

Social Media for Authors

Tackling Twitter

© Rebecca Grace Allen 2014



What is the point of Twitter? How is it different from Facebook?

Facebook has limitations – you can only talk to the people who you’re “friends” with. (On Facebook you have friends. On twitter you have followers.)

You can like a page and still interact on it, but it’s limited in a way twitter isn’t. It’s much easier to approach someone you don’t know on twitter and get involved in conversations.

While Facebook is known as a spot to interact with readers, twitter is a good place to interact with other writers and industry professionals



What is a tweet?

Tweet: (noun) A micro-blog posting of 140 characters or less.

“Have you seen this tweet?”



Tweet: (verb) A method of posting micro-blogs on twitter.

“Please tweet this.”

Twitter basics:

- Web Twitter is broken up into four sections:



Your home screen is your “timeline.”

Notifications are your mentions.

- What is a mention?

A mention is where you speak directly to one or more accounts. For example:

@CapRegionRWA what time is tomorrow's meeting?

Great meeting today! @CapRegionRWA @RGraceAllen

- What is a direct message?

A “DM” is when you speak privately to one person, and only they can see it.

- How do I get involved in conversations?

It's easy! You start by following people.



Following People



Lots of big authors have twitter accounts:

@EloisaJames, @courtneymilan, @laurendane, @syllday, @Kristan_Higgins

And so do our chapter members!

@cara_connelly, @AutumnJLake, @MsMarieLark, @jeanettelgrey,
@ka_mitchell, @AnnaCBowling, @SueAnnPorterONE, @KariWCole
@ThomRappold, @TraceyJLyons, @UrsulaBauer1, @FrankieYBailey
@VirginiaFrost14, @JeanCGordon, @RGraceAllen @Ames_Kimberly
@bebe_knight

You can also follow chapters:

@romancewriters @CapRegionRWA

Following other chapter accounts is useful for getting for quick information about contests and workshops.

Twitter manners:

When people follow you, it's nice to thank them.

"@CapRegionRWA Thanks for the follow back!"

If someone retweets your tweet, thanking them is good as well. You can include more than one person in this.

"@CapRegionRWA @RGraceAllen Thanks for the RTs!"

If no one responds to a tweet, it's not because people don't like you. The lifespan of a tweet is about seven seconds. It's okay to tweet something later on in the day by saying "ICYMI..." which means In Case You Missed It.

While twitter is definitely a place for you to advertise your books, sales, upcoming releases, etc, that shouldn't be *all* you do. That's considered spam. It's important to interact!

Twitter advanced:

What is the point of favoriting?

You can favorite a tweet by clicking the star below the it. It's the same as "liking" something on Facebook. It's also a way of tagging something you want to come back to.

How do I make use of lists?

Web twitter can get overwhelming when you start following lots of people. Lists are a good way of separating the accounts you follow into different categories, i.e. CR authors, RWA chapters, Agents or Editors. Lists can also be public or private.

What are Hootsuite and Tweetdeck?

They are online applications where you can organize and build custom timelines, keep track of lists, searches, activity and more—all in one interface.

What does it mean when something is "trending?"

A trend on twitter is whatever subjects or hashtags are being most frequently tweeted about at that moment in time.

Going beyond the conversation – how twitter can help your writing career

In addition to following fellow authors, you can use twitter for:

- Follow agents, editors and publishing houses you might be interested in.
- Find sprints by searching #1k1hr
- Find writing exercises like #flashfiction
- Find readers, places to submit your manuscript, or things to participate in through hashtags



Hashtags for authors

What is a hashtag?

A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. It turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. Hashtags have no spaces, punctuation marks or special characters. If you want to differentiate between words, use capitals.





Hashtags for authors

#Amwriting / #Amediting – this shows what you’re doing.

#AskAgent - specifics times when agents will host impromptu Q/A sessions

#QueryTip – tips on writing queries

#MSWL – “Manuscript Wish List”

#NALitChat – one of many writer chats to connect authors by genre

#PitMad – a pitch contest where you pitch your manuscript in a tweet.
Agents and editors favorite what they’d like to see.

Using Hash Tags to get readers

Readers can search twitter hash tags to find books. Use hash tags to help readers find you!

#romance

#MCromance

#romancereads

#kindleReads

#erotica

#eroticromance

#sale

#preorder



How CR-RWA can get more involved in twitter as a group:

As a group, we can use twitter to:

Make announcements about upcoming releases and book birthdays, cover reveals and other important news .

Post from works in progress

Retweet each other! (*Note that the **chapter account** cannot post buy links, but individuals can)

Get involved with other chapters, and participate in things like the RWA Kiss of Death Chapter's #1LineWed

You can link your Facebook account to post to twitter, and vice versa.

Hootsuite allows you to post to Facebook/Google+/etc, while Tweetdeck does not.)

If you have a newsletter, you can set it to auto-tweet, driving people to your site!



It's a fun and easy way to cross-pollinate platforms and extend your brand!