



# Instagram

- Share your writing process via photos/videos
- Promote books with graphics, by participating in live events, post aesthetics, and more
- Use stories to engage with Q&As and more



- ✓ post photos or videos on feed
- ✓ create short reels
- ✓ create longer form IGTV videos
- ✓ go live by yourself or with others
- ✓ post short stories that disappear after 24 hrs
- ✓ share information with written guides
- ✓ privately DM, create DM groups or video chat



# Twitter

- Easily share book event information with links alongside photos or videos
- Participate in pitch contests like PitMad, DVPit, etc.
- Create informative threads on topics

- ✓ post text only, photos, videos, or links on feed
- ✓ create lists of users
- ✓ communicate in private DMs/DM groups
- ✓ go live via Periscope





# Facebook

- Use author pages to share updates
- Utilize groups to foster community
- Host a livestream with you or others

- ✓ post text only, photos, videos, or links on feed
- ✓ join or create private or public groups
- ✓ communicate in private DMs/DM groups
- ✓ go live





# YouTube

- Share your personal journey via long form videos
- Go live by yourself or with others
- Host interviews, write-ins, or even a conference

- ✓ post short form or long form videos
- ✓ go live on the platform
- ✓ communicate with polls/text via community tab
- ✓ comment on videos to connect with others





# TikTok

- Entertain with fun books/writing related videos
- Host a livestream
- Use Q&A feature to share your knowledge

- ✓ post short form videos or go live
- ✓ create short form videos with features
- ✓ stitch videos to respond/react to others
- ✓ communicate via private DMs





Photo	Video	Misc
<ul style="list-style-type: none"><li>● Canva - can be used to create stylized graphics (free, some graphics/options paid)</li><li>● InShot - image resizer (free)</li><li>● Layout - create image collages (free)</li><li>● PicPlayPost - create image collages that incorporate video (free, pay to remove logo)</li><li>● Adobe Spark Post - can be used to create stylized graphics and has options to create animated graphics (free, paid options)</li><li>● Unsplash, Pexels, and Pixabay - free use stock photos</li></ul>	<ul style="list-style-type: none"><li>● InStories - helps created animated vertical format photos and text, ideal for Instagram Stories (free, paid options)</li><li>● CapCut - video editor that allows you to add automatic subtitles, can also add text, voiceover, and more (free, paid options)</li><li>● Adobe Spark Post - can be used to create stylized graphics and has options to create animated graphics (free, paid options)</li></ul>	<ul style="list-style-type: none"><li>● Link in bio - creates a page where you can set up links for use in Instagram bio (free, paid options) - <i>you can also just create a page on your website</i></li><li>● Later - scheduler for Instagram, Twitter, Facebook, etc. (free, pay to schedule videos) - <b>recommended for Instagram</b></li><li>● Buffer - scheduler for Instagram, Twitter, etc, (free, pay to post more than 10/m)</li><li>● Tweet Deck - Twitter scheduler (free)</li></ul>

