

Social Media Made Easier (honestly)

1. Video is fastest way to get on page 1 of a Google search but short term
2. If you plan on writing more than one book – you MUST have a blog and “do” Social Media
3. The biggies: Facebook, YouTube, Twitter, Google+, Pinterest, Linked In, Instagram + and – to each
4. You must send out something to Social Media 3 or more times a week consistently. I suggest you start with 3: Facebook, Twitter, and either Google+ or Pinterest. Add more later if you can.
5. I will show you how to use a scheduler that will make it easy- later
6. You MUST use some kind of media in everything: video, pictures, slide shows, podcasts, audio files
7. Go through the freebie photography sites and find generic images related to your writing you can plug in to one of your original articles. i.e. Historical fiction writer will select old bldgs and old pictures of people; Poetry – nature scenes; Steampunk – gears and machinery.
8. Create a generic schedule such as Monday send out OPS; Wednesday a quote or a tip; Friday – OPS; Sunday – your original essay. Two free programs to help you with the quote are: Canva and Pablo
9. Using other people’s stuff is NOT plagiarism as long as you give them credit. You are promoting them and affiliating yourself with them.
10. How to use other people’s stuff: Introduce the article. i.e. “I like to read historical fiction and have started thinking about writing a historical novel. I Googled ‘Write Historical Fiction’ and found an article about 7 Steps to Write Historical Fiction Authentically. Check it out.”
11. Other places to get content: content aggregators such as Content Gems, Google Alerts
12. In addition to sending out good information for others you need to start building a “List” Put on your blog an incentive for people to give you their first name and email address. That list will make you \$. Use Mail Chimp – free until you have 2,000 on your list. Watch YouTube videos on how to use it.
13. Schedulers: Best out of 16 and that have free versions: Buffer and Hoot Suite. Buffer is easier Hoot Suite can get confusing and overwhelming real fast, but has wonderful features for free.
14. Sign up for Buffer, then get their app (owl). If you can’t find it, Google it. You will later get the app for Hoot Suite and Pinterest as well. They make life easier.
15. **Demo:**
 - a. Buffer Dashboard
 - b. Select your days and times in the Scheduler
 - c. Select Facebook in Buffer first
 - d. Go to Google to find an article that looks good
 - e. Copy the URL
 - f. Write your introduction to the article in Buffer then paste in the URL of the article