

# Author Directions: Navigating Your Success with Facebook

Advice on using Facebook to promote you and your book



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# Introduction

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Using social media is a great way to promote both you and your book, giving you the opportunity to share and discuss your thoughts and ideas on a more personal level with people who are interested in you and the work you do. This guide will explain what content to post and how to get the most out of Facebook and some of its key features for self-promotion.

We spoke to Mike King, who is the Books Content Marketing Manager at Taylor & Francis for his advice and experience using Facebook. He starts by affirming how large your potential audience could be:

**“Facebook has over 2.3 billion monthly active users (MAU) – this compares to 260 million MAU for LinkedIn and 275 million MAU for Twitter. Put simply, there is a greater chance of more people finding out about you if you have a presence on Facebook. If you couple your Facebook presence with a promotion strategy, there is more chance of reaching a wider audience that shares your interests (or is interested in your product).”**

# Getting Started

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## If you are new to Facebook start here:

To create a Facebook account, visit [www.facebook.com](http://www.facebook.com) and complete the short form on the home page which will ask for your name, email address and your date of birth. You will then be asked to enter a code which will be sent to your email address as way of confirmation, which you need to enter to move onto the next stage. Now your profile is set up, Facebook will highlight different areas on your profile for adding information, uploading a photo of yourself and adding 'Friends' to your network.

*A brief explanation of Facebook terminology:***Friend:**

Upon creating your Facebook account you will be presented with a list of people you may know to add as a friend. Once you click **'Add Friend'**, the other person will be notified, and they will have to **'Confirm'** they know you or are happy to be on your network.

**Post:**

A **'Post'** is when you write a statement or upload a photo or video which will show on your wall and the newsfeed.

**Newsfeed:**

This is the homepage where all of your friends' posts will show, which continually updates every time you refresh the page.

**Like/ React:**

When you see a post that you like, you can select the little thumbs up button underneath the post to show that you have seen it and it has resonated with you.

**Comment:**

If you want to write a comment on the post there is a little box underneath the like button enabling you to do so.

**Share:**

If one of your friends has posted a particularly interesting photo/ video/ article you may want to share this information with people on your network, in which case you can click the **'Share'** button and this will then post on your profile.

**Groups/Pages**

Join community groups that relate to your subject area. Groups enable each member to post and have conversations with one-another which is a great opportunity to network with people in the same field. Although most groups don't condone advertising within them, you may find that you build up a rapport with several of the members which then leads to adding them as friends. Not only will you be connecting with professionals, but also students, amateurs and hobbyists who are more likely to buy your book if they have had contact with you on a personal level already.

**What content should you share?**

It's best to have a business Facebook page, – this is an option available to anyone who has a Facebook profile, and allows you to keep your personal life separate from your work. You can keep track of both profiles whilst logged into your personal one, and Facebook will notify you of any activity happening on your business account. This will make it easier to rationalise what you are posting, how relevant the content is to your work and to behave and reply in a tone that is suitable. Mike adds that this will also "...allow you to take advantage of some options for

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promotion without having to blur the lines between your 'personal' following on your Facebook profile (friends and family) and your 'professional' audience – anyone interested in your book. This allows the page to organically gain followers, and posts on this page can be boosted by the author or advertised, if the author wants."

Find out more information on setting up your Facebook business page using this link:

[www.facebook.com/business/pages/set-up](http://www.facebook.com/business/pages/set-up)

## Images

You should look to post on a regular basis and publish a steady stream of content, whether it's your own images or sharing other peoples' videos, posts or ideas. Followers and friends want to be consistently engaged, so post updates about what you are up to and if you're able to post an image or photograph at the same time this will maximise the potential interaction. "...photos get 53% more likes and 104% more comments." (*Buffer.com*) The more reactions and comments you receive on a post the more likely the image is to start appearing on more newsfeeds.

## Video

Video is fast becoming the most important media to post online, so if you're able to film something relating to any activities, events or promotions you've got going on then you will get most engagement from your followers this way. Short and sweet is the motto for posting videos on Facebook, 1.5 minutes is recommended to ensure maximum engagement.

## Topics

Focusing on current affairs or 'hot topics' is a great idea if you're wondering what sort of content to post. Recently the first image of a black hole was captured by scientists, which is an incredibly important and exciting moment for people all over the world, especially if you and your audience work in the field of physics. Your audience will also find this exciting and may relish the opportunity to engage with you and swap thoughts on the matter. By sharing relevant news, you're also able to provide them with up to date knowledge of the industry and you're providing a service worth following.

## Sharing Other Peoples' Content

If you do not have any content to post yourself, you can repost someone else's that has resonated with you, and talk about your opinion or how it relates to your book/research. Just make sure that you don't post anything that you wouldn't want to engage with yourself.

"Building an engaged community involves constantly giving out high quality stream of content.... Community building requires a genuine passion for what the community says it is about, a degree of dogged perseverance and the constant building of trust. If you provide the audience with what it wants, you will reap the benefits- but it will take the commitment of time."

– *Aleksej Heinze, Gordon Fletcher, Tahir Rashid and Ana Cruz.*

## Tone

It's also worth noting that unless you are a political writer, its best to keep the subject of your posts politically correct and as uncontroversial as possible. We spoke to Mike about the topics and the tone of conversation authors should adopt. He said: "the tone and frequency is very much down to the author/subject. If you are known for being jokey, a more serious tone might be inauthentic, and vice versa. If the topic can get away with a light tone – the arts, gaming, etc – it might be off-putting to take a serious tone in the content. Similarly, a serious dark topic (such as some areas of politics) wouldn't get away with a frivolous tone."

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## Making the Most of the Key Features

### How to use the Facebook Live Feature

Facebook Live is a fantastic tool, as it makes it possible to reach your audience easily, spontaneously and in an authentic way. It allows you to make connections that can otherwise be difficult to make.

You might also want to think about using this tool at book launches, conferences or talks to enable your friends to see an event that they are not able to attend. You can also use this feature to do a live question and answer session so your friends can comment and react on the video as it's recording and respond to any questions they add as comments straight away.

To get started simply go to the **Create post** bar at the top of your newsfeed and select the button that says **Live** with the camcorder next to it. Once the camera is open, add a short description of what you are live streaming (for example; Join me for my book launch today!) and then start recording by pressing the **Start Live Video** button.

You can broadcast for up to 4 hours, however make sure to only record when the main events are happening to keep your audience engaged, as no-one is going to be interested in watching guests arrive at a book launch. Afterwards the video will be published to your page or profile so that friends or fans can watch it at a later date.

### How to use the 360-degree photograph feature

Taking a 360 degree photograph at an event or conference you are attending is a great visual aid to help your followers (and those attending the event/conference) find you. You can take a 360 degree photograph using various apps which can be downloaded through any app store, however if you don't want to download an app you can just take a panoramic photograph of your surroundings which can be viewed in a similar way. Once you have your photograph, upload it to the newsfeed in the same way you would with an ordinary picture. Facebook will recognise that image is different and it will enable the 360-degree feature allowing you to swipe up, down, left and right to see more of the venue or location. Whilst this isn't something you HAVE to do, it's a fun and engaging post that will see you really making the most of what the platform can offer!



## How to create a story

To share smaller snippets or everyday moments with your friends and followers, use the Stories feature. Your story can be made up of a series of photographs or short 20 second videos which are ideal for showing small accounts of your life, e.g. Discovering your book on the shelf of a local book store or opening a parcel with the first prints of your new book. It's a personal moment that won't take any explanation. You can also share links (e.g. to reviews, articles etc) via Stories.

## Checking In

Are you attending an event that you want other people to know about? Click the **Check In** button at the top of the home page and Facebook will use its location tracker to identify where you are and will post this on your profile/page. This could be helpful if you are hosting a book launch at a venue or store that you want your friends and followers to know about. By checking into a business, Facebook will automatically post a map, contact details and a link to the business page making it very easy for anyone wanting to find out more information and attend.

## Main things to bear in mind

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1. Vary the content you are posting on a regular basis with images, videos or illustrations.
2. Make your posts interactive (e.g. by asking a question) to create and enable a more personal relationship with your friends and followers.
3. Think about the time of the day you are looking to post, to increase the likelihood of it being visible on as many newsfeeds as possible.
4. Don't forget by creating a Facebook page you are creating an online community and this needs to be continually managed and nurtured. The more you post and engage with social media, the better connection you will form with your audience and potential fans.
5. Promote your Facebook page everywhere you can, for example on business cards, flyers and email signatures.

"Ask friends and colleagues to like the page and promote it to their networks. Put it in your email signature, institutional bio – make sure the university includes it in any comms about the author's book (a press release if they're doing one, for example). Cross-promote to build up a following – use Twitter, LinkedIn, email, word-of-mouth, etc – to push people to the page."

– Mike King

## Handling any negativity

Facebook along with many other social network platforms are taking big steps to tackle online negativity by making it possible to report and remove posts if they are offensive or abusive. On every post there is the option to click the 3 dots in the top right-hand corner which produces a drop-down menu to report, hide the post or unfollow the friend.

## Conclusion

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The features Facebook offer make it a hugely valuable tool for self-promotion, so it's a worthwhile activity taking the time to set up an account. With 88% of all global internet users having at least one Facebook account, there is a massive opportunity to reach a large audience and navigating your way can really make a difference to getting your book out there.

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Other  
**Author  
Directions**  
you may also  
find helpful...

