

# Authors on Facebook: Pages Guide for Authors and Publishers

Authors use Facebook to connect directly with readers and fans. When you create an active and authentic posting presence, you spark a conversation about your books, upcoming releases, reviews and more.

## Best Practices

- ✓ **Be authentic**  
post in the first person! Share your story—you're an author after all.
- ✓ **Think succinct**  
post sound bites and visual images that have impact.
- ✓ **Mix**  
photos, videos and quotes from your book(s).
- ✓ **Engage in a dialogue**  
with your readers (Q&A, book clubs, pose questions, a #DayintheLife).
- ✓ **Optimize and measure**  
your posts with the pages insights tool.
- ✓ **Reviews + readings + releases = REACH!**

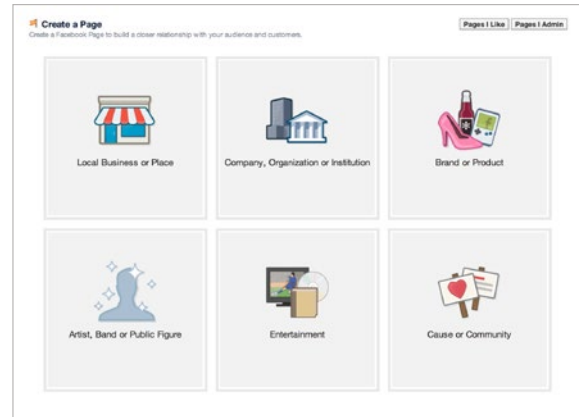
This best practices guide is designed to support authors in making the most of Facebook Pages and Instagram to tell their story and build meaningful connections to their readers.

Let's get started!

# Getting started

## Create a Facebook Page

- Create a Facebook Page by going to [facebook.com/pages/create](https://facebook.com/pages/create)
- Select “Create Page”
- Choose a category (Author or Book) under Entertainment
- Name your page [facebook.com/username](https://facebook.com/username)
- Publish your page



## Basic steps

- Add a profile photo of you or your book
- Complete the “about” section—tell your readers who you are!
- Upload a cover photo

## Start posting!

- Post events—book launches, signings and releases
- Share reviews of your book
- Release exclusive excerpts from or trailers for your books





## Create an Instagram account

- Download the App
- Pick a handle
- Take photos with the camera



## Link it to your Facebook page

- Tap on profile tab (bottom right of screen)
- Tap on Settings tab (shaped like a gear, top right of screen)
- Tap on Share Settings
- To Connect to Facebook: Tap on Facebook
- To Connect to Facebook: Tap on “Share Photos To”
- Tap on the Page you would like to share to:
- To share a photo when posting, upload the photo and tap on the Facebook tab on the caption screen.

[View online instructions](#)

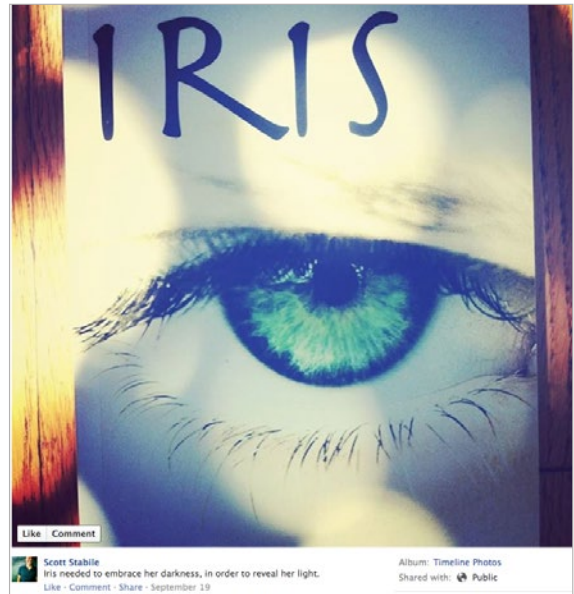


## Growing Your Fan Base

- Post frequently and authentically (every day!)
- Host a Facebook Q&A (answering your fans' questions live on your Facebook page)—see below for details on Facebook Q&As
- Start a book club about your book as a group
- Feature yourself in a #Dayinthelife while you are on tour

## How-to: Create Engaging Content

- Post daily
- Type out 1-2 line excerpts from your book
- Mix photos, videos and written content
- Use Instagram & push to Facebook
- Include your book reviews, recommendations and events
- Host a Q&A from you laptop or a #Dayinthelife while on tour
- Be creative: ask readers to name your next character or pose a question about your book to them



## Facebook Q&As

- Post a status update (with a photo) a day or two in advance saying, "I will be hosting a Facebook Q&A on X day at X time" (specify time zone)
- On the day of the Q&A, post a picture of yourself that you are ready to answer questions with a picture of yourself at your laptop, signing books, etc.
- It is a live, threaded, ranked comments feature. If you like (or an admin of your page "likes") a question before you answer it it will pop to the top.
- You can X out any spammy or irrelevant comments
- Answer as many/as few/whichever questions you want from the comfort of your home or office (or while on tour)

## How a Q&A works on Facebook

- 1 Post a status update or a photo that you'll be hosting a 30 minute Q&A on your Facebook Page.
- 2 Tag yourself in a photo at your computer.
- 3 Post a day or two in advance of the Q&A.
- 4 Host the Q&A anytime.
- 5 The most Liked and relevant comments to the top of the post, making it easy to respond to the most popular questions.
- 6 The comment feature is the same as the current comment moderation tools, meaning that you can X out inappropriate or irrelevant comments and/or ban spammy participants.
- 7 Just turn on your "replies to comments" tool in the settings in your page.

## Facebook Q&A examples

*Click name to view example*

*Take-Overs:*

[Jackie Collins](#)

[Bill Dedman](#)

[Emily Oster](#)

[Arianna Huffington](#)

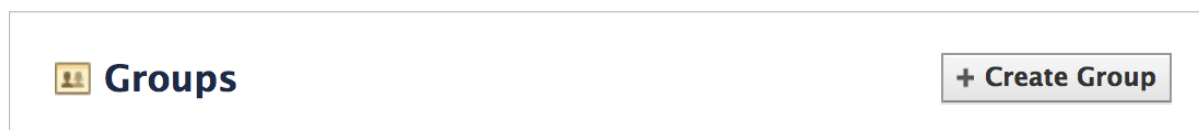
[Jason Mott](#)

[Mike Robbins](#)

## Book Club Groups on Facebook

You can start a Facebook Group about your book and join in the conversation to participate with your readers. Invite friends and fans to start a dialogue by pointing them to a particular chapter, page or concept/character.

How to Start: [facebook.com/bookmarks/groups](https://facebook.com/bookmarks/groups)



- 1 Click on Groups on the side bar
- 2 Roll over "more" and click
- 3 Click "Add Group"
- 4 Name the group
- 5 Invite people & start it off





## A Day in the Life

Frequent postings throughout a particular day (while on tour, researching, etc.) that allow fans a "window into the world" of the author. A #Dayinthelife is run primarily from Instagram with photos pushed to FB throughout the day (approximately 10-15) documenting a visual story. Here are some examples:

- #Dayinthelife from Darren Criss
- Usher's digital team and The Voice to posted a "Day in the Life of Usher" on FB and Instagram
- #DayInTheLife – Pitbull documented his day on FB + IG from his morning looking at the beach in Miami to swimming in a pool with JLO at the end of the night!
- On-air mention on The Voice by Christina Milian about the "Day in the Life" photos on IG
- Press from US Weekly, ET, and Hollywire

