

Nonfiction Author's Social Media Marketing

2018 Guide Sheet for Image Sizes on Social Media Networks and Examples of Book Marketing Images

It can be challenging to keep up with the image sizes that work best on each social media network. It seems they change almost every year. I've put together the most recent, most often used, image sizes for the Facebook, LinkedIn, Twitter, and Instagram.

These examples using my own nonfiction book may also give you ideas of how you can market your book on these networks. When you post these types of images, be sure to include a link to where your book can be purchased.

You can find other image sizes here: <https://blog.hootsuite.com/social-media-image-sizes-guide/>

Facebook

Cover Image: 820x312

This cover image let's people know right away what this Facebook Book page is all about.



Do you have what it takes to run a business? This book shares how to think about business-it's a 'why to', not a 'how-to' because it focuses on how people think and what they want-not just your clients, but you, too.

Post images: 940x788

This post image includes a short synopsis of the book.

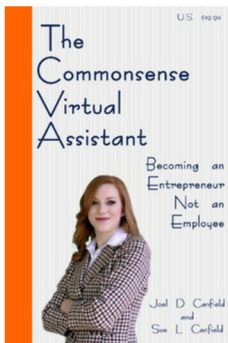


Do you have what it takes to run a business? Yes, a virtual assistant is a business owner. As a business owner, you, the virtual assistant, need to understand what it takes to run a business. This book shares how to think about business-it's a 'why to', not a 'how-to' because it focuses on how people think and what they want-not just your clients, but you, too.

LinkedIn

Post Images: 698x400

This post image includes a quote from a college professor who uses the book in her class. If your book has cover blurbs, you could use those as well.



"The Commonsense Virtual Assistant provided some valuable information on running a business as well as certain qualities that a successful virtual assistant needs to possess. Being a successful Virtual Assistant requires that you know how to run a business."
~ Professor Gerken, Office Technology
Information Professor/Coordinator
College of DuPage, Illinois

Twitter

Post Images: 1024x512

This image includes a tip from the book. You can create tons of tip quote like this from your nonfiction book.



I Want You as My Customer!

Know, from an emotional perspective, what will move your prospect, what will create a connection that compels them to contact you.

Tip from Chapter Four: Marketing

This image includes a quote from an Amazon review. Another great way to let other people 'promote' your book.

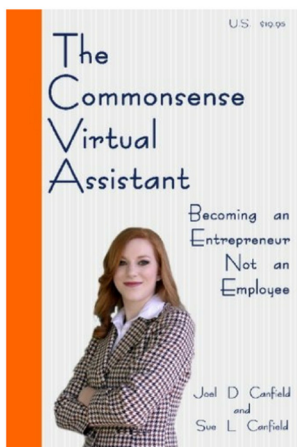


This book is a **must read** for anyone looking to get into the virtual assistant industry and it is a **blueprint for success** for those who are already in the industry. It guides you through a mindset shift that shows you how to operate as a highly successful online business. The illustrations and advice and most of all the resources makes this book "Top Grade". ~ **Lucinda Cross, Amazon Reviewer**

Instagram

Post Images: 1080x1080

This image provides a brief outline of the book.



Chapter 1: How We Think
Chapter 2: Personal Habits
Chapter 3: Getting Things Done
Chapter 4: Marketing
Chapter 5: Operations Strategy
Chapter 6: Business Operations
Chapter 7: Customer Service

- Index to find topics easily
- Tips and Tricks from Successful Virtual Assistants
- Recommended Reading List and websites
- Skills and tools you'll need

Available in print or Kindle on Amazon.

Please feel free to contact me with any questions. Be Social. Get Noticed.

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