Social Media Marketing Tips for Your YA Novel

This is an extra resource to go along with the original article: 5 Tips for Marketing Your YA Novel

Here’s a handy guide for how to market your YA novel on social media.

Facebook
- Create an author page
- Create an ad and target it to those most likely to read your book
- Post consistently (once a week, for example)
- Join Facebook groups like this one or this one

GoodReads
- Join the GoodReads Author Program
- Set up your author’s page
- Host a giveaway
- Consider advertising
- Add your books to your GoodReads bookshelf
- Join and participate on a group like this one

Twitter
- Network with other writer
- Connect with local press (bloggers, reporters, journalists, etc.)
- Host a Twitter Q&A
- Announce news of your upcoming book
- Speak directly to your fans/ readers
- Post as one of your beloved characters
- Get and use a unique hashtag (i.e. #YAnovelwriter)

YouTube
- Create a book trailer for your novel
- Create a “getting to know me” video
- Show behind the scenes look at your life/ office