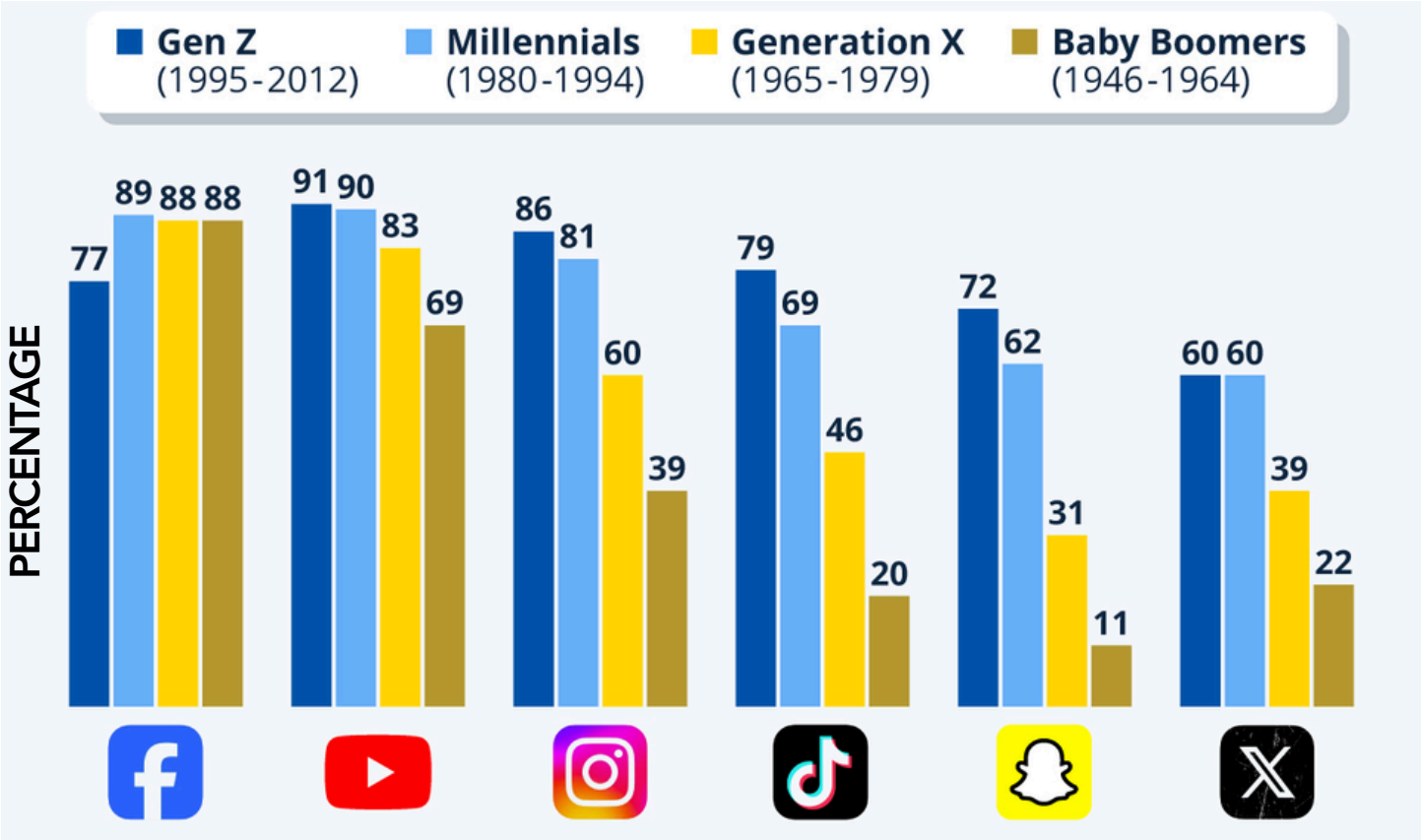
And don't forget about **groups.** On platforms like Facebook, you can join pages or groups related to your book's topic and share updates there to reach the right audience.



https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/

WHAT PLATFORM SHOULD YOU USE?

This chart compares the percentage of people who have used the following social media by age group. You can use this chart to help select the best platform to reach your audience.



https://www.statista.com/chart/35673/social-media-trends-by-generation/?srsltid=AfmBOoq49pHB21sbGm9JdZ1ctGzQsJVmjNSVOMDUlidOoapoiqZYB6OZ

KEY TIPS FOR SOCIAL MEDIA SUCCESS

- **Be Yourself:** Authenticity matters. People follow you because they want to connect with you,not just see promotions. While your marketing team can promote your book, only you can share your personality, voice, and story.
- **Share What You Know:** As an author, you're already seen as an expert. Use that! Share tips, insights, or interesting facts related to your book's topic. People love learning from the person behind the book.
- **Show Your Face:** Let readers see and hear you. Whether it's a short video update, behind-the-scenes look, or live Q&A, showing up on camera builds trust and creates stronger connections.
- **Expand Your Reach:** Connect with others in your space,business leaders, influencers, organizations, or public figures who care about your topic. Partnering or engaging with them can help you reach new audiences who are likely to care about your book too.

TAGGING

Tagging is a simple but powerful way to connect with people, businesses, and organizations online. It helps you boost visibility, increase engagement, and build relationships.

What Is Tagging?

Tagging means mentioning someone by typing the **@ symbol** followed by their username. This creates a clickable link to their profile and notifies them that you mentioned them in a post. When you tag someone, they're more likely to see your content, and may like, comment on, or share it with their followers.

Why Use Tagging?

- **Increases Visibility –** Tagged posts may reach new audiences, especially if the tagged person or page shares it.
- **Encourages Engagement –** Tagging invites interaction, which can lead to more likes, comments, or shares.
- **Builds Relationships –** It helps you connect with influencers, readers, media, and others in your field.

How to Tag (Platform-Specific):

- **X (Twitter):** Type @username in your caption.
  Example: "Excited to launch my book,thank you @PublisherName for the support!"
- **Facebook**: Type @Name and select the correct page from the dropdown that appears.
- **LinkedIn:** Type @Name in your post and choose the right person or company from the list.

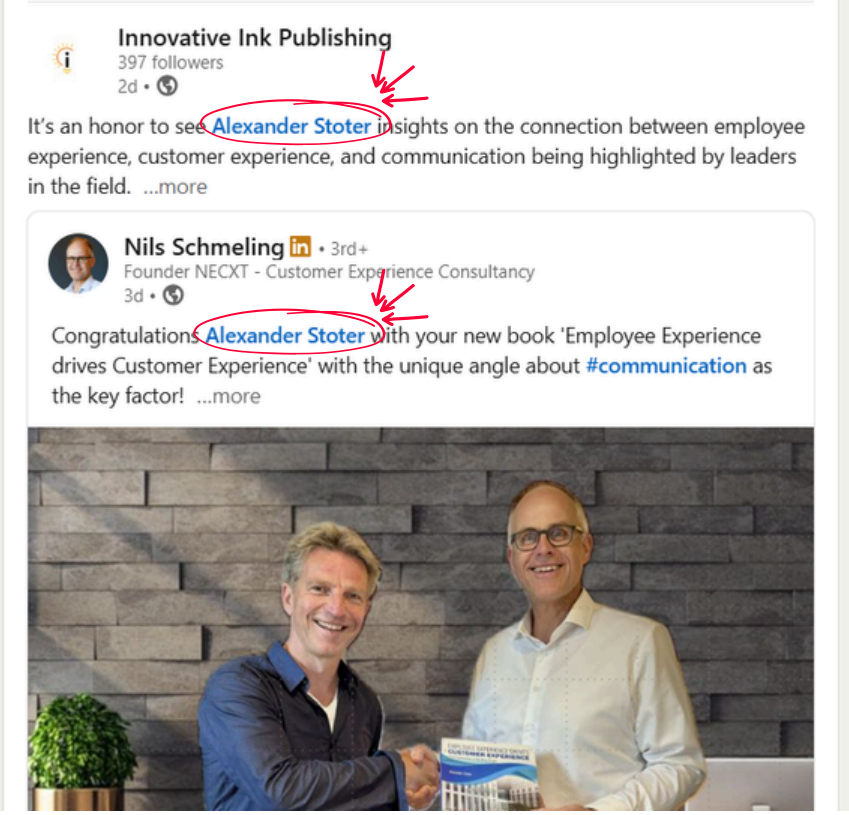
TAGGING

Tagging in Action:

If a news outlet reviews your book, they might post:
“Check out our latest review of ‘Your Book Title’ by @YourUsername!”
Once tagged, you’ll get a notification, and you can **share their post** to your own feed to help spread the word.

Publisher Tags to Use:

- Facebook: @innovativeinkpublishing
- X (Twitter): @innovativeinkpublishing
- LinkedIn: @Innovative Ink Publishing



FREQUENTLY ASKED QUESTIONS

Will Innovative Ink promote my book on social media?
Yes! Your book will be featured on Innovative Ink Publishing's social channels on its publication date. We can't guarantee additional posts after that, so we encourage you to actively promote your book and tag our accounts for added visibility.

Can I submit videos for Innovative Ink to share?
Absolutely. While we can't promise every video will be posted, we welcome your submissions. Email them to **info@innovativeinkpublishing.com** and include:

- Your book title
- Your social media handles

Should I use a scheduling app for my social media posts?
You can! Tools like Buffer, Later, or Meta Business Suite make it easier to stay consistent. But keep in mind: social platforms favor **authentic, real-time engagement.** Mix in live posts and stories to keep your feed feeling personal and relatable.

How should I handle negative comments?
Negative comments,unfortunately,come with the territory. But here's the upside: every comment (even the bad ones) boosts your engagement. If a comment is **harmful or abusive**, feel free to delete it. Otherwise, staying calm and responding professionally can help build your credibility and even draw in more support.

Should I invest in social media ads?
That's up to you! Paid ads can help expand your reach, but be mindful of your budget. If you run ads or boost posts, always link directly to a **purchase page** (Innovative Ink, Amazon, Bookshop.org, etc.) to make the most of your investment.