

## Promoting Yourself and Your Work through Social Media

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Social networks are online communities where people with common interests meet, develop relationships, communicate, and share. Social networking is all about interaction, and it can be a powerful tool to promote your book(s) and yourself.

### 1.) Website (Ex.: [www.michaelhalleran.com](http://www.michaelhalleran.com))

Creating an author website is simple and imperative. Both customers and media will visit your website, so make sure your online persona reflects you and your book(s) accurately and looks professional. (Check for errors, broken links, typos, etc.) Your website should have these key pages: Blog, Press/Media, About the Author, About the Book(s), Reviews, Author Appearances, and Contact. It should also be integrated with your social media platforms. Free websites can be created using WordPress, Weebly, Wix, or others. Website templates will ask for “metadata” or “meta keywords” in the advanced settings. This is where you need to ensure key words from your index are input so that the site can be found through generic searches through Google, Bing, and others. The contact page can either be a form that is provided by the website software, where the customer/media inputs their information for you to receive through email. Or you can provide the customer with your own email and/or phone. We recommend, however, having a separate email account specifically for the website.

### 2.) Blog ([www.aceatkins.com/blog](http://www.aceatkins.com/blog))

Begin blogging long before the book launch, at least several months in advance. As an author, you already know it’s all about having great content. Having a blog is the perfect platform to update your readers on events in which you are participating, giveaways, updates on any upcoming books and any other musings you may want to share with your audience. The blog can be considered your central hub for updates and then promoted through the other social media platforms, linking back to your blog. If you don’t have a blog already integrated on your website, some recommendations are WordPress or Tumblr. If you have a Gmail account, it automatically comes with Blogger, which is also easy to use.

### **3.) Facebook (ex.: [www.facebook.com/markchildressbooks](http://www.facebook.com/markchildressbooks))**

Start building your social media network early—don't wait for your publication date to be active on social media. With more than 1 billion users, you can see why it's important to be searchable on Facebook. Let Facebook walk you through the steps of setting up an author page (which you'll find under "Artist, Band, or Public Figure"). Good content to share on Facebook includes articles related to your topic, reviews of your book, giveaways, photos (images get more clicks and likes than text-only posts!), links back to your blog/website, videos, and author events.

### **4.) Twitter (Ex.: [www.twitter.com/LilaQWeaver](http://www.twitter.com/LilaQWeaver))**

Twitter makes it easy to search and find your audience. A lot of people are afraid Twitter will take up too much time, but 140 characters is much quicker to type than an 800-word blog post! On Twitter, you'll find people breaking news before it's reported anywhere else, journalists looking for interview sources, and endless articles to read and calendar events to join. Use Twitter "lists" to keep track of the people you want to pay attention to, connect with, or have an impact on. Lists can help you sort Twitter into a manageable piece of your day.

### **5.) LinkedIn (Ex.: [www.linkedin.com/pub/jim-lewis/19/7110/506/en](http://www.linkedin.com/pub/jim-lewis/19/7110/506/en))**

If you're an author with a day job (most are), you're probably using LinkedIn to network in your other career. Don't forget about networking yourself as an author and expert. Journalists use LinkedIn to search for experts on various subjects, so make sure you have your book's topic prominently listed in your professional headline.

### **6.) Amazon Author Page (Ex.: [www.amazon.com/B.-J.-Hollars/e/B005X1QLHM](http://www.amazon.com/B.-J.-Hollars/e/B005X1QLHM))**

Having a completed author page on Amazon is one step that authors frequently miss. Linking your books on Amazon to a central author page gives you some control over how the online retail giant represents your brand. After adding your photo and bio, be sure to link your Twitter feed, blog, and upload any videos you have. Visit Amazon Author Central. Rally your personal contacts for a special one-day Amazon push that can help push your ranking to the top. Entice your friends & family to participate by hosting a contest. For example, ask them to post a review, share it on Facebook & Twitter. For each post or purchase, they get another entry for prizes.