

Report on MiPA General Meeting—January 11, 2022

43 Participating on Zoom

Managing Your Digital Presence: Promote Your Work through Social Media



Speaker Dr. Amy Jauman, SMS

Amy is an author, international speaker, and the program director for the Digital Marketing Graduate Certificate at Saint Mary's University of Minnesota. She is a certified social media strategist and certified instructor through the National Institute for Social Media with a master's degree in experiential education and a doctorate in organization development. Amy authored ***A Writer's Path to Book Sales: Learn How to Promote Your Work on Social Media in 10 Easy Steps.***

Introductions

Jennifer Baum introduced MiPA and its board members. Paul Nylander, MiPA vice president, suggested two upcoming meetings, one at stlouuspublishers.org about taxes for publishers, and another at [MN Book Publisher Roundtable](#), on January 26, where there will be a discussion about starting out as a publisher that includes Paul, Jennifer, and Mary Taris.

During the premeeting chat, the subject of illustrators came up and fiverr.com and upwork.com were suggested.

Ann Aubitz introduced the speaker Amy Jauman whose talk was titled “Managing Your Digital Presence.”

Here is Amy's Agenda:

- Uncovering what social media content your customers perceive as valuable
- Determining how your readers would like to engage with you online
- Creating content that informs, educates, and inspires your readers
- Doing a lot of promotion when you only have a little time
- Other marketing strategies

How Will I Get Ideas that Will Work for MY Book:

- Be open-minded
- Consider methods your competitors are using

- Go to platform training and webinars
- Watch other media sources, podcasts, blog, TV, etc.
- Watch what other writers are doing

What Social Media Do Your Customers Think of as Valuable? Which are Best for You?

Amy mentioned: Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok. Some sites specifically for authors include: your website, Amazon, and Goodreads.

The important questions to ask are:

- Who uses this platform (age, gender, geography, occupation, interests, etc.)?
- What content related to my book works well?
- How do users engage with the content (share, click through, respond, purchase, rate)?

An example is YouTube, which is second only to Google due to its do-it-yourself audience. Think: does my book have do-it-yourself content? Consider all the sites that way.

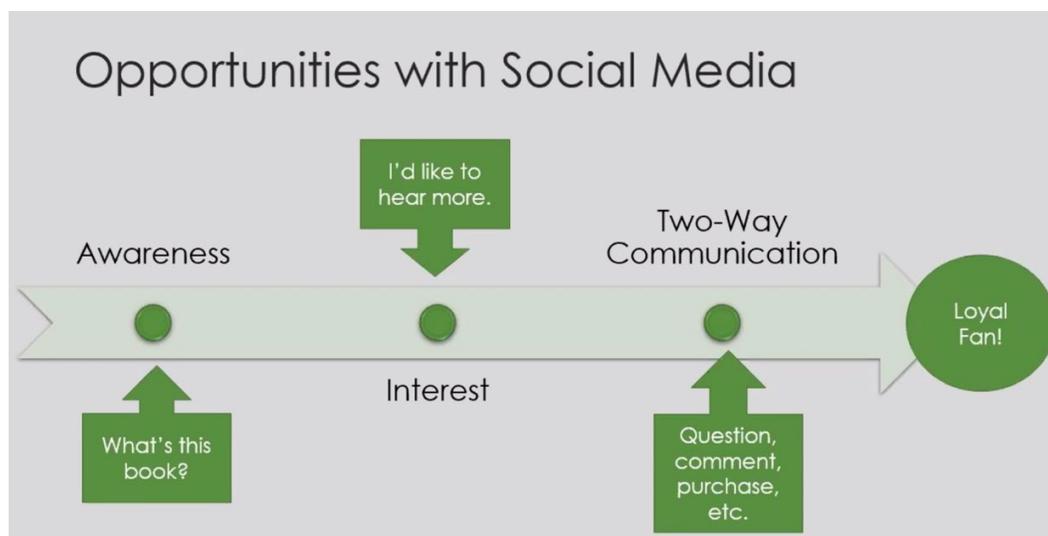
Amy described a case study for her true crime book. Where do such people hang out? She thought podcasts, books, movies, blogs. So she committed to using a blog and a Facebook group (not a Facebook page). She ended up putting her work on a blog site, Facebook page, a Facebook group, and Twitter. Facebook groups are better because they avoid the Facebook algorithm.

Where to Get Content:

First, create what you can and what you enjoy. But even more important, what can you learn from your competitors? What do you enjoy reading? Keep track of these sources as you do research, so you can link to them later.

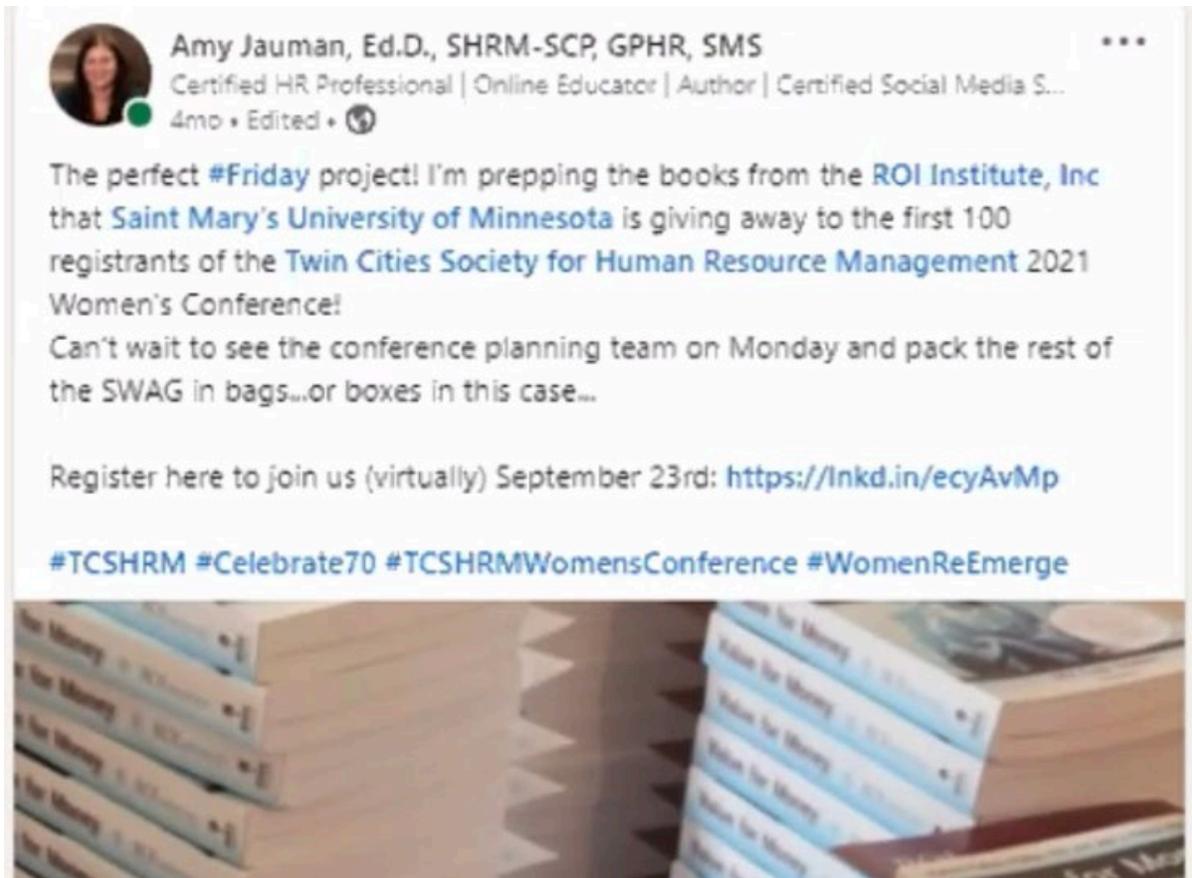
How to Engage Your Audience:

It used to just be people pushing out ads in various forms. Social media allows a more interactive process—a two-way conversation. Amy says there are now three stages, which are shown in this image. Don't skip the middle step, even though most do. We should ask questions to start the conversation.



Tagging for Awareness, Interest, and Communications:

Below is her example. Notice all the #s that connect to organizations. All of these trigger a response at the organization and create a link to her. When they see something positive about them, they will respond to you. Each platform has its rules about how to do hashtags. Don't overdo it.



1. **Inspiration.** What will lift your community up?

- Check "[brain quote.](#)"
- Use photos or graphics which are lovely and engaging.
- Include how you did the work. People love behind-the-scenes peeks.

2, **Education.** How can you or your book make their life better?

- She mentioned learning how to use a black sharpie in her bathroom to highlight expiration dates.
- Link to YouTube videos, TED talks, or other useful things. It doesn't have to be serious.

3. **Humor.** What can make them think, laugh, or take action?

- Include graphics or pictures that are humorous. Develop a theme if you can (like Chet the dog).
- Sharing from other people's originals is safest, don't just cut and paste.

Call to Action!

- Always use prompts. Don't assume actions.

- Engage with others as much as possible.

Reduce Friction

- Don't send them to a place where your book is lost among hundreds of others.
- Where is the best place to hide a body? The second page on google.

Reviews

- Asking others for reviews is a good place to start. Ask for a delivery date so it will happen. Don't be afraid to ask. Many don't understand their importance.
- Put a sticker or page inside your book asking for a review.
- Use the review quotes in your advertising.
- Ask readers to go to [NetGalley](#) or [Goodreads](#) to recommend your book.

Cross-Promotion:

- Look for opportunities that are mutually beneficial.

Podcasts:

- There will be podcasts with interest in your book. Look for them.
- Make sure your interests are aligned.
- You don't have to be on camera!
- They are easy. You will usually receive questions in advance.
- Podcast guest opportunities are on [Pod Match](#).

Virtual Book Tours:

- Go to the same places you would for a physical tour.
- Who does your audience listen to or read about?
- Examples include: guest blog post, podcast guest, written article, radio guest, local paper.
- Create a schedule that is not too difficult—spread them out. Use each opportunity to reach out to your audience.
- Consider your local library for a virtual talk, and ones far away.

Start Your Own Traditions:

- Do posts on a schedule so your audience knows when to look.
- Maybe have people send in related pictures or related content.
- Don't forget to be social.

Minimize Effort and Maximize Value:

- Amy's strategy is to follow a pattern.
- Here is one: write a blog, share the link on platforms, turn it into an infographic, share quotes from the blog post responses.
- Use every piece of content over and over. Her pattern: share the item with a question for your audience, write a blog post, comment on someone else's post, leverage the item to get onto a podcast, etc.
- Keep evergreen content in your back pocket.

Questions and Answers:

Q1. How can you follow up with the companies or people that have viewed my LinkedIn posts?

A1. If it's a person, she says "I think we have this in common," in a message. For a company, you can reverse trigger to see if they come back more specifically.

Q2. When doing these activities how can you deal with family and other responsibilities?

A2. Rank everything in your social media plan, work through in priority order. Don't try to do too much.

Q3. What is NetGalley?

A3. It just a way to request reviews. (IBPA offers a discount for their members on NetGalley)

Q4. How can online communities work for us?

A4. Be part of groups to see what they are most interested in. Try to contribute to a small number of groups. Don't just to take from them. Contribute 90% and ask 10%. Don't post and run.

Kelly Pratt suggests [Mighty Networks](#) to find people interested in your topics. And she helps set up groups there.

Q5. A social media management app?

A5. There is [Hootsuite](#), [Sprout Social](#), and others. They can post on a schedule for you, which is nice. But the platform algorithms don't like app automated content. Post organically whenever you can. Watch the tutorials to keep you organized. For example, Facebook has a tool to do scheduled posts which are treated better by them.

Q6. How do you keep up a social media campaign without becoming discouraged?

A6. Have reasonable expectations. Others have just been around longer.

Q7. If you answer posts, can you get sued?

A7. Be careful. It's not a big problem but skip anything that seems a little risky. Social media is there forever.

Q8. Are there interns who can help with social media?

A8. You could go to a university and advertise for an intern, but may have to pay the intern. Also, they often need guidance. Amy suggests several authors hiring an intern for the group. Amy will be teaching at St. Kates soon, and may be able to help find an intern.

Q9. Do you have suggestions about how to share a chapter from a book?

A9. Gated contact is good for sharing a chapter. It requires the reader to insert their email, which helps grow your list. You can use this to target posts.

Q10. Where do I find my community?

A10. Search for a community and bounce from one to another to find one that fits best.

Q11. Please share contact information so we can contact you.

A11. Amy.Jauman@outlook.com

Q12. How can you get to tech people who hate email?

A12. Go where they are. Maybe a coffee shop or YouTube would be good places to look.

Meet People Where They Are.