



Amsterdam
University
Press

Promoting your book through Social Media:

Tips for Authors and Editors

One of the most effective ways to promote your book is through social media. We at AUP are committed to connecting online with our authors and editors, as well as with institutions, societies, journals, press and other publishers, helping our mission to ensure your work reaches an international audience.

This social media marketing pack offers some simple tools and suggestions that you can use to engage with our online presence and grow your network. Each book and author is unique, so please don't hesitate to speak with Marketing or your Editor if you have any questions, or if you have ideas about developing a strategy specific to your project or your preferred social media channel.

SOCIAL MEDIA BEST PRACTICES



KEEP IT SHORT

Use clear language and be concise with your points.



POST FREQUENTLY

Post weekly, or daily for Twitter, updates to your social media channels with links and photos.



BE NICE

Be friendly and listen to other people when engaged in debate. On Twitter, add a comment when you retweet and give credit to the original author.



SHARE INSIGHT

Share insightful thoughts on your interest areas and yours and other people's research.



TIME IT

Post in social media rush hours i.e. lunch times, from 20:00 – 22:00pm, and Sunday evenings.



LOSE YOUR VOICE

Be yourself but try not to use overly technical or abbreviated SMS style language when possible.



SPAM YOUR FOLLOWERS

Don't overpost or overshare to your followers!



OFFEND

Don't use swear words or engage in offensive or argumentative discussions.



OVER PROMOTE

This stands for both yourself and your book.



POST WITHOUT PERMISSION

Don't post without credit or share copyright material without permission.



TWITTER
@AMSTERDAMUPRESS

The book world on Twitter is has quickly become a crucial tool for publishers, editors, authors, booksellers and other industry professionals for discussion and insight on just about everything to do with books. Similarly, it is a key platform for universities, academic journals, and other research bodies and this has opened up further wonderful opportunities for connection between authors, their institutions and publishers like Amsterdam University Press.

We highly recommend opening a Twitter account if you don't have one already as it will allow you to connect with people in your research area. Engagement in the way of tweeting comments, links, media (like photos and videos), or re-tweeting other people's, will lead to more followers to read your comments and views – you can build up a network of people who want to listen to your work and interests, and vice versa. Learn more in this guide to the [Twitter Basics](#).

Here are some tips and suggestions for utilising Twitter to promote your book. Click on the links for examples.

- Interact with **@AmsterdamUPress**: tweet about your book [in advance of its publication](#), [the cover proof](#), [when it goes to print](#), [upon publication](#), [when you receive the book](#) by using the **web-sized cover image** for your book, a **shortened, trackable URL** for your book's webpage, and the '[Look Inside](#)' supplied by AUP marketing.
- Remember you can **tag up to 10 people in a photo** with the 'who's in this photo' option – this is a great way to engage with others and get a re-tweet without using up any of your limited 140 characters.
- **Use hashtags** like #NewBookTuesday, #Academicbooks; #Acpub; #ReadUP; #OpenAccess; #amwriting; and ones related to your subject i.e. #MedievalTwitter; #FilmBooks; #Twitterstorians etc.
- Follow people from your **network** and **institution, journals** and **magazines** you read or that are related to your book's content. Twitter will detect your interests and will make further suggestions on who to follow.
- Tweet about [events related to your book's content](#). If you attend a conference, tweet while you are there with the **official conference hashtag** (these are usually given in conference packs or on the conference website). Give your twitter handle to people you meet at conferences.
- **Re-tweet** AUP's [tweets](#) about your book, and re-tweet other people's tweets of interest.
- Ask your institution to support you by [tweeting about your new book](#).
- Tell us if you're setting up a Twitter account and we will [tweet a welcome](#) as way of a call for followers.



FACEBOOK /AUPACADEMIC

Facebook is a good tool for expanding your network and promoting your book. We use our Academic Facebook page to promote our authors and their work. It is advisable to set up a **professional author profile page** that is separate from your personal one, so that you can connect with Amsterdam University Press, and us with you. Here are some tips about how you can use Facebook to promote your book.

- 'Like' [AUP's Academic Facebook](#) page and tag us in any posts that are related to your book.
- When posting about your book include the link to your book's webpage and the cover image for your book.
- Encourage any of your contacts with professional Facebook profiles to 'like' your page and AUP's Academic page by selecting and inviting them with Facebook's sharing features.
- See if people from your professional network, your institution, journals, magazines and other authors are using Facebook and 'like' their pages, hopefully they'll 'like' you back.
- Add photos of your book like the cover, any of its images, and an excerpt to your profile and include the link for your book in the 'Add Description' caption function.
- Encourage engagement and conversation with your followers through regular discussion posts about your research and events, and comment on other people's posts.
- Take a look at Facebook's [Guide for Business](#) for a general idea of advertising, and [Guide for Journalists](#) as much of this can be applied to authors too.



LINKEDIN /AMSTERDAM- UNIVERSITY-PRESS

LinkedIn is a professional networking site that allows you to create a personal profile complete with your work experience, and to connect with friends and colleagues. You can:

- Add your book to your profile under the professional headline, experience and publications sections.
- Upload the 'Look Inside' supplied by AUP marketing to your profile and share it with your groups and connections.
- Utilise LinkedIn's Events function if you are having a book launch and invite your groups and connections to it.
- Update your LinkedIn 'status' about your book to share with your groups and connections.



ACADEMIC SOCIAL NETWORKING

Academic social networking platforms allow academics and researchers to directly find research and start up online discussions. We advise looking at [ResearchGate](#) or [academia.edu](#) to start.

- Upload your book flyer and the Look Inside to your page and tag it with appropriate research interests.
- Remember to use the link to your AUP book page so interested readers can order the book.
- If you find someone who is teaching a course that is related to your book, contact AUP marketing so they can get in touch and send them an inspection copy.



YOUR OWN WEBSITE OR BLOG

If you already have your own website or blog, please share this with AUP marketing and we will promote it.

If you don't have a website or blog and want to start one, there are a lot of free and easy to use services and templates like [WordPress](#), or [Blogger](#). Here are some ideas for posts on your blog or website:

- A personal biography with details of your research and publication history.
- A feature on your new book, including images and links to your book's AUP webpage.
- Details of events and conferences that you've attended and your thoughts on any sessions that may have stood out.
- Any press coverage, reviews, or endorsements of your publication.
- Reviews of other books that are relevant to your field of research.
- Comments on articles you've read with links.

Here are two of examples of AUP author websites:

- Benjamin B. Roberts:
<http://www.benjaminbroberts.com/>
- Liam Cole Young:
<https://liamcoleyoung.wordpress.com/>

If you don't want to start your own website or blog, but like this platform or style of writing, then why not contribute to other blogs as a 'guest blogger'; offer to write opinion pieces, articles, reviews for other blogs, and don't forget to include your publication with a link in your by-line!



ANY QUESTIONS?

If you have any questions about social media marketing, or would like us to set out a plan to get you started or promote your existing platforms, please do not hesitate to contact marketing@aup.nl.

Here are some useful links to guides or blogs about using social media to market your book:

- <https://nybookeditors.com/2016/01/how-to-use-social-media-to-market-your-book/>
- <https://www.thebalance.com/how-to-use-social-networks-to-promote-your-book-2799990>

FAST TRACK SUMMARY



TWITTER

Use Twitter to build connections with a relevant audience. Follow people in your research area, tweet comments, links, media, or re-tweet. You can create a network of people who are interested in your work, and vice versa.

Connect with [@AmsterdamUPress](#).

FACEBOOK

Set up a professional author profile page and connect with [AUP's Academic Facebook](#) page. Encourage contacts to 'like' your page, share your book and its images, encourage engagement through discussion with your followers.



LINKEDIN

LinkedIn is a professional networking site that allows you to create a profile complete with work experience, and to connect to friends and colleagues. **Add your book to your profile!**

ACADEMIC SOCIAL NETWORKS

Academic social networking platforms allow academics and researchers to directly find research and start up online discussions.

We advise looking at [ResearchGate](#) and [academia.edu](#) to start.



WEBSITE & BLOGS

Start your own website or blog with one of the many free and easy to use services and templates, like WordPress or Blogger.

Here's an example of an author website:
<https://liamcoleyoung.wordpress.com/>.