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Twitter Best Practices

- Parents, librarians, bookstores, and other authors tend to lead the discussing about children's books. Interact with them somehow: retweet or respond.
- Retweeting from bookstores, libraries, and reviewers spreads awareness and lessens the "business to consumer" vibe; these are real tweets from real people vs. tweets aimed toward selling a product.
- Tweet frequently. A tweet's lifespan is less than a post on any other platform. • Authors, retweet your publishers; publishers, retweet your authors
- If a big name (Ellen DeGeneres or The Emmy's) tweet about your book, retweet and/or thank them
- Connecting your Twitter to your Facebook is a great strategy for someone who is more active on the former than the latter
- If your book has an aspect that makes it timely or especially moving (Curtis's "love" or "different"), use it
- Advertise book signings and author events
- Search for hashtags as a way to join conversations

Instagram Best Practices

- Utilize hashtags. They are the only way your book can be tracked/found on this platform Use the book's title if it's a unique title; if it's generic, use the title with "book" at the end
- Post photos of book events and author readings
- Regram photos of books—this is a great way to share Bookstagram reviews
- If a certain page or aspect of your book is popular, use it. Regram fan photos or post your own

Tumblr Best Practices

- Don't ignore this platform; Booklr is a thriving community. That being said, because Tumblr is the least utilized by all authors/publishers and appears to have the least organic activity surrounding these titles, perhaps a smaller effort can be made here.
- Booklr is an active community, but Tumblr users tend to be younger (18-29) and are therefore less likely to search for children's books.
- Reblog fan content, interact and respond to fans
- Connecting to Instagram can strengthen your feed; the hashtags carry over so posts will be searchable

Facebook Best Practices

- Push the pre-order
- Respond to/interact with parents
- Respond to/interact with teachers and librarians
- Link to author interviews or videos of the author
- Share reviews from teachers, book blogs, and especially big publications like Publishers Weekly
- Post the book trailer
- If a publisher or author has multiple Facebook pages, utilize all of them. Focus the main push on the children's publishing page and the author's official page, and use the others as supplementals.
- Watch for relevant articles, events, or hashtags you can use as an excuse to mention the book.

