



SOCIAL MEDIA IN 15 MINUTES A DAY

As an author, you know that social media can be a powerful tool to build your brand and promote your book. Chances are also good that you may find it challenging to create content and engage with your community. Maybe you feel overwhelmed in the vast environment of social media, or overestimate how much time and effort is required. Although it's true that adding a social media presence to your platform is a big task, it becomes much less daunting when you break that effort into small steps.

This checklist introduces a number of small daily tasks that can help you stay active, engaged, and help grow your following on social media. If you commit to accomplishing these attainable goals each day, over time you will build a meaningful presence to attract your target readers.

1. TWITTER

IDEAL FOR NONFICTION OF ALL TYPES, CONNECTING WITH NEW PEOPLE, ORGANIZATIONS, AND POTENTIAL PARTNERS

- Follow three new people or organizations that align with your book or views
- Retweet one interesting article, fact, or piece of news from a reputable source (adding your own comment makes this retweet even stronger)
- Share one original tweet (a daily observation, a comment on your industry, area of expertise, or genre)
- Respond to anyone who tweets to you or retweets you (keep the conversation going or send a simple thank you for tweeting at you)
- Share one self-promotional tweet (a link to the Amazon book page, an article or interview you've been featured in, a post from your blog, an endorsement for the book—do this sparingly)



2. FACEBOOK

IMPORTANT TO HAVE A PRESENCE FOR DISCOVERABILITY, LARGELY A PAY-TO-PLAY ENVIRONMENT

- ❑ Share one interesting article, fact, or piece of news from a reputable source (adding your own comment is a must on Facebook and asking a question to prompt comments helps to engage your audience)
- ❑ Share one self-promotional post (a link to the Amazon book page, an article or interview you've been featured in, a post from your blog, an endorsement for the book—do this sparingly)
- ❑ Respond to anyone who leaves a comment (keep the conversation going or acknowledge their comment with a simple thank you)

3. LINKEDIN

GREAT FOR ANY BUSINESS-ORIENTED MESSAGE, OR FOR DEVELOPING PROFESSIONAL CONNECTIONS OR LEADS FOR YOUR BUSINESS

- ❑ Share one interesting article, fact, or piece of news from a reputable source (adding your own comment is a must on LinkedIn and asking a question to prompt comments helps to engage your audience)
- ❑ Comment on one post from a first- or second-degree connection (offer your perspective on an update, or celebrate an accomplishment)
- ❑ Review and approve any connection requests
- ❑ Reach out to say hello to one former colleague to keep a relationship warm or introduce yourself to a new second- or third-degree connection to grow your network



4. INSTAGRAM

GREAT FOR CONTENT THAT HAS A COMPELLING VISUAL ASPECT, OR FREQUENT TRAVELERS

- ❑ Share one original photo or graphic with a caption that encourages engagement
- ❑ Conduct a hashtag search on a popular tag related to your content and like three photos
- ❑ Follow one new person or organization from your network or in your industry and comment on a recent post
- ❑ Respond to anyone who has left comments on your recent posts (keep the conversation going or acknowledge their comment with a simple thank you)

5. GENERAL TIPS

- The above should take no more than 15-20 minutes each day
- Try sharing at different times in the day—you may find that your audience is more active at certain times than others and your engagement is stronger
- Follow the 80/20 rule of social media—80% helpful and informative content and 20% your own self-promotional content
- Remember that social media is meant to help you engage with your community, increase your visibility and reach, and serve as an introduction to the book—the expectation should not be that any magic level of usage or number of followers will guarantee sales

If you have questions about these tips or want to discuss how you can more effectively utilize social media to build your brand, Greenleaf's Author Branding team is happy to help.

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