

Syllabus for Social Media for Writers

Day One

Creating your profile

Why you need a website and what it must do for you.

Create a professional profile on:

LinkedIn

Facebook

A Facebook Page

Twitter

Pinterest

You will need:

Laptop – the social apps for Tablets leave much to be desired.

All of your login information to any platforms which you have already created a profile.

A Professional headshot of yourself with a “Duchenne Smile” in JPEG or PNG format

One photo to use as a header for each of your platforms – consistency is key and

it should reflect your writing.

Examples of great headers: Photo should be at minimum 851 pixels wide, 315 pixels tall in JPEG or PNG format

<https://www.facebook.com/AuthorElizabethGeorge>

<https://www.facebook.com/SueFitzmauriceAuthor>

<https://www.facebook.com/pages/Silver-RavenWolf-Author-Page/297373613529>

<https://www.facebook.com/charlesduhigg>

<https://www.facebook.com/ShaktiGawainAuthor>

<https://twitter.com/TakingVengeance>

<https://twitter.com/AnneRiceAuthor>

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Day Two

Review work done to this point.

Posting to grow your following

How to Post

What to Post

When to Post

How to connect and make friends

Who to follow

Using HootSuite - to save you time

Day Three

Using Social media to market your writing

Discussion about blogging

Review of:

specific blogs

pages

websites

Where do you go from here?