### Pick your network(s)
- It is not necessary for you to be active on all social networks. *(See the next page for profiles to establish regardless of other social activity.)*
- Pick the networks that best reflect your personality, your style, and your personal preferences.
- Just one active network is fine, but **make it count**.

### Establish your brand
- Include recent photos and covers across all your profiles.
- Your purpose for each network can be different, but they should have a consistent voice/perspective and reinforce who you are as an author.
- Post not just your own content, but also about relevant news items, books, articles, etc. in your core subject area(s).

### Be authentic
- Be yourself – a real person, with thoughts and opinions.
- It’s OK to post personal things (pictures of your cat, your dinner, your garden, etc.) but keep that balanced with substantive posts around your core discipline(s).

### Engage
- Follow influential people in your field.
- Post content regularly – your own and others’.
- Share articles, links, and pictures.
- Take part in conversations – respond and react.
- Retweet, like, favorite, and share posts from others.

### Use social media management tools to post across accounts
- Try Buffer or Hootsuite to schedule posts throughout the day and to post to multiple social networks.
- Scheduling posts for weekends, after work, and late-night hours helps to reach a broader audience across different time zones and regions.

### Use hashtags
- Hashtags (e.g. #academia, #phdchat, #politics) allow you to take part in larger conversations and connect with people who are not currently following you.
- Use hashtags that your followers and the people you follow use.
- Twitter and Facebook trending topics will tell you which hashtags people are using most at any given time.
- A tool like Hashtag Scout can suggest relevant hashtags to consider. *(Just enter a topic area of interest to see related hashtags.)*

### Post images
- Images increase views, likes, shares, and commenting across networks.
- Share photos, images, and infographics to improve engagement.
- Include images with links when possible.

### WHICH NETWORK IS RIGHT FOR YOU?

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TWITTER</strong></td>
<td>Great for real-time (and global) interactions, ongoing conversations, and staying up-to-the-minute in your field</td>
</tr>
<tr>
<td>- Real-time conversations around hot-button topics and trends</td>
<td></td>
</tr>
<tr>
<td>- Share timely news items and links</td>
<td></td>
</tr>
<tr>
<td>- Requires regular engagement (ideally at least 3 posts per day)</td>
<td></td>
</tr>
<tr>
<td>- Hashtags (#) are critical</td>
<td></td>
</tr>
</tbody>
</table>

| **FACEBOOK** | Great for branding and authority reinforcement, and especially for reaching general interest audiences |
| - Deeper conversations and commenting |
| - Particularly good for politics and current events, history, education, and sciences |
| - Either open up your personal profile to **followers** (this allows people to see just your public posts) or create a separate author **page** (managed separately from your personal account) |
| - See Facebook for more on pages vs. profiles |

| **INSTAGRAM** | Reach a younger demographic (<30 years old) with visual content. Very good for art and architecture. |
| - Widely used among students (both undergrad and graduate) |
| - Share pictures, book covers, quote images, archival images, research documents, and notes |

| **LINKEDIN** | Reach professional and academic audiences with meaningful, substantive content |
| - Share extracts, blog posts, articles, and links to your content and others’ |
| - Build a professional network |
| - Join groups to reach new contacts |

| **GOOGLE+** | Establish your brand and develop an authoritative presence around all of the topics that matter to you |
| - Recommended as a network for cross-posting content from other social media channels (not a primary social network) |
| - Share links and content that reinforce your brand – the topic areas/disciplines you want to be known for |
| - Ability to share long posts and extracts |
Whether or not you personally use social media or plan to use it, you should establish these key profiles (and link between and among them as appropriate). These are critical to develop your online presence as an author and to establish – for both search engines and readers – who you are and what you write about. They each require a simple set-up and only occasional updates (for new titles, speaking engagements, great PR/reviews).

### Amazon Author Page

*Connects authors to all of their titles within the Amazon universe, and now also provides readers with the opportunity to “follow” authors.*

- Join Author Central
- Include a rich bio, mentioning most important books and publications, especially most recent title
- Include up-to-date author photo
- Connect to blog and/or Twitter account, if applicable, to keep content fresh
- Create an Author Page URL
- Include videos and events as appropriate
- More on Amazon on Managing Your Author Profile

### Goodreads

*Amazon owns Goodreads, and takes signals from it. Google crawls Goodreads as an authoritative site on authors and books.*

- Join the Goodreads Author Program
- Include up-to-date author photo
- Include rich, personal bio. May be more casual/informal
- Mention book title(s), especially most recent book, in bio
- Connect to blog and/or Twitter account, if applicable, to keep content fresh
- More on Goodreads Help/FAQ page

### LinkedIn

*Great for connecting with professional audiences and for establishing your credentials around your key subject areas/disciplines.*

- LinkedIn Get Started tutorial
- Complete profile entirely
- Describe yourself in neutral/objective terms (“just the facts”)
- Detail academic and professional experience
- Include all books and publications
- Include author photo as profile image
- Include book cover(s) in images
- Include links to other digital presences (websites, social media profiles, and online publications)
- Link to YouTube page if applicable
- When the account is established (10 or more followers and is at least 30 days old), create a custom URL
- Follow relevant accounts (e.g. other authors and thinkers) and join Communities of interest to let Google know “where you sit” in the world
- Consider joining relevant groups to connect with new contacts

### Google+

*Helps Google (and other search engines) understand who you are and all of the “things” that are connected to you.*

- Getting Started with Google+
- Complete profile entirely
- Include author photo as profile image
- Include book cover(s) in images
- Include links to all applicable digital presences (websites, social media profiles, and online publications)
- Link to YouTube page if applicable
- When the account is established (10 or more followers and is at least 30 days old), create a custom URL
- Follow relevant accounts (e.g. other authors and thinkers) and join Communities of interest to let Google know “where you sit” in the world
- Consider posting twice per month to keep account active

### LibraryThing

*LibraryThing is an online reading community/bookclub. Google crawls the site as an authoritative source on publishers, authors, and books.*

- Become a LibraryThing Author
- Complete Common Knowledge for yourself
- Include up-to-date author photo
- Stick to neutral and objective terms (think Wikipedia style - “just the facts”)
- Include links to other digital presences (websites, social media profiles, and online publications)
- List all titles, and complete Common Knowledge for each