

Author's Guide to Social Media Promotion

Promoting your new book via social media is a great way to reach a wider audience, but it requires planning, creativity and continuous engagement. Peter Lang Group will use our own social media platforms for promotion, but we encourage authors and editors to do so on their platforms as well.

Here's a step-by-step guide and some best practices that can help you more easily promote your book/s.

Planning

- Think about who your target audience is and what platforms they might spend time on. You might consider your own social media habits and what platforms you are comfortable using.
- Plan what and when you want to post. You could include announcements, quotes from the book, behind-the-scenes insights, or positive reviews. You might wish to time posts to align with book launches, industry events, or even important dates for you.
- Prepare any visual elements. This could be as simple as a photograph you've taken, or a graphic you've created. We recommend exploring Canva for easy templates to help with this.

Initial Posting

- Consider a teaser once your book has entered production. This could be a short extract or description of the book that intrigues your audience.
- Share an official announcement once your book is published. We suggest a picture of the book cover along with text that includes the title, release date, short summary, and a link to where they can purchase the book.
- Use relevant hashtags to increase your reach. Popular book hashtags include #BookLaunch, #NewRelease, #Buchankündigung (for German-language posts), etc.
- Make sure to tag the Peter Lang Group social media accounts, and any other relevant people or institutions to increase your reach.

More Ideas

- Increase engagement and keep any followers updated with regular insights or promotion of your title.
- Use Instagram or Facebook Stories to give updates. You could also do live sessions to interact with followers, ask questions, or talk about your book.
- Adapt content for each platform. LinkedIn is more suited to longer form content such as blog posts, whilst Instagram and Facebook are ideal for visual content. X (formerly Twitter) is suited to short, concise updates and discussions.
- Ask questions and encourage interaction. Respond to any comments you may get. The more interaction, the higher visibility of your posts.
- Look for book and subject bloggers, influencers or other authors who may be willing to review or talk about your book on social media. This can significantly increase your reach.
- Consider a competition or giveaway for a copy of your book. This can help to increase engagement.*
- Competitions and giveaways: Organise a competition where you give away signed copies of your book. This can help increase engagement and expand your reach.*

*Please note that we are usually unable to provide free copies of your book for this purpose but these can be ordered with author discount.

Best practices

- Authenticity is key: Be honest and authentic in your communication. Readers want to get to know the author behind the book.
- Make sure that your posts are visually appealing. In terms of the highest level of attention, the following applies: video before image, image before text.
- Post at times when your target audience is most active. These times vary depending on the platform, but typically the best times are in the morning between 9-11am and in the evening between 6-8pm.
- Stay consistent in your communication. A one-off post will not be enough so look at posting several times on your chosen platform/s.