

How to Market Your First Book Using Social Media

*This is an extra resource to go along with the original article:
[How to Market Your First Book: 9 Tips You Need to Know](#)*

Social media plays a huge role in building your audience. Once you create a presence on social media (by setting up your various pages over Facebook, Instagram, and more), it's essential that you be social. Don't just passively like tweets or follow your favorite authors. Get out there and start talking to people. Here are a few ideas for getting active on social media:

On Twitter:

Jump into conversations that are related to the topic of your novel or nonfiction book. Use hashtags to find relevant conversations and add your insight. Don't be afraid to be contrary to popular opinion. Sometimes, it's best to stand out so that you can draw more people to you. Be prepared for the influx by customizing your bio and adding a link to your website.

On Facebook:

Use Facebook to run a book launch contest. You can drum up interest in your book by promoting a giveaway. Simply ask for the entrant's email address (along with their permission to receive marketing emails from you), and then conduct the giveaway a few weeks before your launch date. Bonus points for grabbing new subscribers for your email list.

In fact, you don't need to limit yourself to just one book launch contest. You can giveaway a book each week during the month of your launch. This creates a frenzy that will pay off with more interest come launch day.

Be sure to ask those in your social circle to spread the word about your book launch contest, too.

On Instagram:

Host live "Ask Me Anything" sessions. You can meet and greet with your audience and discuss how you crafted your first book.

You can host these sessions once a week in the weeks or months after your book launch. Remember that slow and steady wins the race. While you definitely want as many sales as possible on launch date, it's more likely (especially for first time authors) to pick up steam as word of mouth spreads about your book.

On YouTube:

Create a book trailer to promote your work. You can also create videos where you discuss how you approach writing, your favorite authors, and what types of stories you're interested in writing in the future. You can also use YouTube to help fellow writers (who can also be part of your readership) understand the business of writing.