**Show notes for “Why Are You Avoiding Social Media, Writers?”**

**4 Reasons Why Writers Need Social Media**

* To find readers
* To engage with readers
* To announce a new release book, promotions, and giveaways
* To connect with podcasters, book bloggers, and reviewers

It’s a great and easy way to be more accessible.

Bonus: Generally, if people like the author, they like your books.

**Readers Like Social Media Because They**

* Learn more about an author
* Learn about sales, promotions, and signings
* Engage with authors, at least superficially

The biggest issue with social media: Finding content.

**Social Media Platforms**

**TikTok**

The good

* short vids under 3 minutes
* stays up forever
* can be re-watched

The bad

* takes time to write a script, video, and edit

**YouTube**

The good

* stays up forever
* longer videos
* can be rewatched

The bad

* takes more time to write the script, video, and edit

**Facebook**

3 kinds

1. regular FB
2. author page
3. groups

The bad

* FB algorithms limit your personal or author page
* If you don’t comment on someone else’s post, FB stops showing their posts.
* If someone misses your post, they missed it.
* It’s easy to miss a post!

FB algorithm – at least at this time—like FB groups better.

My 3 FB groups

1. Club Autumn: https://www.facebook.com/groups/618642738598179
2. Historical Fictions Fans Book Club (for authors and readers) https://www.facebook.com/groups/833932474131458/
3. Write Better, Author Smarter (for writers and authors) <https://www.facebook.com/groups/477604469945758>

**Podcasts**

The good

* easier to make than a YouTube video.
* Anchor FM shares to Google podcasts, Apple podcast, and others

The bad

* You will be competing with millions of podcasts

**IG**

The good

* there are stories, reels, photos.
* one can get a good understanding of an author by a quick a scroll through their posts
* a reader can comment or like

The bad

* need content
* need to take good photos

**Pinterest**

The good

* stays up for ever. Used mostly by women.

The bad

* not a social platform

**LinkedIn**

The good

* connect/find editors, authors, agents,
* professional
* showcase awards, talks, experience, and expertise.

The bad

* making connections

**Twitter**

The good

* well known easy to use platform

The bad

* the feed is really fast
* your tweet can get lost
* difficult to go viral
* easy for tweet to get lost
* need thousands of followers to be relevant.

**Goodreads**

The good

* great for readers

The bad

* not so great for authors
* most authors are advised not to respond to negative comments about their books
* trolls

**What You Need to Figure Out**

* Where does your audience hang out?
* Where can you find a new audience?
* Where can you connect with other authors and authors?
* Which hashtags work best for each platform, genre, and book?

**Things to Know**

* Be mindful of your comments.
* Don’t be repetitive. No one likes spam.
* Don’t friend/follow someone then instantly sell them your book/service.
* It’s easy to offend people. Think before you write.
* My personal rule is: no politics. For obvious reasons.

**What You Need**

* A great headshot
* A great bio. Watch “How to Write a Bio if You’re a New Writer”
* Content

**A Few More Things**

* Bookstagrammers often plan their posts and pics in advance.
* I post organically when I have something to post.

Feeling overwhelmed? Don’t be! Next week I’ll share my social media journey and why and how I am no longer stressed by social media.