

Online presence and social networking: taking it to the next level

Reasons for using a social network

- Social networking provides a way to launch a viral campaign
- Social networking is a way to communicate with anyone virtually and virtually anyone
- Builds discoverability

Reasons for a website

- People can find you
- Search engines can find you
- It's a place to showcase you and your products-twitter through/blog on it/change it/offer freebies
- It provides professional landing pages that you control to store basic bio/book info/media kit and links

Online strategies and tools change quickly so find ways to keep up with ideas in the marketplace

<http://michaelhyatt.com>

Creating a WOW

<http://michaelhyatt.com/2008/05/creating-wow-product-experiences.html>

Essentially, you must exceed the customer's current expectations

Check out how Disney does it and their book *Be Our Guest*

Building an online platform

<http://michaelhyatt.com/2010/01/7-ways-to-build-your-online-platform-from-scratch.html>

- Define core message
- Launch website
- Blog regularly with engaging material
- Build and engage a network
- Join social media revolution
- Stay true to your mission (core message)

Harnessing Social networking

Examples: Upcoming book *Stories of Faith & Courage* from the home Front-

Plans: twitter dates relevant to book on current date-have large database of dates

Pre-wrote posts for facebook

Websites should have media kits. Include

Author bio/profile

Downloadable Book covers and descriptions

Author speaking topics

Video/audio clips

List of stations who interviewed author

Downloadable author photos

Use hootsuite or other service to plan and set up posts ahead

Have an online group interaction event

- Facebook or twitter party, Video-vokle or anymeeting.com to do live video with readers
- Don't expect people to have read the book and need to know answers
- Make it fun with silly questions or ones that remind people why they need the book
- Have a link to your website or PPT with special photos/clips (even a release cake)
- Have prizes/favors (free file for everyone who attends)

Book Trailers can be costly or time consuming but they do bring your book's presence into a new dimension

Trailers should have a storyline/plot to them

- send to meeting planners
- via projector when speaking
- Digital photoframe that has sound
- park it in an online trailer park and have it on your website
<http://booktrailerpark.blogspot.com>

Blours/blog alliances

- Blog tours are online interviews at other people/company blogs
- Collect names of blogs and send off email to be a guest
- Can be done with same set of Q&As author develops and everyone posts
- Can be done one at a time to give it a unique flavor
- Try to get on ones with lots of readers who are connected to your topic
- Search via: <http://www.blog-search.com/> and <http://www.blogsearch.com>

Good authors to follow on twitter is [Tricia Goyer](#)

[Twitter.com/tozeraw](https://twitter.com/tozeraw)

Social Network notes to engage readers rather than slamming them with ads (seen as spam)

1. Keep posts about personal daily activities to a minimum. Be professional and don't let strangers know when you won't be home.
2. Mention online articles and statistics relevant to your brand/topic and include links/url addresses to them.
3. Come up with daily or weekly thoughts related to your book topic.
4. Find famous quotes relevant to writing or your book and post those. Search for such quotes or have a google search for phrases that comes to you.
5. Post news and exciting information related to writing or your book topic.
6. Use <http://search.twitter.com> to find conversations to join in on.
7. Avoid sounding like a commercial. Tweet special offers occasionally.
8. Limit posts that are just scriptures-Christians skim them and others tune out

Imagery

Find an image that depicts your book topic/theme and use that to connect to your audience

Example: From Broken to Beautiful by Yvonne Ortega uses broken pieces of glass glued together to form a votive candle o reflect the pain of brokenness and the beauty that can come from it with healing plus the glow of the light of Christ within

**Mary DeMuth has helpful fiction and nonfiction proposal tutorials @ www.marydemuth.com/store.