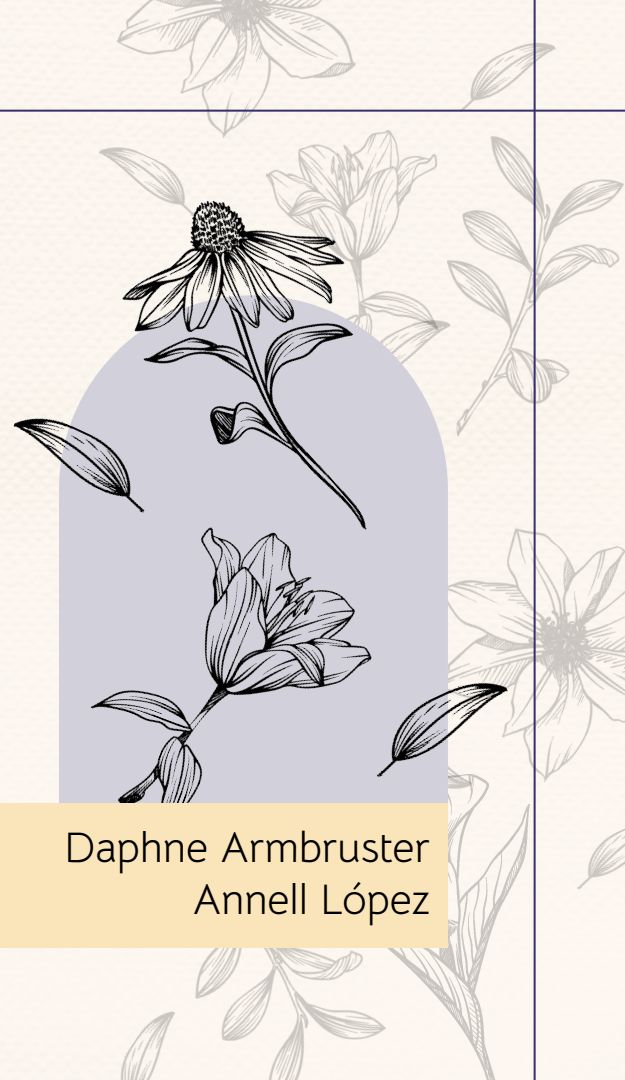


*BUILDING YOUR
READERSHIP ON
SOCIAL MEDIA*



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01

*Why is social media
important?*





Social media is a tool, NOT the end game.

Start building your audience NOW!

It doesn't matter if you've never been published. It doesn't matter if your book is still in the early stages.

Building an audience now establishes a dedicated following who care about you, your journey, and any work you publish. They'll be the ones first in line to buy your book when it comes time to market it.



02

*Building an online
persona.*



Questions to ask yourself



What do you write?



What kind of artist
are you?



What are & aren't you
comfortable sharing
with the public?



What image of
yourself do you want
to portray?



1. What do you write?

Look at your body of work and figure out what you write.

- Poetry, creative non-fiction, short stories, novels, plays, screenplays, investigative journalism... the list goes on.
- Look at genre. Are you strictly fantasy? Literary character studies? Maybe you only write pieces about environmental justice.
- What themes do you gravitate towards?



2. What kind of artist are you?

You social media doesn't need to just revolve around writing.

- Reject the hyper-niche!
- If you engage in other creative mediums, share it!
- Make people follow you for *you* and they'll be excited to support your novel when it goes to market.



3. What are and aren't you comfortable sharing with a wider public?

Establish your boundaries now.

- More and more, people feel entitled to others' private lives. Especially those of public figures.
- Have a serious discussion with yourself about which parts of your life stay off social media.



4. What image of yourself do you want to portray?

It's time to build your character!

- Mysterious, personable, eccentric, intellectual, and on and on.
- Defining the image you want for yourself narrows down the type of posts you make, how you engage online, and overall makes managing your social media more efficient so you can spend less time on Instagram and more time creating your art.
- We highly recommend creating a mood board - this will help you hone in on the image you want to portray and create a visual guide for how your social media will look.



03

Finding your target audience.





The big question: Who is most likely to read your work?



Finding them on social media

Yes, you'll have to do a little insta stalking

Hashtags

Don't just stick to #bookstagram and #writersofinstagram. Branch out. Is your book set in the swinging sixties? Follow hashtags about sixties style, music, aesthetics, etc. Do you write horror? Follow indie horror film, SFX makeup, cult classic, and creepypasta hashtags. And make sure to tag them in your posts, too! The people in those tags are the people who will be interested in your book.

Accounts similar to yours

You know what you want your account to be like and the image you present to the world. Find accounts that are already doing what you want to do. Study how they do it. Go through their followers list to see the people interested in their accounts.

Bookstagrammers / Tokers / Tubers / Etc.

Follow book accounts that read and share pieces within your genre. See how they speak about these books. Go through their following list to find more accounts like yours. Go through their follower list to find the people interested in the books they share.



Build an audience profile

Now that you've sleuthed and stalked and you can see your social feed behind closed eyes, it's time to build a profile of your audience.

Audience profiles give you an image in your mind of who you're talking to. It will make you more decisive about what to and not to share, the tone you want to use, and the community you're looking to create.

You may need to create a few profiles to encapsulate your entire audience, but you should stick to three or fewer.



Audience / Target Market Profile



“A quote to sum up your audience member.”

Jane Doe

Bio

Who are they? What is their day-to-day like? Who do they aspire to be? What's missing from their life?

Personality

- Describe your audience member in three key aspects: their values, behaviors, and attitudes
- This will help establish a clearer picture of how they think and act
- It's very important to know your audience!

Motivations

- 1 What makes them follow you?
- 2 What are they looking for?
- 3 Motivation

Pain points

What is your reader looking for that your book / play / poem / essay solves?



04

*Creating a Content
Strategy.*



Where to post?

Instagram

Our personal favorite and excellent for building communities. Reels will help with growth. Most people spend more time watching stories than scrolling through their feed.

TikTok

Will see fast growth and easy virality, but with the nature of the FYP being an algorithm instead of following feed, followers are extremely fickle on this app.

Twitter (X)

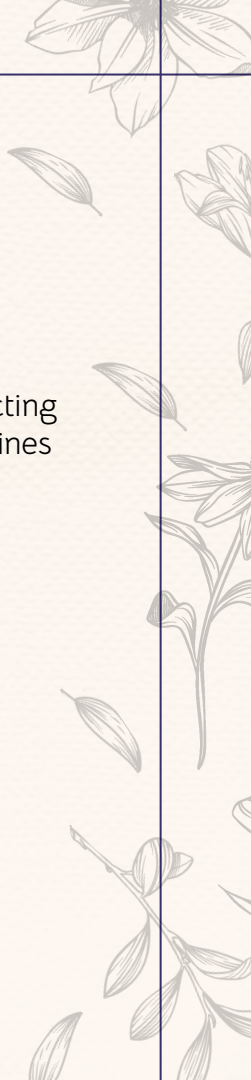
Twitter is better for connecting with publishers and magazines than readers.

Facebook

Won't see much growth if you're only using an author page. Facebook is best for joining closed groups—such as book clubs—and interacting one-on-one. Time intensive, but personal.

YouTube

This is a very time-intensive and sometimes expensive endeavor. It sees slow growth, but the audiences built from it are more dedicated than platforms like Tiktok.



Create content buckets

Now that you have your persona & target audience, it's time to find the content that speaks to that.

- Unfortunately, we cannot create your buckets for you, but ideas should be bubbling up once you're clear on who you're speaking to.
- Don't rely on listicals that promise "100 Social Media Posts for Writers!!"
- When creating your buckets, remember to expand beyond your writing. Your social media is your persona as a whole, not just the one book you're trying to sell or essay you want people to read.



Convert your followers

Remember, social media is a tool, not the end game!

- Whether it's getting people to your website, on your newsletter, subscribed to your Substack and so on, part of your strategy should include getting people off your socials and onto another platform.
- This isn't your main concern when you're just starting, but you should have it in mind as an eventuality.
- Grow the following, then get the following somewhere that you can market to them directly and not rely on the fickle nature of algorithms!



Build in moments of engagement

Engagement is how you go from a passive news feed to an engaged community.

- Reply to comments
- Story Q&As
- Respond to stories
- Don't be afraid to DM people!



A few tips

Keep a list of content ideas

You don't have to create a full content calendar, but keep a running list of ideas. This is similar to the content buckets we discussed earlier.

Schedule social media time

Social media has a way of imposing on your life. To avoid getting sucked into the void, schedule time to create content and engage on social media.

Done is better than perfect

Social media isn't meant to be perfect anyway. Try new things and if it doesn't work, it doesn't work. It's not the end of the world.



Don't stress over it

If it starts to feel like a job, it's going to be difficult to keep up with it. Your creative energy should go towards your writing. Don't burn yourself out on social media.



Questions?

THANKS!

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