

WHICH SOCIAL MEDIA PLATFORM IS FOR YOU?

Description

How Is It Best Used?

Typical Age/
Demographic of UsersBest Suited to
Specific Genres?

TWITTER

A social networking service that enables users to send and read short 280-character messages called 'tweets'

- Very regular posts of a variety of short-form content
- Great for networking across the industry
- Format particularly lends itself to humour

- Widely used across the publishing industry
- Many users will be media savvy

- Can be effective across all genres



FACEBOOK

A social network that allows users to visually share and discover new interests by posting images or videos and browsing what other users have shared

- Less frequent, more considered/strategic posts
- FB live

- Older audience (25 +)
- [Note: teens are not signing up to this channel]

- Picture Books
- Middle Grade



INSTAGRAM

A mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos

- Visual
- User-friendly – quick and easy to post updates
- Instagram Stories can be used through Instagram to share with your followers pictures/ images/ videos that disappear in 24 hours
- Instagram Live - hosts long form video content that is saved in a permanent archive

- Younger demographic
- Crucial for YA audience

- YA



YOUTUBE

A video-sharing website that makes it easy to watch videos online. You can create and upload your own videos to share with others

- Post regular (weekly or monthly) videos to your readers through a personalised channel
- Discovery mostly through searching so keywords are essential
- Youtube live

- Younger audience (teen – 25 mainly)

- YA



PINTEREST

An online and mobile pinboard that allows users to visually share and discover new interests by posting images or videos and browsing what other users have shared

- Visual
- No need to create your own account – more about sharing/interacting with existing content

- Predominantly female demographic
- Older audience (generally 40 +)

- All



GOODREADS

A website where book lovers can record, review and discuss the books they have read

- Network/channel specifically for book lovers
- Conversation composed of book reviews, book progress updates, book lists and book groups, reading challenges, bookshelf curation

- Predominantly female demographic
- High proportion of young users

- YA

TWITTER

WHY?

- Twitter has a great social element for raising awareness and generating engagement
- Many authors find it empowering to be able to interact with their readers on a daily basis from the comfort of their own home or whilst out and about
- It can also be helpful to network with other authors, bloggers and reviewers
- It's a real-time, quick-fire medium that responds quickly to trending topics and current events

HOW?

- To set up your Twitter profile you will need:
 - **A Twitter handle or username** – keep this as brief as possible but make sure it's one that's easy to find and to remember and, ideally, connect it with your identity as a writer. Try to avoid including too many numbers
 - **A bio** – that tells other users about you and your brand in 160 or fewer characters. If possible, include keywords and a link to your recently published book and website
 - **A profile image** – preferably a picture of you
 - **A header image** – could be a composite of your book titles or an image that reflects the theme of your writing or your personality
 - You can post tweets, which are short messages containing no more than **280 characters**
- You can also share a **range of content**, including videos, photos, gifs, polls and links
- Tweets and posts from those you are following are shown in a live news feed. You can also search for popular or trending topics
- People can engage with your tweet in the following ways:
 - Reply
 - Retweet (re-posting your tweet)
 - Like
 - Quote tweet (re-posting your tweet and adding their own comment)
- You can increase the likelihood of people engaging with your tweet by using:
 - **#** followed by a key word to link conversations or spread buzz about a particular topic, news item or joke but only if appropriate. If you are a Mac user, you can type # by pressing alt + 3 on your keyboard
 - **Beware of using generic hashtags**, such as #book. These will give your tweets an amateurish feel and will do nothing to improve your discoverability. There is evidence that people are statistically less likely to engage with posts that use multiple hashtags
 - **@** followed by another user's Twitter handle to engage others in your conversations and show your appreciation towards them, whether you're thanking a reader for their great review or letting another author know what you think about their latest book
 - You can use the 'list' function on Twitter to create lists of useful people (e.g. 'Fellow Authors' or 'Picture Book Bloggers') so you can quickly find relevant tweets. Tools such as TweetDeck allow you to sort these lists into columns so you can view them all on one screen.

WHO?

- Twitter is a **networking tool** and so it's important to think carefully about whom you are following and to be mindful of who is following you
- You can find people you already know (other authors, colleagues, co-workers, publishers etc.) by using the 'find people' option when you log in
- It can be helpful to look at whom the following people are following:
 - Your publisher, marketer and publicist
 - Authors you read and admire
 - Retailers and booksellers where you hope your book will be sold
 - Finally, Twitter has algorithms that will **suggest other potentially interesting people** for you to follow
- Visit twitter.com/HachetteKids/lists for suggestions of who to follow on Twitter

WHAT?

- **Authenticity** is crucial and people respond particularly well to engaging, conversational content.
- **Create a dialogue** and ask questions rather than just pushing messages about your books
- Your tweets don't need to have a marketing focus but should instead be led by your **personality**
- The Twitter format lends itself to humour, so don't be shy about adding your own humour but don't force it if it's not your style
- You can include **personal updates** on all relevant aspects of your life – from your writing habits to your plans for the weekend
- Try to use a mix of **different content** in your tweets to keep things interesting for your followers
- For the most part the book community on Twitter is incredibly positive, but there are occasionally arguments and negative comments. It's best not to engage with these or respond to any bad reviews, whether in public or via Direct Message. If you think someone is being abusive, you can report them to Twitter and block them

WHEN?

- The best approach is to tweet regularly but keep your tweets relevant and concise
- People are on Twitter throughout the day, but studies have found that people are more likely to click on links in the morning, and more likely to like and retweet in the evening
- It is possible to pre-schedule your tweets using free online programmes, such as TweetDeck (<https://tweetdeck.twitter.com/>) or Hootsuite (<https://hootsuite.com/en-gb>)
- BUT bear in mind that Twitter is all about dynamic conversation and so it's important that your tweets fit in with trending discussion topics. Simply auto-sharing links is not effective

FACEBOOK

WHY?

- Facebook can be used to connect and engage with readers as well as build a community
- It's easier for fans to talk to each other and to create a discussion

HOW?

- There are two different types of pages on Facebook – personal profiles and pages:
 - It is important to make the distinction between personal Facebook profiles and Facebook pages.
A page is most appropriate for engaging with your readers on a large scale and you can create one here: <https://www.facebook.com/pages/create/>
 Personal profiles only allow you to have a limited number of friends, whereas a page is much more open – rather than people having to request to be your friend, they can simply 'like' the page. Here's a useful step-by-step tutorial for creating a page: <https://www.facebook.com/business/learn/set-up-facebook-page>
 - Although you may also want to keep an existing personal Facebook profile running, you should **be careful to adjust your privacy settings** and remember that anything you do/say on this personal page could still be seen. To do this go to the Privacy pane (Settings>Privacy) where you can control who sees what on your personal profile. It is recommended to adjust your privacy setting so that only approved 'Friends' can see your posts rather than 'Everyone' or 'Friends of Friends'
 - Your page should keep posts public so that they can be seen by everyone
- To set up your Facebook page you will need:
 - **To include as much information as possible**, including a link to your website if you have one
 - **A profile picture** – this represents your page throughout Facebook. It should be recognisable as you
 - **A cover picture** – this is the large picture at the top of your page. It's a great way to draw attention to your newest publication
- You can post **status updates** that, unlike Twitter, have no word or character limit; however, it is still recommended that you keep your updates as concise as possible
- You can write **comments/messages** on the walls or pages of other Facebook users
- You can also upload **photos or videos** and share links to interesting articles
- Updates from those you are friends with or whose fan pages you have liked will be shown on **your News Feed**
- Other users can engage with your posts in the following ways:
 - 'Like'
 - 'React' in different ways. These are represented by different emojis e.g. excitement, weeping, love
 - Comment
 - Share
- As with Twitter, you can encourage others to engage with your posts by:
 - Using @ followed by another user's display name to engage others in your conversations and show your appreciation towards them, whether you're thanking a reader for their great review or letting another author know what you think about their latest book
 - Tagging a location or person in your post

WHO?

- Facebook uses an **algorithmic timeline**. This means that the more users engage with your content, the higher up it features on other users' timelines for them to see
- You can become friends with other personal Facebook profiles of people you know or you can Like public pages
- You can actively search Facebook for people you already know using the search bar. You may want the pages they have Liked for initial inspiration
- Facebook will also make suggestions as to other people you may know

WHAT?

- In order to ensure that Facebook's algorithm pushes your posts to the top of people's news feeds you must make your content as interesting and engaging as possible
 - Videos are particularly effective (although, it's worth noting that it's more effective to upload a video through Facebook than to post a link from YouTube)
 - Posts that are clearly sales/marketing-focused will be pushed down
- As with Twitter, your posts should be authentic and personal. Posts about seemingly everyday things will likely generate more interest than obvious promotion of your latest book, but remember that anything you post can be screenshotted and shared
- It's important to show you're listening to and engaging with others on Facebook too:
 - **Ask questions/create a poll** – these can generate discussions and will help draw more people to your page
 - **Reply and/or react** to comments and thank people for liking your page, photo, article, etc.
 - **Re-post content** you find particularly interesting
- People love to see pictures, so share pictures from your research and images of your writing space

WHEN?

- Generally you should post less frequently on Facebook than on Twitter but your posts should be more **thoughtful and strategic** – you should always be aiming for maximum engagement. If your posts don't receive any engagement, they will stop appearing in people's news feeds
- In between publication dates, it's fine to post around **once a week**, although you may want to post more often as you approach your publication date
- You should make use of the Facebook analytics tool, **Facebook Page Insights**, to see what time of day your fans are normally online and time your posts accordingly

INSTAGRAM

WHY?

- Instagram (which is also owned by Facebook) is growing rapidly in popularity and, when used effectively, it can help to **project a powerful personal image**
- It's a quick and easy way of conveying emotions, ideas, sentiments and thoughts, all of which help **bring your readers into your world**

HOW?

- To set up an Instagram account you will need:
 - A **username that clearly represents your brand**, ideally the same username you use on other channels
 - A **profile photo**
 - A **short biography** that includes a link to your website
- You can take photos and videos, add filters to them to improve their aesthetic appeal and post them to your network of followers
- These photos can also then be shared across Twitter, Facebook and Tumblr, though be mindful of doing this too frequently as the posts will not seem authentic
- People can engage with your post in the following ways:
 - Like
 - Comment
 - You can follow #’s relevant to books/your interests
 - Regram your post (see below)
- You can encourage others to engage with your posts by:
 - Using # followed by a keyword to link conversations or spread buzz about a particular topic, news item or joke. Instagram is more hashtag-friendly than Facebook or Twitter so use plenty of them to make sure your photo reaches as wide an audience as possible, and tap into appropriate themes/popular hashtags around your genre or subject area. If you're using the app, Instagram will bring up popular suggestions, or tags you've used recently when you type the # key. Cap #’s to 10 at the most.
 - Using @ followed by another user's display name to actively include others in your post
 - Tagging people featured in your photos
 - Using emoticons to make your comments stand out visually and convey personality
- You can download a number of apps to enhance your Instagram account:
 - **Regram** allows you to share other users' photos
 - **Layout** allows you to create collages
 - **Snapseed** (a photo editing tool) gives you access to additional filters and effects

WHO?

- **Follow users from your other social media platforms.** Instagram will make suggestions based on your Facebook friends/whom you follow on Twitter
- Again, look to your existing contacts for inspiration on other accounts to follow
- Look also at other author profiles to get a sense of what sort of photos/posts work well

WHAT?

- Instagram is a **visual platform** so it's essential you post great-quality pictures and videos if you want to capture people's attention and encourage them to engage with you
 - Your images don't need to be magazine-quality, but to stand out from the noise fill them with **beautiful objects**, take them from **interesting angles** and transport your followers to **unique settings**
 - Think about the lighting and backgrounds and **use filters to enhance the appeal** of certain images
- Your pictures should be **personal and authentic**, but also aspirational. Think about the sorts of things that will interest your readers and post pictures accordingly
- Beautiful pictures of book stacks are particularly popular and effective
- Even though it's a visual platform, it's still important to be part of an **ongoing dialogue**. Make sure you like/comment on other users' photos as well as posting your own
- You may want to include pictures of:
 - Inspirational quotes or images
 - Cover art – your ideas or sneak peeks of upcoming titles
 - Your writing space
 - Holidays
 - Special occasions
 - Outfits
 - Pets
- Instagram Stories is a feature/tool within Instagram which your followers can view for 24 hours only and showing insight into your life. Use it to:
 - Post videos and images or a combination of both
 - You can add filters and captions

WHEN?

- Instagram is **quick and easy to use** and so it should be feasible to post updates daily. That said, quality should definitely take precedence over quantity
- Be mindful of **overwhelming people's news feeds** with multiple uploads
- People are most active on Instagram on the **weekends and evenings**, so focus your activity around these times

YOUTUBE

WHY?

- YouTube is a great way to **make a personal connection** with readers from the comfort of your home
- It can help you **position yourself as an expert** and drive traffic to your other social media platforms
- You can **engage with the very active BookTube community** (see below) by subscribing to their channels and commenting on their videos

HOW?

- To set up a YouTube channel you will need:
 - **A username** – either your name or something that reflects your identity as a writer, and ideally the same as usernames or handles you use on other platforms
 - **A profile photo** – a picture of you or something that reflects your writing
 - **A short biography** – this should make use of relevant keywords and include links to your author website and to other social media accounts
 - **A header image** – either a composite of your book covers, a picture of you or something that reflects the identity of your channels
- **Your first video should be one that introduces people to your channel**, telling them a bit about you and your books and letting them know what to expect. You can upload this video to the homepage of your channel and it can act as an introduction when people arrive on your page
- **Searching is key to discovery** on YouTube, so it's essential to focus on the following three areas when you upload a video:
 1. **Title** – make sure your targeted keywords are in the first few words of your title
 2. **Description** – start your description with a full URL and make sure you include as many keywords as possible. For example, if you're doing a video about your favourite books, make sure you mention all their titles in the description
 3. **Tags** – be sure to include any and all related keywords in the tags field

WHO?

- You can subscribe to other channels on YouTube
- You can actively search YouTube for people you already know using the search bar
- Based on your subscriptions and viewing history YouTube will recommend channels for you to subscribe to
- There is a passionate book community on YouTube called BookTubers who are particularly engaged with YA; interacting with these people and commenting on their videos is a great way of connecting with the community
- Unless you already have the know-how to create high quality video content, we recommend using Instagram over YouTube

WHAT?

- You can use YouTube to:
 - Share your writing journey and provide progress updates on your latest book
 - Give people good reasons to buy your book
 - Talk about your favourite authors, books and/or sources of inspiration
 - Offer a tutorial on your area of expertise
 - Set your readers fun challenges – can you identify a book blindfolded?
 - Share round-ups of books you have bought and enjoyed recently
- As well as creating content you can **curate playlists of your favourite videos and share any videos or trailers you or your book appears in**
- It's important that your videos are **short, informational, entertaining, good quality, and relevant**. The perfect length depends on the topic of the video, but ideally it should be no longer than 5 minutes. Short videos (e.g. a 60-second summary of your chosen topic) are a great way of giving people small bites of information
- Once you have a big library of videos, you can arrange them into playlists around certain topics so people can easily find what they want to watch

WHEN?

- Once readers have subscribed to your channel, they will receive a notification each time you post new content so it's best not to overwhelm them with batch uploads
- Your subscribers will expect to see **regular posts and updates** and it's advisable to post these at the same time each week, or month

PINTEREST

WHY?

- Pinterest is a **highly visual platform**, which can be an effective way of **sharing your sources of inspiration** with readers
- From a practical perspective, it can also be a really helpful tool for **collating and organising the research** you do in preparation for writing

HOW?

- To set up a Pinterest account you will need:
 - **A username** which clearly represents your brand
 - **A profile photo** that is recognisably you
 - **A short biography** that makes use of relevant keywords (link with #) and that includes links to your author website and to other social media accounts
- You can pin images from Pinterest and other websites to your virtual pinboards. You can have multiple pinboards – each focusing on different topics or themes
- To make it easy to pin images from across the web you may want to install the ‘Pin It’ browser extension for your web browser here: <https://about.pinterest.com/en/browser-button>
- Your homepage is a collection of pins from the people, boards and topics you follow, as well as a few promoted pins and pins that Pinterest picks for you. You can also search for specific topics, themes and ideas in the search bar
- To set up an effective pinboard you will need to:
 - **Be creative and clear with your board names** – use relevant keywords and craft short, catchy board titles to aid discoverability
 - Add a description to your board to clarify what pins will be found there, or what inspired you to create it
 - Include a mix of content from you and from other sources, particularly other authors
- **Discovery is mostly through the search function** rather than through the news feed. This means that you don’t need to provide updates constantly for your content to be found by other users

WHO?

- You can follow other users on Pinterest
- You can actively search Pinterest for people you already know using the search bar
- You can search Pinterest (e.g. ‘book covers’, ‘bookshelf ideas’) and follow other users who pin images relating to these topics

WHAT?

- There’s minimal text involved because it’s a visual site. It’s all about **virtual scrapbooking and visual inspiration**
- It’s important to **pin selectively, but consistently and frequently**. Building a high-quality collection of relevant pins will help to build a relationship with your readers
- Look at what else they’re pinning to get a sense of what is most interesting to them
- Your pins should **reflect your brand personality** and should enable your readers to understand more about who you are as a writer and as a person. You could include boards with:
 - Pictures or quotes you find funny/inspiring
 - Information on hobbies and interests
 - Books you want to read/have read and loved
 - Favourite recipes
- Readers are always keen to learn more about the writing process and in particular where/how you find inspiration. You could include boards about the following:
 - Visualising your characters – what outfits they would wear, who would play them in a film etc.
 - Moodboards for different novel ideas, characters etc.
 - Cover art ideas – what ideas have you had, could you get feedback from fans?
 - ‘If you like . . ., you’ll also like my book!’ board – think of the authors within your genre who write stories similar to your own and gather their book covers, author photos etc.
 - Resources, including free ebook websites, book blogger/reviewer sites, writing tips/hacks

WHEN?

- You should be careful to **avoid overwhelming your users’ feeds** with lots of pins in a short space of time so try to spread your pinning out across the week

GOODREADS

WHY?

- Goodreads is a great way of **talking directly to your fans**, as well as seeing what they're saying about your books through their reviews
- You can share content from Goodreads, including blogs and reviews, on Facebook and Twitter
- If you sign up to the **Goodreads Author Programme** and claim your page on Goodreads you will get access to additional features and will be able to personalise your profile

HOW?

- To sign up to Goodreads you will need:
 - **A profile picture** – ideally a photo of yourself
 - **A bio** – that tells other users about you and your books. If possible, include keywords and a link to your recently published book and link to your website if you have one
- The **Goodreads Author Programme** is open to anyone who has published a book, or is in the process of publishing. Books feed out to Goodreads in the same way they do to retailer websites, and authors are automatically listed on the site. To claim your profile:
 - Go to the automatically listed profile by searching for your name or book
 - Scroll down to the bottom of the page and click the 'Is this you?' link to send a request to join the Author Programme
 - The request will take a few days to process, but once it has Goodreads will send a confirmation email with further details on how to manage your page

WHO?

- You can become **friends** with other Goodreads users, so you see one another's activity
- You can also **follow** other users, which means you see their activity but they don't see yours
- You can actively **search Goodreads for people you already know** using the search bar, and if your account is connected to your email or other social networking sites then it will suggest people to follow based on your history
- For inspiration, follow other **authors on Goodreads** and see what they're doing. A great example of a Goodreads author page is that of crime writer Michael Robotham

WHAT?

- The key features of Goodreads are:
 - **Status updates** about books you're currently reading
 - **Reading challenges** – you can compete with friends or the broader Goodreads community
 - **Listopia** – users suggest a scalable book question, like Best Books to Read in Summer, Best Books to Cry To, etc., and other users respond with their own answers
 - **Groups** are a great place to meet new readers on Goodreads. You should join a few groups that interest you, participating as a reader first. Once people see you are a passionate and friendly member of the group, then you can discuss your own work
 - **Book reviews** – this is where most of the conversations on Goodreads take place
 - **Bookshelves** – you can help organise your reading by adding books to different virtual bookshelves.
 - There are three default bookshelves: 'read', 'currently reading' and 'want to read' – but you can also add your own unique bookshelves
 - **Book recommendations** – Goodreads' automated recommendations are based on your personal book preferences as well as the preferences of its general community. Users can also personally recommend books to each other
 - **Email newsletters** – where you can keep up to date with news, features and new releases
- Once your Goodreads Author Page has been verified you can also:
 - Post a **picture and biography**
 - **Write and share a blog**, or connect your blog from another service such as WordPress or Blogger
 - **Publicise upcoming events**, including book signings
 - Share **book excerpts and other writing**
 - List a **book giveaway** to generate pre-launch buzz
 - Turn on the **'Ask the Author'** feature on your profile so that readers can submit questions
 - **Participate in discussions** on your profile, in groups, and in the discussion forums for your books

WHEN?

- Your Goodreads activity appears in people's news feeds, so be mindful of posting too frequently
- People tend to use Goodreads in the evening and at weekends, so focus your activity around these times