**SOCIAL MEDIA STRATEGIES**

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Active participation in social media is the #1 most effective promotional tool/activity for selling books (based on 2023 book sales). To help you get started or improve where you are at, this documents lists some effective social media strategies to help you promote your books and engage with your audience. There are other documents at this hub where you can further explore how to accomplish the suggested actions—and anticipated potential of them.

**Set Clear Goals**

Define what you want to achieve with your social media efforts: awareness and visibility of your book, getting leads to people who would want to buy your book or invite you to an interview or to make a presentation, increasing book sales—think about what you want as the outcome before you take the first step. (Of course, you can modify the steps you have taken if efforts and desired outcome do not currently match.)

**Know Your Audience**

Know who your readers are and tailor your content to their interests and preferences.

**Choose the Right Platforms**

Focus on the social media platforms where your target audience is most active. This blog post can also help you identify the best platforms for you:  [A Publisher's Conversation with Authors: Sales by Genre and Other Comparative Categories.](https://msipressblog.blogspot.com/2024/08/a-publishers-conversation-with-authors_27.html)

**Create Engaging Content**

[Share a mix of content types, including blog posts, videos, infographics, and behind-the-scenes looks at your writing process](https://www.bing.com/aclick?ld=e8gymZGa9689d8zRHfG6HicDVUCUxmHSX2lDpZ6YEfeAiEGEvZ00UJbpni4a1BWC8lyD0g26r2Zb2SH0lHpOJD4470aEUH974EMxb4zFfs1VqYrr1hdsRrkwI4ijKTWmyRIcGb6H7ptxRoefiT_TvUHUvvPGYQzrQEGR7cVsUEeCoH2lDC&u=&rlid=2b8fe238f4d2130a87ee84f79f4e0910). Share a mix of content types:

* Blog posts
* Videos
* Podcasts
* Infographics
* Behind-the-scenes information about your book or writing process
* More information on topics covered within your book
* Your book-related (topic-related) activites
* Awards and reviews

Engaging content keeps your audience interested and encourages interaction. Audiences love links, so make sure you have lots of them—to your work and to other sites that support your work and provide more topical information.

**Consistency Is Key**

Post regularly to keep your audience engaged. Be findable by choice: post on the same day (even the same approximate time) each week or month. Weekly posting is better than monthly posting. Daily posting can be better than weekly posting but is not as crucial as being out there weekly at expected times.

**Leverage Hashtags**

Choose relevant hashtags—and choose as many as the media allows as long as they are relevant. Synonymous hashtags are okay.

**Engage with Your Audience**

Allow comments; respond to them and to messages. Interaction builds a community. A community supports your book(s).

Engagement fosters both loyalty and word-of-mouth (very important) promotion.

**Collaborate with Influencers**

Find them by being present on social media platforms in your topical area. Partner with him in whatever ways you can devise: what can you offer each other?   
  
If you cannot find an Influencer, partner with other authors in your genre. Contact them cold, ask for someone who knows both of you for an introduction, join an authors’ writing group, go to a conference—there are many ways to meet other authors in your genre.

**Analyze and Adjust**

Review your strategy each month to see what is working. Bolster what is effective. Change what is not.