



# Social Media 101

## Social Media for Authors

### What is the point of Social Media?

- To get people to come to your website to buy your books without telling them to buy your books
- To create a powerful mailing list and super fans
- To get people to know your writing, you and/or your mission to encourage others to want to talk about you!

### Tools authors need

- ✓ Website (CMS)
- ✓ Social Media Accts
  - Facebook Page
  - Twitter
  - YouTube
  - LinkedIn

### What is A Blog?

- A CMS – a content management system
- Types of Blogs
- Platforms

### Serious Bloggers Should Be Web Savvy (terms to know)

blog publishing software

HTML/CSS

blog comments (and comment spam)

RSS/syndication

feed aggregators

pings

trackbacks

full vs. partial feeds

○ Google+

✓ Offline Promotional Materials

### Website w/Blog (CMS) cont.

#### ALWAYS HAVE

Email Subscription

Feedburner

Wordpress & Blogspot

RSS – To be able to take your CMS wherever you are.

Sharing Tools

AddThis, Share

blog carnivals (for kick-starting your blog's traffic)

search engines

search engine optimization (SEO)

page rank

social bookmarking

tagging

contextual advertising

affiliate programs

traffic statistics

email

**ENGAGING READERS** - Understanding and Increasing Readership and Comments on Your Weblog in Order to Increase Traffic and Sales of Your Product.

**Get A Marketing Plan!!!** - Marketing Plan will address:

How your book is to be sold	Promotional Products	Connect offline with people
Outline of promotion strategies	Book Signings... NOT!!	Meetup.com
Press Kit	Media Interviews	Article Marketing
Offline Marketing Tactic	Help a reporter out	
	Marketing Online	

### **BEST ADVICE**

- Don't Blog About Your Products You're Selling
- Blog about the subject / Platform/Brand
- Keeping Them Engaged
- **Encourage Discussion Through Debates**
- **Do Serious Research on Topic Ideas**
- **Spend Some Time on Your Blog Design (Question Readers)**
- **Focus on Building Trust**
- **Connect With Your Social Circle**
- **Host A Monthly Contest/Theme**
- **Popular Tools to Use**
  - Social Media Widgets
  - Facebook Badges, Comments, Send & Share Buttons
  - Twitter Buttons
  - Social Media Bars at bottom of Posts
- **UNIQUE TRAFFIC INCREASE**
  - **Collaboration**
  - **Strategic Alliances**
  - **Guest Articles**
  - **Link**

### **Related Websites by this facilitator**

- SylviaHubbard.com
- MotownWriters.com
- HowToEbook.org

### **Connect with this author:**

<http://facebook.com/SylviaHubbard>  
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