

# 9 Ways to Use Social Media for Book Marketing

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

[Social Media Marketing for Authors](#)

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*Not sure what to actually do on social media to market your book? Check out these ideas:*

**1. Host a giveaway.** Give away copies of your book over social media to generate interest. You can also give away other items, such as branded, customized T-shirts or hats (using a company like [Zazzle](#) or [CustomInk](#) to create).

**2. Create a Facebook group around your book.** Facebook is the biggest social media platform and its users enjoy joining groups. You can also build your own fan club so that you can interact with your readers personally.

**3. Host an AMA (Ask Me Anything) prior to your next book release.** In order to generate interest in an upcoming book, host an AMA where you share insight on your book, characters, writing process, and more.

**4. Host a Twitter chat.** Create a #hashtag and then invite your audience to a Twitter-style conversation around a specific weekly topic.

**5. Keep an eye on your mentions.** Using social listening tools (like [Hootsuite](#)), you can set an alert to notify you whenever someone mentions your name or your book. Be sure to become part of the conversation.

**6. Conduct a poll about your book title or cover design.** Provide two choices and ask your audience to pick which one they prefer and why.

**7. Create a video trailer for your book and share on YouTube and Facebook.** These channels get the most viewership. YouTube can help you get found organically. Be sure to use keywords associated with your book in your video's title.

**8. Create an ad for your book.** This will require opening your wallet, but marketing on Facebook can be done effectively for less than \$5 a day.

**9. Share live videos of you in your writing cave.** Live streaming has become the opium of the people. People crave live action video, even if it's just a simple video of you talking about your writing goals for the day and pecking away at your keyboard.