

# Being Social: The Busy Author's Guide to Fast and Furious Social Media

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## Branding Tips:

- Have a Logo you use at all contact points
- Use a color scheme throughout your website and social media
- Consistent Communication Style/Voice
- Fonts should be consistent throughout your website

## Facebook Tips:

- Keep it visual: Photos are more likely to get liked and shared
- Fan pages 'likes' and 'shares' matter – Don't be afraid to encourage interaction
- Track when your readers are online (when are they commenting) and try posting at that time of the day
- Schedule posts in FB but not in a third-party software
- Worried you'll run out of things to say? Have day events
- Edgerank – Uses fan engagement to calculate an affinity score for your fans which determines how many and who sees your posts. You can increase your Edgerank by:
  - Interactions by your fans
    - Likes
    - Shares
    - Comments
  - How current is the content?
- Update at least once per day
- Facebook suggests 4-9 posts/interactions per week

## Twitter Tips:

- Tweets with links are more likely to be passed on or RT'ed if links are about 25% into the tweet
- Don't forget to ask for RTs when it is important
- You can post your Twitter feed on your website using a widget
- To get RTs and links, your tweets should be interesting
- Bit-ly – shorten your links at this site or Twitter will shorten them for you
- Keep your tweets under 140 characters if you want them to be RT'ed (120 is a good!)
- Instagram (a photo sharing site) is easily linked to your Twitter account to tweet photos
- Don't just RT, make sure to post interesting content and links yourself!

**Blog Tips:**

- Interesting and relevant content is most important
- Include key words within your blog post to help search engine results
- Use your novel writing skills in your blog post – people like stories and narrative style is captivating
- What is happening in pop culture that you can relate to your readers
- Do blog tours with fan sites or book reviewers & guest blog trade with fellow writers

**Pinterest Tips:**

- Unique content – biggest bang if it links to your site
- Name your boards using keywords that are descriptive and relative to your readers
- Better to have too many boards than broad groupings
- Character boards – for things he/she would like
- If you pin your own photo (one you have up-loaded), edit it to link to your website!
- Use “Pin-it button” on your site for appropriate content (book covers!)
- Don't forget to interact with other pinners – like, comment and repin!

**Google+ Tips:**

- Keep an eye on this platform – it's still changing
- Use keywords in your posts to help with search engine results: genre, your name, book title, publisher, characters
- Share important news here
- Link your blog

**Tips Recapped:**

- Update often
- Mail outs – once a month or at big events
- Treat platforms differently – don't post the same thing on each platform
- Consistency of voice
- Time post with your readers' usage – if possible (hard with global audiences!)
- Comment back to your readers

Brand – Brand – Brand!

Facebook

Week: \_\_\_\_\_



Date	Day of Week	Time	Facebook Post	Who to do?

Day	Topic
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



Blog



Month: \_\_\_\_\_

Week of:	Topic	Photo/Image	FB Link Dates	Twitter Link Dates						
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Check off for each media when you have completed the day's tasks.  
 FB-Facebook, TWIT-Twitter, PIN-Pinterest, BLOG-Blog ☺

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Blank and printable Calendar with US Holidays. Courtesy of WinCalendar.com.





## Daily Planner

Day: \_\_\_\_\_

### Mornings - Daily:

	Check e-mail
	Check FB page for posts & comments
	Check on @Tweets, RTs & New Followers on Twitter
	First Twitter Post
	Check on Repins & New Followers on Pinterest
	Check on Blog post comments

Give yourself 15-20 minutes

Now, you have to decide if you are going to schedule your tweets and posts for the rest of the day in the morning or take breaks throughout the day to accomplish the rest of the tasks. For some tasks, you will only do them on certain days, so delete or cross them off the list.

	Post on FB
	Write Blog Post
	Link Blog on G+
	Second Twitter post
	Link Blog on FB
	Pinterest pinning
	Link Blog on Twitter
	Third Twitter post
	Check FB page for posts & comments
	Check on @Tweets, RTs & New Followers on Twitter
	Check on Repins & New Followers on Pinterest
	Check on Blog post comments
	Check e-mail
	Fourth Twitter post

## Weekly Planner

Week: \_\_\_\_\_

### Checklist:

	Update Calendar on website (you can use a Google calendar and a widget to post it on your site)
	Update Events on your FB page
	Update website if needed
	Plan next week's Social Media
	Check on consistency of brand image across platforms

## Monthly Planner

Week: \_\_\_\_\_

### Monthly checklist:

	Update website
	Check on YouTube for fan content and link on your YouTube channel
	Guest blog
	Plan Blog postings for next month
	Post to Flickr or Instagram if you haven't shared photos

Social Media Muses  
([www.socialmediamuses.com](http://www.socialmediamuses.com))