

# 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](#)*

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*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