



Social Media for Authors

- 1. Define Your Target Audience.** Who do you want to reach? What are their needs? What challenges can you solve for them? Where do they spend their time? How can you engage them?
- 2. Implement a Blog.** A blog can help you build your audience, increase website traffic, entice new readers, and attract media interviews and speaking engagements. Your blog is the heart of your social media strategy. Each new post should be shared across all social media platforms.
- 3. Create Videos.** Short videos that are entertaining, informative or controversial can build an audience on YouTube.
- 4. Make an Impact on Facebook.** Create a business page and promote it everywhere: your website, blog, email signature, marketing collateral, etc. Post interesting content once daily—articles, blog posts, videos, pictures, questions. Monitor your page stats and pay attention to what your audience responds to. Do more of what works!
- 5. Boost Results with Twitter.** Share each new blog post with a link and then retweet it numerous times over the next 90 days. Pre-schedule posts during peak business hours and weekends using <http://hootsuite.com> or <http://bufferapp.com>. Use a monitoring tool like <http://tweetdeck.com> to make sure you are engaging often.
- 6. Maximize LinkedIn.** Use Advanced Search to locate key contacts. Participate or lead groups. Update your profile with plenty of keyword-rich content. Share blog posts and status updates. Import your contacts from your email tool.
- 7. Start Pinning with Pinterest.** Create pin boards with themes of interest to your target audience. Get creative and have fun! Share book recommendations, recipes, inspiring photos, and your blog content.
- 8. Define Your Strategy.** Not all of these tactics may apply for you and your audience. Start with one and get comfortable before you add more. And if social media just isn't your thing, hire some help. It shouldn't be painful, but it should produce results!

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. She is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant marketing community for trail-blazing writers, and NonfictionWritersConference.com, an annual event with 15 speakers over three days, and conducted entirely online (no travel required!). Stephanie has been featured in *Entrepreneur*, *Wired*, *Inc.com* and she is a blogger for *Forbes*.



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