



Social Media Optimisation Checklist

Promoting your book on social media is a big part of your marketing plan. The chances are that a decent proportion of your reader base can be found on social media, so it's important to make sure you have everything in place to best reach them.

| Element | Complete ✓ |
|--|------------|
| Research Your Book Topic on Social Media | |
| Carry out a survey | |
| Ask people to suggest topics they're interested in | |
| Ask people what problems they're facing | |
| Ask people if they're getting what they need from your competitors | |
| Twitter | |
| Use relevant keywords in your profile | |
| Use the phrase "Author of [Book Title]" | |
| Include a link so people can find out more | |
| Tweet about your new book | |





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| Tell readers what they can learn from your book | |
| Tweet links to useful, relevant content | |
| Become discoverable for relevant hashtags | |
| Support other authors with #fridayreads | |
| Follow people who might be interested in your book | |
| Find users who might be interested in reviewing your book | |
| Facebook | |
| To create an author page go to 'Create' – 'Page' and select 'Community or Public Figure' | |
| Add your name for the page name and author in the category field | |
| Include a link to buy | |
| Post content that encourages engagement | |
| Publish Facebook ads | |
| Create lead ads | |
| Grow your fan base on Facebook | |





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| LinkedIn | |
| Optimise your profile with relevant keywords | |
| Write a compelling description | |
| Use the phrase "Author of [Book Title]" | |
| Connect with other experts, reviewers and influencers | |
| Feature your book and sales page link in the publications section | |
| Add documents to show off book content | |
| Instagram | |
| Set up a 'Creators' account: go to 'Account Settings' – 'Switch to a Professional Account' | |
| Connect with other authors and writing communities | |
| Use #s to target authors and readers such as #bookstagram or #books | |
| Make your account visually appealing – use good lighting, colour schemes and filters | |
| Include CTAs and links | |





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| Pinterest | |
| Create a business account | |
| Optimise your profile with a good description and keywords | |
| Create themed boards – at least one for your own content | |
| Optimise the size of your images | |
| Include a description with keywords in the alt tag section of each image | |
| Be consistent with your branding – fonts, colours, styles | |
| Be active daily and pin from good sources | |
| Join group boards | |

