

13 More Ways to Use Social Media to Market Your Book

This is an extra resource to go along with the original article:

[How to Promote Your Novel on Social Media](#)

Here's a look at how to market your book on Twitter, along with additional promotion ideas for Instagram, Facebook, Pinterest, and YouTube.

How to Use Twitter to Promote Your Novel

Twitter users are passionate, engaged, and always ready to contribute to the conversation. You can use this to your advantage when marketing your latest book. Here's how:

Host a Cover Art Contest

Ask your Twitter followers which cover art they'd prefer for your upcoming book. This is a great way to generate buzz for your upcoming content.

Connect with Book Reviewers

Use Twitter to find book bloggers and reviewers who accept free copies in exchange for their honest reviews.

Engage with Your Readers

Host frequent Q&As on this platform so that your readers have a chance to get to know you. If you're just starting out (i.e. no one's asking about you), ask your friends to participate and use relevant hashtags (like those in your genre).

Add to the Conversation

There's always a conversation going. Weigh in. Attract interest by adding your voice to the latest news/ trends in your genre.

Connect With Other Authors

Book bloggers aren't the only ones who can promote your book. Fellow authors can give a shout out, too. Use hashtags like #amwriting to find and befriend other authors.

Additional Ways to Use Instagram to Promote Your Novel

Show a Glimpse Into Your Life

Give your audience a behind-the-scenes look at your life, including a day in the life. People buy books from people that they like. This is an opportunity to show how likable you are.

Ask for User Generated Content

If you already have a community of readers (from previous books, for example), ask them to post about your book on Instagram along with your branded hashtag. Post ideas can include photos of them reading your book, videos where they share their favorite excerpt, and quote pictures made from a graphic app. The goal with user-generated content is to reach their social networks and increase exposure for you.

Additional Ways to Use Facebook to Promote Your Novel

Join Reader Groups

Don't always promote yourself. Also, add value to others by being an active participant in reader groups. You're a reader, too.

Post Frequently

Instead of relying on text only, use [Canva](#) to create beautiful visual posts for your feed. These posts are more likely to engage your followers and stop them in mid-scroll.

Additional Ways to Use Pinterest to Promote Your Novel

Optimize Your Bio

Be sure to link to your website or Amazon Author Central page so that those interested can easily find you outside of Pinterest.

Offer a Freebie

In your bio, be sure to link to a free chapter of your book. Offer this free chapter in exchange for signing up to your email list.

Additional Ways to Use YouTube to Promote Your Novel

Answer Questions About Book Writing

Help another writer out by offering your writing tips and advice. Writers are readers, too.

Make a Guest Appearance on Someone Else's Channel

Accept interviews by another writer, book reviewer, or fan with a YouTube channel. In addition to befriending interviewers, also announce your availability on your YouTube channel and other social media platforms.