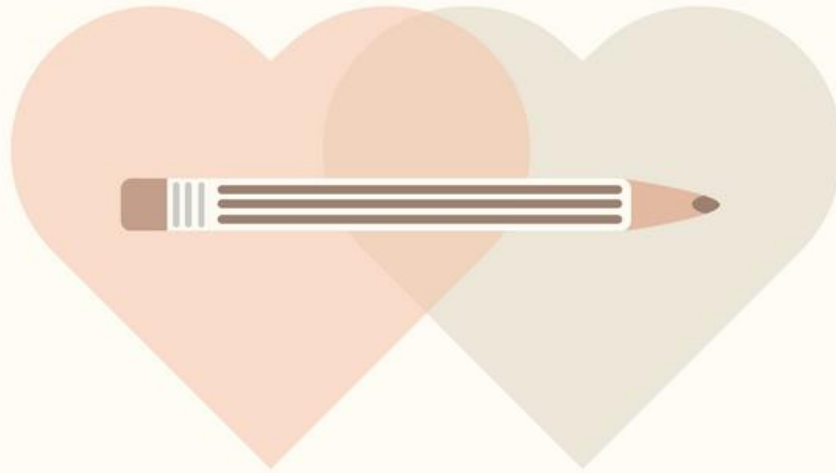


FREE WRITERS SOCIAL MEDIA



CHECKLIST

L . M . P I E R C E | 2 0 1 7
W W W . P I E R C E B O O K S . C O M

So you want to build your Social Media presence on Facebook and Twitter? Give your name legs and leave an impression that will last? Preparing for a book launch or planning way ahead?

Well, there are some simple and concrete ways to start creating buzz, make valuable connections, and start creating and participating in a community that will support you in your creative endeavors!

You'll need a few simple things to begin:

- **Ongoing access to a computer and the internet**
- **A professional-looking headshot or portrait**

Before we jump into simple strategies, let's review the main social media platforms we will be covering in this guide:

- **Twitter**
- **Author Page on Facebook**
- **Instagram**
- **Pinterest**
- **Goodreads**
- **Personal Blog**

Have an account on these platforms already? Great! No? Well, first step is to create an account for each of these avenues. These are important and will increase your visibility exponentially. There's nothing more disappointing to find a writer you want to learn more about (especially if they have anything published) and discover they only have an old Blogger account that hasn't been updated in over a year! More than ever, people are seeking others out through these avenues, determining if they want to have interactions with you long before they reach out in any shape or form. And many readers are doing their research before they even think about picking up your book!

Relationships MATTER.

Getting Your Snowball Rolling on Twitter

First things first. Start following these Twitter accounts:

@lowericon	@fridayphrases
@corilynarnold	@ThruLineThurs
@RWAKissofDeath	@victoriadaru
@WriterEdmonds	@willowylungs
@QuillWriters	@allbrevitywit
@scribalreverie	@ebnovels
@KelseyNMcIntyre	@mirz333
@alliemayauthor	@ravenswd123
@Gracie_DeLunac	@bevandeveire
@chipmunkofpower	@AmandaKWrites
@Allie_Kincheloe	@ElleKarmaWrites
@Kelsye	@grbankler
@iamfunkhauser	@SciFiFri
@JudyLMohr	@jfxmcl
@micascotti	

Once you've followed these people, begin the process of reviewing tweets in your feed. Mute any you find distasteful and be sure to retweet the ones you like. People love seeing their

material retweeted and will often return the favor or begin to notice you as you continue to do this.

Your Facebook Presence

Lots of us have a Facebook account that we use to keep in contact with family, friends, long-ago high school acquaintances we never really liked but feel a need to know what they're doing anyway... But for establishing your social media presence as a writer and author, you'll be using Facebook differently.

The first step is to create a "Page", which will now serve as your Author Page and where you will maintain your professional persona on Facebook. Though you will use your personal account to manage this page, it is important to keep this separate from your personal account. Be sure when you post on your page that you are doing so as the "Author" and not from your personal account.

Here's a lot of information on how to use Pages in Facebook:

<https://www.facebook.com/business/products/pages>

Once you have a Page, upload that nice looking photo of yourself and think of this as a mini-blog. You don't want to be as long-winded as you might be on your personal blog, but think of expanding your Tweet subjects here. A small paragraph, a graphic or infographic to compliment your content, and you're well on your way!

Instagram Those Memories!

Have you seen Stephen King's adorable corgi? No? Well, you clearly don't follow him on social media because he posts about her a lot. And people love it! Instagram is another way to create meaningful content and connections with potential readers and members of the writing community. I would recommend creating a separate one from your personal account, so friends and family can still see the ins-and-outs of your personal life, without having bleed-over from more professional intended content. This is a great place to take snapshots of books, activities, events, and places that might appeal to your writing community or potential readers. Have some art or inspiration that reminds you of your writing? Post it! Have a mock-up or advance cover art for your upcoming book? Post it! Visited a cool bookstore in the heart of Portland? Post it! These are ways to share with your community your personal, yet professional, activities and interests.

Pinterest: The Inspiration Board that Never Ends

Ever feel lacking in inspiration? Feel you need more ideas, beauty, and/or snapshots of technique? Pinterest may be the ultimate playground for visual prompting and idea generation. Though many think Pinterest is all about recipes and DIY home projects (there's plenty of that

too) what a lot of people miss is the staggering amount of writer and book resources available here. From ideas on what to read next, to book marketing tips, to character art inspiration, Pinterest has it all! So start an account and create a writer/author/creative board and start searching for key terms that interest you. Start “pinning” resources you like and share your board with others via Facebook or Twitter – others can benefit too! If you have a robust list, people will start to follow your boards and you can create your own pins too, which will come in handy when your brand-spanking-new book is getting ready to come out.

Goodreads – The Review Mecca for Readers

Goodreads: love it or hate it, it’s where the readers are. It is also considered by many to be the “go-to” for quality reader reviews on books. There are also forums and author profiles you can interact with and post in. As an up and coming writer, being active and established on Goodreads has many benefits:

- See what people are reading, enjoying, or complaining about.
- Monitor your book ratings and see how readers are feeling about your content.
- Interact, post, and discuss writing and reading subjects with actual avid readers.
- Find beta readers and reviewers who are happy to check out your work.

But writer beware! Goodreads can be a harsh place too, honesty runs amok, and if you have a rather thin skin, you might actually skip this resource. I would recommend working on thickening up that skin because Goodreads can be invaluable—however, don’t let a few bad reviews or sharp-tongued reviewers get you down!

A Personal Blog is Still the Gold Standard

Maintaining a personal blog is a double-edged sword that requires patience, consistency, and the willingness to write, even when you don’t feel like it. However, a personal blog is still, in many ways, the continued gold standard for social media interaction and writer presence online. What better way to summarize, share, and advertise than through meaningful and sometimes lengthy posts about what you’re up to these days? There are also more options than ever when it comes to hosts for blogs and a few of the more popular ones include:

- Wordpress
- Wix
- Blogger (though personally I despise this one)

Here’s a review of some other options I don’t have personal experience with:

<http://stylecaster.com/best-free-blog-sites/>

Also consider purchasing a domain name for your author/writer presence, especially if you’re published or planning on being published within the next year. They’re easier to remember and

are just more professional-looking overall. Purchasing a domain can often be quite reasonably priced (shop around!), though if you're not quite at that point, a free blog is totally acceptable.

The number one important thing with a blog is keeping it active. Shoot for at least ONE blog post a week (though you'll note I certainly don't manage to do that either!) but two is ideal. They don't have to be long monologues about what is going on in your life either. A quick snapshot list, a post of a picture (think: doubling your Instagram post), or other content that might be useful for your reader. Some post ideas:

- 2017 Resolutions and Plans
- Reading list for the year
- How's your writing going?
- Techniques you use to defeat writer's block
- Exciting character developments in your story
- A book review of your most recent read
- Bookstores you've visited and recommendations
- Upcoming book release information
- Commentary on current events in the world
- Commentary on current events in the writing/publishing industry

Sky's the limit and remember, a personal blog is often the page on which judgement is made, so monitor your content, stay professional, and keep your writing relevant and interesting to your readers.

PRINT PAGES 5-8 FOR JUST THE CHECKLIST MATERIALS

THE WEEKLY CHECKLIST

Monday

Tweet at least <u>three</u> original thoughts/events/opinions. Use hashtags.	
Retweet at least <u>three</u> tweets by others (can be writing hashtag related)	
Participate in at least <u>two</u> writing hashtag activities: <ul style="list-style-type: none"> • #Meta4Mon Check @corilynarnold . • #Ministory Check @WriterEdmonds . • #MondayBlogs Tweet your blog posts on Mondays. • #MuseMon Check @Claribel_Ortega . • #MissMuseMe Check @bevandeveire . • #LoveLines Check @AmandaKWrites and @ElleKarmaWrites 	
Post a new blog post on your website. (Aim for 2x a week, but Monday at the least.) Advertise this post across all platforms.	
Duplicate your tweets, but expand them, on your Facebook Author Page.	

Tuesday

Tweet at least <u>three</u> original thoughts/events/opinions. Use hashtags	
Retweet at least <u>three</u> tweets by others (can be writing hashtag related)	
Participate in at least <u>two</u> writing hashtag activities: <ul style="list-style-type: none"> • #2BitTues Check Angela D'Onofrio @AngDonofrio • #TuesdayBookBlog Blog posts about books and writers • #TeaserTues No host, snippets & "teasers" from pub. work or upcoming • #TuesTell Check @mirz333 and @ravenswd123 	
Pin at least <u>three</u> new items, ideas, books, and/or writing tips on Pinterest.	

Wednesday

Tweet at least <u>three</u> original thoughts/events/opinions. Use hashtags.	
Retweet at least <u>three</u> tweets by others (can be writing hashtag related)	

Participate in at least <u>two</u> writing hashtag activities: <ul style="list-style-type: none"> • #1LineWed #onelinewed Check @RWAKissofDeath • #WIPWed No host, post a snippet, quote, or update about your WIP. • #WriterWednesday Shout-out to writers / suggest authors to follow, or to share writing tips, and anything else to do with writers or writing. • #WriterHumpDay Check @ebnovels • #Whimsday Check @scribalreverie 	
Rate/review a book on Goodreads AND/OR make an Instagram post.	
Duplicate your tweets, but expand them, on your Facebook Author Page.	

Thursday

Tweet at least <u>three</u> original thoughts/events/opinions. Use hashtags.	
Retweet at least <u>three</u> tweets by others (can be writing hashtag related)	
Participate in at least <u>two</u> writing hashtag activities: <ul style="list-style-type: none"> • #ThrustyThurs Check @scribalreverie • #3WordThurs Check @scribalreverie • #Thurds Check @thurdswords or @iamfunkhauser • #ThruLineThurs Check @ThruLineThurs • #ThursTale Check @grbankler 	
Pin at least <u>three</u> new items, ideas, books, and/or writing tips on Pinterest.	

Friday

Tweet at least <u>three</u> original thoughts/events/opinions. Use hashtags.	
Retweet at least <u>three</u> tweets by others (can be writing hashtag related)	
Participate in at least <u>two</u> writing hashtag activities: <ul style="list-style-type: none"> • #Friday5th Check @KelseyNMcIntyre and @alliemayauthor • #FictFri Check @Gracie_DeLunac • #fridayflash Writers write/post flash fiction. Readers comment and RT. • #followfriday (#ff) Suggest people and why they should follow them on Twitter. • #FP (Friday Phrases) Check @FridayPhrases • #FriDare Check @micascotti Winners announced 9-10PM EST • #Fri1st Check @allbrevitywit • #SciFiFri Check @SciFiFri and jfx mcloughlin @jfxmcl 	

Post a new blog post on your website. (This is optional but recommended.) Advertise this post across all platforms.	
Duplicate your tweets, but expand them, on your Facebook Author Page.	

Saturday/Sunday

<p>Participate in at least two writing hashtag activities:</p> <ul style="list-style-type: none"> • #SchemingSaturday Check @scribalreverie • #SlapDashSat Check @slapdashsat • #AntagonistsAnonymous Check @scribalreverie • #ShareWrit Check @Gracie_DeLunac • #WhosYourCharacter Check @chipmunkofpower • #SciFiSat Check @SciFiFri and jfx mcloughlin @jfxmcl • #SixWordStory / #6Words Check @Kelsye • #twitterfiction Tweet your story snippets, updates, or other happenings • #SunWIP Check @JudyLMohr • #SettingSunday Check @victoriadaru and Carly Racklin @willowylungs 	
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Have Extra Time?

- Comment on other writer's blog postings.
- Search and follow writers, agents, and publishers on Twitter.
- Search and follow your favorite authors, celebrities, and politicians on Twitter.
- Boost your posts on Facebook for increased marketing value (costs \$\$.)
- Create video posts (VLOGs) to post on your platforms.
- Create a social event in your community to bring people together.
- Follow relevant people and boards on Pinterest.
- Create a "To-Do" list of writing/marketing goals.
- Research books and read reviews on books in the genre you write.
- Join writer's groups on Facebook and commiserate with others.
- Post and participate in the Goodreads forums.
- Celebrate other writer's upcoming or recently released books!
- Thank writers or others who have inspired you, helped you, or made you a better writer.
- Have a complete manuscript? Participate in writing contests (see my post [here](#))