

SOCIAL MEDIA FOR AUTHORS

STEP 1: START WITH A STRATEGY

WHY do you want to be on social media?

WHAT DO YOU HOPE TO ACCOMPLISH BY BEING ON SOCIAL MEDIA? THIS IS THE BASIS FOR YOUR STRATEGY

WHO is your target audience?

BE AS SPECIFIC AS POSSIBLE DOWN TO THE DETAIL. THIS IS A CRITICAL STEP IN THE MARKETING STRATEGY

WHAT problem does your book solve for your target audience?

THINK ABOUT YOUR AUDIENCE AND IMAGINE WHAT SOLUTION YOUR BOOK OFFERS THEM. BE SPECIFIC

WHERE does your target audience go to consume information?

WEBSITES, GOOGLE SEARCH, SPECIFIC SOCIAL MEDIA PLATFORMS, WORD OF MOUTH, MAGAZINES, NEWS, TV, ETC

WHEN does your target audience spend time consuming information?

APPLIES TO EACH PLATFORM. DURING WEEKDAY OR WEEKNIGHTS, WEEKENDS, ETC.

STEP 2: CLAIM & OPTIMIZE EACH OF YOUR PROFILES

Be consistent with your brand. Create the same user name for all your social platforms and fully enhance your profiles with your brand colors, fonts and logo/book jacket graphics

STEP 3: PLAN & OPTIMIZE YOUR CONTENT

Follow the 80/20 Rule!

20%	20%	20%	20%	20%
Curated: Third Party Content	Learn: Educate & Inform	Fun: Quotes & Infographics	Industry: Insights & News	Self: Promotional

Email

Web/Blog

Facebook

Twitter

LinkedIn

Instagram

Pinterest

Google +

SnapChat

Video

Webinar

Periscope/Blab

STEP 4: REVIEW YOUR ANALYTICS & INSIGHTS REGULARLY

Know what's working and what's not. Become familiar with the data associated with each platform.

STEP 5: RINSE AND REPEAT!

Stop doing what's not working and do more of what is working well based on findings from your analytics.