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Your Chief Social Media Officer
Social Media Marketing Services for Authors

Start with the Basics in Social Media

6 Principles of Social Media

1. **Do Engage.** Engagement equals conversation. Spend time getting to know your audience, what they are interested in, what they want and need. Then you can really talk to them, asking questions, sharing valuable information that they need. When you focus on individuals and their needs, you'll find your audience becomes your fans and promoters.
2. **Do Customize.** Each social media network has its own limitations as to how long a post can be, the correct image size for posts, and the type of people who frequent that particular site. So even if you want to share the same message on each network, I recommend you customize your message so it fits each network. Twitter messages can not be as long as Facebook posts, and the best image sizes are different also. Posts on Facebook can be a bit more fun and casual whereas posts on LinkedIn are usually more professional. Each post doesn't have to be completely unique, but you do want to keep in mind the specific network you're posting to and verify your message fits in length and the image shows up as you'd like it to.
3. **Do Update Your Profiles.** At least annually, review each of your social networks and make sure your profile is up-to-date. If your photo is from the 90s, it's time to upload a new headshot. Make sure your bios and descriptions are current. Have you published another book? Be sure it's listed in your profile with a link to it on Amazon.
4. **Don't Just Automate.** It's great to be able to automate your posts and schedule ahead so you know something is going out even if you're not able to get to it that day. But if that's all you do, it's not enough. This is particularly true on Facebook now, with the changes they've made. If you want your Facebook page posts to be seen, you need to post personally periodically and really engage. If you see something relevant to your audience, go share it now.
5. **Don't Be Stagnant.** Don't post and forget. If someone leaves a comment, asks a question, or has a suggestion, don't ignore it. Be sure to respond to any comments or questions. Also, mix it up a bit. Don't always post the same type of thing. Have some fun! Post interesting quotes or share something a colleague has done or another nonfiction author. Get creative.
6. **Don't Just Sell.** Of course, one of your goals in using social media for book marketing is to sell books. But if all you do online is try to sell your book, you'll fail. People don't buy books just because they are mentioned on social media. They do want to get to know you, what your message is, the value you offer. Then when they see a periodic "Buy my book" message, they'll be more likely to click on the link to purchase it. However, when every single message is just about how to buy your book, you'll soon find that people stop following you.

3 Keys to Successfully Using Social Media for Book Promotion

1. Social media marketing needs to be viewed as a long-term investment. Nonfiction authors successfully using social media to market their books realize that it is an investment and they are in it for the long haul. They realize they need to continually market their book if they want to keep selling copies of it.
2. Social means engagement. Get to know your audience. Find out what they want and need. Converse with them. Offer valuable information. Then they will be more likely to choose to purchase your book.
3. Review your social media marketing profiles and book marketing efforts at least once a year and update as needed. Mix it up. Do something different. Be Social. Get Noticed.

Twitter Tips

1. **Use Twitter's 280 characters creatively.** Now that Twitter has doubled their character limit from 140 to 280 authors have room to get more creative. Something I've done is to write a tweet related to a book's topic, perhaps including a link to an outside source. Then after a space, write a short tweet mentioning that, say, Chapter 10 of my book addresses that topic.

As an example, one client has a self-help book with a chapter on how creativity is therapeutic. She links to an article at Huffington Post titled, *Is Creativity Therapeutic and Can Art Make Us Happier*. Then tweets, Chapter 6 of my book has a section on this very topic, *Creativity is Therapeutic and Clears the Mind*, and links to her book page on her website.

2. **Tag People.** Use the @ symbol to tag people on Twitter. You can also tag people on Facebook and LinkedIn. Do this when you mention that person in your post. Perhaps you are sharing a blog post that includes a quote from that person. Tagging is a great way to let them know you've mentioned them and they may share what you've posted. On Facebook you can tag business pages if you're mentioning them in your post.
3. **Use Twitter Lists.** I've created and use several lists. One is a list of others who, like Ausoma, tweet about social media for nonfiction authors. I use that to find something relevant to retweet every day. Other lists are of literary agents, editors, and publishers.
4. **Use Analytics and Insights.** As with any marketing, you want to see what's working, what's not, and where you can improve. Use the analytics and insights provided by Twitter, Facebook, and even LinkedIn to see what posts are getting the most likes, shares, comments, etc. and which ones aren't getting any engagement. Then you can see what types of posts to keep creating and which ones aren't effective.

Facebook Page

First step: set up an Author Facebook page, separate from your personal page. Set it up under your author name, not your book. That way when you write additional books, you can use the one author page for them all instead of creating a new page for every book. Here are 13 ways you can get started utilizing your author page.

1. **Claim your custom URL.** Example: [https://www.facebook.com/Author\[YOURNAME\]/](https://www.facebook.com/Author[YOURNAME]/).
2. **Create a Cover Image** that clearly shows the type of book(s) you write. The image can include the cover of your book(s) as well as a short text description of your topic. This area is what people see first so make it count. You can even change it from time to time - when you're offering your book on sale or have a special event or speaking engagement coming up.
3. **Use a professional headshot** for the profile image.
4. **Call to Action button.** Just below the cover image is a button that can be customized to say Sign Up, Contact Us, Book Now, Learn More, or Get in Touch. You can add a link to a page on your website where followers can sign up for your newsletter, learn about your services, or contact you.
5. **Use Tabs wisely.** You can rearrange them as you like (Under Settings, Edit Page.) You can include a Services tab, Photos, Videos, Events and more.
6. **About Section.** Write a brief summary about your book in the About section (though it is limited to 255 characters.) You can add more details in the Story section that include your keywords.
7. **Pin a post.** You can pin any post or image to the top of the page so it's the first thing visitors see. Just click on the drop-down arrow in the upper right-hand corner of any post and choose Pin to Top of Page. This can be changed periodically. Are you running a special? Pin that post to the top of the page. Did you just release a new book? Change the pinned post so people see that first.
8. **Post at least 3 times a week**, preferably daily. Some ideas to get you started: post a short book excerpt, a relevant quote, a brief reader review, or ask a question to get conversations started. Get creative!
9. **Boost a post.** Once you see which post is most popular, this may be a good one to spend some money on to Boost. This is one way to get your page in front of new eyes and increase followers. You might also consider creating an ad, particularly if you're about to launch a book. You don't have to spend a lot. Test the waters with just \$1 per day.
10. **Check your notifications and messages daily.** A reader may have asked a question, posted a comment, or sent you a message. You don't want to miss any interactions. This is a great opportunity to engage with your readers.
11. **Check your Insights tab at least once a week.** You'll be able to see data showing how many people viewed your posts, how much engagement your page is getting, which posts are most popular, and much more.
12. **Create a Milestone.** Did you just sell your 100th copy? Release a second edition? Or reach some other milestone? Under your cover image to the right of the Share button is a box with 3 dots (...). Click there and in the drop-down you'll find Create Milestone.
13. **Add a Follow Me button** on your website so readers can find you on Facebook. Include the link to your Facebook page in your email signature and at any other online networks as well as in any printed marketing materials.