

Go a step further to bring your book to the widest possible audience

Blogging

Write a blogpost for us

Both Facet and our parent organization CILIP (the UK library and information association) run successful and widely-read blogs to which all our authors can contribute.

We would like every Facet author to take advantage of this opportunity to reach a wide readership. The blogpost could be a series of practical tips related to your book or a more in-depth think piece. We can send you some guidelines and help you come up with a suitable topic and title. Some excellent examples from Facet authors can be found below:

[10 thoughts on digital libraries: where they're going](#)

[Data Services and Terminology: Research Data versus Secondary Data](#)

[Why librarians should know the basics about archives and recordkeeping](#)

[5 technical skills information professionals learn](#)

The ideal time to publish a blogpost is just before your book is released (although we are flexible about this) and we will continue to share and promote your post long into your book's lifetime).

If your book has contributors, why not get them to write a blogpost based on their chapters too?

Setting up your own blog

Setting up a blog on your book's subject area is an excellent way to share your progress in writing, augment your book and keep it up to date, show off your wider interests in the field and bring your book to the attention of more people. You can set up a free blog quickly and easily, [a how-to guide can be found here](#).

Some tips:

- Give the blog a name based on the title and content of your book (we are happy to provide advice)
- Share updates as you write the book
- Link to both your book's webpage and the free sample chapter
- Include additional content such as new case studies, questions for classroom use, pictures, videos and links to useful resources
- Write about current events relevant to your book

- Write about conferences, events and training courses that you have spoken at or attended (share your slides too if you have them – [SlideShare](#) is excellent for this)
- Link to interesting articles related to your book
- Promote each post on social media and tell us about it so we can too
- Some examples of Facet companion blogs are: [Library Marketing Toolkit](#) and the [Special Collections Handbook](#).

Twitter

Before you start tweeting about your book, there are a couple of things you can do to your profile to ensure everyone who visits it is aware of your book:

- Add your book's webpage to your Twitter bio (use a link shortener such as bitly if you need to save space)
- Use your book's cover as your profile or cover picture.
- Pin a tweet with your book's webpage to the top of your profile feed (preferably with the cover image attached)

On average, only 1-5% of your followers will see a single tweet. Sending one tweet when your book publishes is not enough! Below are some ideas to bring your book to the attention of as many of your followers as possible (and beyond...):

- Whenever you tweet about your book, make sure you include a link to your book's webpage
- Share your book's sample chapter – our followers will be happy to receive this free sample so you can tweet this several times (try once a week at different times of the day)
- Tweet quotations from your book
- Tweet questions that are answered in your book
- Share reviews of your book
- Tweet about current events related to your book's content
- Send tweets about your book to relevant societies, associations and organizations and ask them to retweet to their followers
- Share any blogposts, videos or other additional content you make to support your book – you can tweet these several times, try varying the description and sending at different times of the day
- Attach images to your tweets, people are much more likely to read and click on links of tweets that contain images (use your book's cover or a creative commons image to represent your book's content)
- Use relevant hashtags – [some ideas can be found here](#).

LinkedIn

- Add your book as a publication on your profile page, [a how-to-guide can be found here](#)
- Send an update when your book publishes and post it to any relevant groups of which you are a member
- Also send an update including your sample chapter (and post to groups)
- If the subject of your book does not have a LinkedIn group, why not set one up?
- If you receive positive reviews of your book add them as news to relevant LinkedIn groups.

Facebook

- Add your book's webpage to your profile description and use your book's cover image as your profile or cover picture
- Send an update when your book publishes
- Post about your book in relevant groups
- Use relevant hashtags

Video

A video is an excellent way to connect with your readers and it can be a long-lasting promotional tool.

Some tips:

- Does your institution have a camera you can use?
- If not, you can use a digital camera, webcam or phone camera (or come to our office and we will film you)
- Keep the video short, 3-5 minutes is the ideal length
- A series of short videos is much more effective than a single long one
- The video could be an interview with you (and your contributors?), a practical how-to guide, a presentation/mini documentary or a talking head describing your book
- We can edit the video for you and add titles etc
- Some examples of videos from Facet authors are [Altmetrics: A new role for library and information professionals](#), [Library Support for the Research Lifecycle](#) and [Social Media for Creative Libraries](#).

Conferences

- Let us know if you are attending any conferences so we can supply you with discounted flyers
- If you are speaking at a conference, add "author of" to your byline on your slides

- Include a slide at the end with your book's cover, title and a link to your book's webpage
- Upload your slides to [SlideShare](#) after the conference and tell us – we can share the slides and use them to promote your book.