

Social Media & Your Author Platform

There are many opinions out there about how a writer should represent themselves on social media. Whether you're new to Facebook or an experienced Instagrammer, these resources we've culled from experts will help grow your online platform.

Social Media 101

If you're brand-new to social media or just need a refresher on how to do basic updates like changing images and creating new posts, these networks' robust help centers will answer most questions you have.

Facebook: [facebook.com/help/](https://www.facebook.com/help/)

Instagram: help.instagram.com/

Pinterest: help.pinterest.com/en

Twitter: help.twitter.com/en

Not on Social Media?

"There's an unfortunate Catch-22 for every author in this situation: If your only motivation to use social media is that you feel you must to market and promote your book, your efforts are likely to be undercut by your own means-to-an-end approach. Your communication may exhibit less curiosity and interest in others, and be more focused on book sales—not to mention you'll be entering social environments where you're a stranger in a strange land, unaware of the local "language," etiquette or history. For first-time authors especially, the existing social media community is rarely clamoring for you to join them and talk about your book, unless you already have an audience or readership (a developed platform) through some other means.

However, to ignore social media entirely is to ignore where the majority of your intended readership is probably showing up on a daily basis. It's an opportunity to learn about your readership as well as better establish your platform—but not necessarily an opportunity to hard sell the book you're about to release (assuming that release is less than six or twelve months away). It takes time to develop relationships and build trust—to belong to a community—through social media. Just as you wouldn't ask someone for \$20 right after meeting them at a party, you wouldn't ask people on social media to make a purchase right after becoming acquainted."

So where does that leave you? Read Jane Friedman's full article [here](#).

Which Platforms You Need to Be On

Kristina Adams' full article is online [here](#), but these two outlets might be ones you're not automatically thinking of:

YouTube

YouTube is one of the biggest search engines in the world. Not only that, but videos are on the rise. They're the best way to catch someone's attention. But what can an author do with a YouTube channel? The possibilities are endless: you could do Q&As, live book launches, book trailers, interviews with other authors, and more.

Goodreads

If your book is on Amazon, it will appear on Goodreads eventually. It's best to claim your book on Goodreads so that you have control over your author profile, your books' descriptions, and can respond to comments and reviews.

Other Tips and Advice

"How Authors Can Rock 2018 Using Social Media For Book Marketing by Crystal King

<https://grubstreet.org/blog/18-social-media-tips-for-authors-in-2018/>

"The Ultimate Social Media Best Practices 2018" from Bonfire Marketing

<https://thinkbonfire.com/blog/social-media-best-practices-infographic/>