**MSI Press Social Media Posts**

Updated 8-3-23

MSI Press Blog Posts

Primary, first of the day, daily post – topics change by day, as follows:

* Sunday. The story behind the book. Working alphabetically by book title. I will contact you when I need your “story.”
* Monday. Cancer Diary. Tied in with Carl’s Cancer Consortium page at our website.
* Tuesday. A Publisher’s Conversation with Authors. Written for self-published and unpublished authors for the most part, many of the posts are fully applicable to and contain useful information for MSI Press authors although some information (and advice) would differ considerably. Ask.
* Wednesday, Thursday, Friday. Here is where there is space for guest posts, information about awards, top 100 Amazon listings, upcoming releases, pre-orders, book trailers, book reviews, and anything else we think may sell your book. You are welcome to send contributions.
* Saturday. Caturday. Believe it or not, these are among our most-read posts, and they do promote the press in general. You are also welcome to send contributions to this feature.

Daily book excerpt. These are accomplished in alphabetical order. Authors can check out which excerpts have come from their book(s) by searching the blog.

Daily (as information is available) “Author in the News.” Here is where we can use information about columns authors have written for journals and other publications, interviews they have had on TV-radio-podcasts, their activities (pending workshops and webinars and the like), youtube videos about them/their book or ones they have done, and whatever else might sell their book. Authors are asked to please keep the press in the loop of their activities.

Daily shared blogposts. If we have the URL to an author’s blog, we will post the latest post on our blog. These shared blog posts appear in alphabetical rotation by author’s last name.

Where in the world are they? These are posts about the countries where MSI Press foreign authors live.

Fortune cookies. These are brief picture posts to bring attention to a book a day. We have been working alphabetically by book title for titles for which cookies have been imaged. If authors send us their “fortune,” it will be imaged into a fortune cookie and put into the alphabetical line-up; they will also be able to download the image and use it however they wish.

Twitter

All blog posts are announced on Twitter.

Bestselling Kindle books for the day, week, month

Bestselling paperback books for the day, week, month

Kindle countdown sales ongoing and upcoming

Books on discounted sale through our webstore (one or more listed on a daily basis)

General, repeat advertising (4-5 tweets)

Promotion of individual books by category (e.g., language learning books, books about the Middle East) as time allows; they stay up until they have been exploited, and then the books within the category or the categories change – quite situational

Instagram

Content includes all blog posts.

Face Book

Content includes all blog posts.