



Social Media

Social media can help readers discover your book, but it doesn't need to dominate your life. You don't have to be everywhere, and you don't need to become a full-time marketer. Social media is simply one tool among many, useful when used intentionally, draining when used without boundaries.

A Quick Prompt to Get You Started

Which platforms feel natural to me, and which ones feel like work?

Start with the ones that feel comfortable.

Creating a Space for Your Book

Many authors create a simple online home for their book. This can be:

- a Facebook page
- an Instagram account
- a TikTok profile
- a dedicated page on your website

The goal isn't to post constantly. It's to give readers a place to find updates, learn more about you, and share your book with others.

A good book page includes:

- your cover
- your blurb
- a short author bio
- links to buy the book
- occasional updates or behind-the-scenes notes

Think of it as a digital noticeboard, not a performance stage.

Are Adverts Worth It?

Ads can work, but they're not magic. They require testing, patience, and a clear understanding of your audience.

Ads tend to work best when:

- your cover is strong
- your blurb is compelling
- your genre has clear reader expectations
- you're promoting a series
- you're willing to experiment with small budgets

Ads tend to work poorly when:

- the book's presentation isn't ready
- the audience is unclear
- the genre is niche or hard to target
- the author expects instant results

If you try ads, start small. A few pounds a day is enough to learn whether they're a good fit for you.

Writer Groups

Writer groups can be incredibly helpful, and occasionally frustrating. They vary widely in tone, moderation, and culture.

Pros

- support from people who understand the journey
- honest feedback
- shared experiences and advice
- opportunities to learn from others' mistakes
- a sense of community

Cons

- harsh or unhelpful criticism
- poorly moderated spaces
- misinformation presented as fact
- scammers targeting new authors
- comparison pressure

Choose groups that feel constructive and respectful. Leave any group that drains your energy or undermines your confidence.

Sharing Without Oversharing

You don't need to post constantly. You don't need to reveal your personal life. You don't need to be "on" all the time.

Simple, sustainable content ideas include:

- a short excerpt
- a behind-the-scenes moment
- a photo of your writing space
- a note about your process
- a quote from your book
- a thank-you message to readers

Small, genuine posts often resonate more than polished campaigns.

Protecting Your Time and Energy

Social media can be a distraction if you let it.

A few gentle boundaries help:

- set specific times to check notifications
- avoid arguing with strangers
- mute or block accounts that cause stress
- remember that you don't owe anyone constant updates

Your writing comes first. Social media is secondary.

A Simple Exercise

Write a short note titled “My Social Media Approach.”

Include:

- which platforms you’ll use
- how often you want to post
- what kind of content feels natural
- what you want to avoid

This becomes your personal, sustainable social media plan.

A Final Thought

Social media is a tool, not a requirement. Use it in ways that feel authentic, manageable, and aligned with your personality. When you treat it as a place to connect rather than perform, it becomes far more enjoyable, and far more effective.