

Go Viral: Marketing on the Social Networks

By W. Terry Whalin

Why Be Social?

In general, writers are not social

The Statistics: More than 523.8 million active monthly Twitter users

More than 2.064 billion daily active users on Facebook

More than 900 million users on LinkedIn

There is a wrong way to use social media—some examples

There is a right way.

Five Key Principles for Social Media

1. Be consistent in your message. To be consistent you need a plan and a brand and a direction.
2. Create an attractive environment that draws readers.
3. Craft your message. Include links from others. Don't just toot your own horn.
4. Be interesting and varied in your different messages within your brand
5. Interlink your tools and automate. Do not let it overwhelm your life because it can but should not.

Learn much more detail in [*Jumpstart Your Publishing Dreams*](#) by W. Terry Whalin available immediately as an Ebook or paperback Get a sample of the book at: www.terrylinks.com/jypd Also check out Terry's Write A Book Proposal training www.WriteABookProposal.com and download his free teleseminar & Ebook at: www.askaboutproposals.com Get Terry's recent book—[*10 Publishing Myths, Insights Every Author Needs to Succeed*](#) for only \$10 including shipping plus \$200 in Bonuses. Get a free eBook copy of [*Book Proposals That Sell \(The Revised Edition\)*](#).

Have your book considered with a New York-based Publisher, Morgan James Publishing and contact Terry in his Acquisitions Editor role. Email Terry at: terry@morganjamespublishing.com (work) or terry@terrywhalin.com (personal)

Get the entire handout and the links here: <http://terrylinks.com/goviral>

Twitter Basics

Why Twitter? Let's examine the Twitter numbers. (523.8 million as of 2023)

Mastering Twitter in 10 Minutes or Less <http://terrylinks.com/mt>

How To Select Your Twitter Name (your personal name or the brand name)

Control Your Tweets – think of your target with each tweet.

Keys to Starting Your Account

Include your photo and real name and bio – Tweeters like to deal with real people

Create a unique Twitter Header in Canva at:

<https://www.canva.com/create/twitter-headers/>

I have my settings set to receive an email notice if anyone follows me. Why?

To block the spammers, to block the porn (yes, it's on twitter too), to look at the tweets and make sure they are in English (my own preference to have English on my Twitter stream). If pass those simple rules, then I follow them.

Use Hootsuite: <http://www.hootsuite.com> (to time your tweets—free—then pay)

Automate your content on Twitter using Google Alerts

1. Do you have a Gmail account? If not create one. While you are signed on to that Gmail account...
2. Go to Google Alerts
3. Select several phrases that you want to turn on alerts
4. Leave the Type as “comprehensive” or from anywhere on the web
5. Change How Often to “as-it-happens” because you want it throughout the day and fresh
6. Change Deliver to: and select “feed.”
7. When you save it, you will see the feed in Google. Notice the orange icon or the word “feed.” Right click on that and copy out the feed URL because you will need it for the next step.
8. Go to [DLVRIT](#) and log on to this application using your twitter username and password.
9. After you log on to [DLVRIT](#), you are creating a new Feed. Give your feed a title and paste the RSS feed URL from Google alerts into the feed spot.
10. Click the Advanced Settings. Change “Update Frequency” to every 30 minutes and post up to “3” new updates at a time.

It is critical to provide content, point to articles, give free resources and not to engage in hard selling (buy me, buy me). It's a soft sell approach that works on Twitter.

Facebook

The average person has less than 400 Facebook friends. How can you increase your friends?

1. Slowly send friend invitations to others in your target market
2. Put good content on Facebook
3. Consistently grow your reach in this market

Grab this 82-page report from Marketing Guru John Kremer: **Facebook Marketing for Book Authors – Get More Fans and Book Sales, 108 Great Websites for Book Authors:** <http://terrylinks.com/JohnKremerFacebook>

LinkedIn

Millions of people are on this important network. Establish yourself as an expert and build relationships and connections. Publishing people move a great deal—but I've found they take their LinkedIn accounts with them in their move. If you have a connection to them, you can always reach out to them and keep up.

Grab this 35-page report from John Kremer: **LinkedIn How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships:** <http://terrylinks.com/JohnKremerLinkedIn>

Pinterest

One of the growing social networks is Pinterest. Grab this 70-page report from John Kremer: **Pinterest How to Use Pinterest to Promote Your Book (Product or Service), Supercharge Your Website, and Build More Traffic to Your Website:** <http://terrylinks.com/JohnKremerPinterest>

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