



# SOCIAL MEDIA CHEAT SHEET



## SETUP



### If you have a website:

Include links to your social media pages and book buying links.

*When promoting your book online, you must only use the link to the **Running Press product page** for your book. Our product page contains links to multiple retailers. Directing consumers to one retailer over another can adversely impact sales and promotional efforts at accounts. We are happy to provide you with the link to use.*

### Update Profiles on:

[Goodreads Author Program](#)  
[Amazon Author Central](#)  
[Bookbub Author Profile](#)

### Choose one social media platform (or one new one) to focus on at a time.

*On your focus platform:*

- Use your **author photo** (or one similar) for your profile picture.
- Make sure your **book title** is in your bio.
- Make sure to have EITHER bit.ly **buy link** or link to your website in your bio.



## HELPFUL POSTING TIPS



### Follow the 80/20 rule:

- Post promotion 20% of the time and personal/other content 80% of the time
- Show followers your **behind the scenes**, your daily life, hobbies, writing space, or other aspects of your process that are interesting
- Share articles and other page posts relevant to your book

### Good promo ideas to post:

- Share when your cover goes live online or a cover reveal happens on a third party site (make sure to include the actual image of the cover in your post!)
- Share links to any kind of online press that comes in (article, positive review, award, listicle)
- Share or reply when you get a mention from another social media page (interact with your readers!)
- Post a **celebration** the day that your book goes on sale!



## MORE POSTING TIPS



**Make sure you tag RP in all book related promotions.** We can't guarantee sharing a post on our pages 100% of the time but we always like to be aware of what you're posting so we can share with our sales team and editors!

- **Instagram:** @runningpressbooks OR @runningpressmini
- **Facebook:** @runningpressbooks OR @runningpresskids
- **Twitter:** @running\_press OR @rp\_kids

*When posting about a review, make sure to link to the review and tag the reviewer if you can find their handle.*

*Use hashtags to your advantage. Make sure to use a book-specific hashtag and general hashtags related to your book's topic.  
(#bookstagram, #amreading, #craftcorner)*



## SOCIAL MEDIA PROMOTIONS TIMELINE



### 5-6 Months Pre-On-Sale Date

- Post your cover to **announce the book**
- Add a synopsis and buy link to your website
- Update your author profiles
- Add buy links to your social bios
- Email your mailing list
- Design or request social media graphics (for delivery 3 months prior to on-sale date)

### 3 Months Pre-On-Sale Date

- RP to deliver any previously requested social media graphics
- Share social media graphics and/or fun bonus content
- Start pre-order messaging to your audience
- Start using book-designated hashtag in posts and sharing with social influencers
- Email your mailing list

### Book Birthday (On-Sale Day)

- Send a launch day note to your email mailing list
- Update all your social media headers with "on sale now"
- Share reviews or media hits
- Post about on-sale day across all social platforms with buy links

### 1 Month Pre-On-Sale Date

- Share any early reviews, media hits, or blurbs
- Run a giveaway to generate interest
- Heavy pre-order messaging, at least once per week
- Connect with social influencers and friends to arrange when they will post

### Post-Publication

- Continue to share any reviews, mentions, awards, milestones, etc.
  - Post about book around tie-in holidays and current events
  - Make sure to keep tagging RP social profiles in all posts