



Social Media Tips

for Promoting Your Book Launch and Signing Event at Vaughan Public Libraries

1. Announce Your Event & Highlight Details Early & Regularly

- **What to do:** Announce the event on all your social media channels at least 3 weeks before & remind your followers about the event details regularly. Increase the frequency closer to your events, especially the week before and the day of. You can schedule your posts in advance to ensure consistent promotion without daily effort.
- **How to do it:** Design a graphic (on Canva or Photoshop) with a photo of your book cover and event details, or take a creative photo of your book. Regularly post the event's time, date, and location, and include a call to action for followers to mark their calendars.
- **Why:** This timeline allows enough time to build awareness and anticipation while not overwhelming your audience.

2. Collaborate with the Library's Social Media Team

- **What to do:** Remember to tag Vaughan Public Libraries when you post your announcement(s). We will share your announcement with our followers.
- **How to do it:** Tag us on Instagram (@vaughanpubliclibraries), Facebook (@vaughanpl), X, formerly Twitter (@vaughanpl), TikTok (@vaughanpl), or LinkedIn (@vaughanpubliclibraries).
- **Why:** Our followers will discover your book, event, and social media account and can encourage them to borrow or purchase your book or visit you on the day of your event!

3. Share Behind-the-Scenes Content

- **What to do:** Show your preparation process.
- **How to do it:** Post photos or short videos of your writing space, book proofs, or event setup. Share anecdotes about your writing journey.
- **Why:** This can help build interest and anticipation ahead of the event and serve as a reminder. It also helps to engage your audience with valuable tips and things you learned during your writing process and give them content worth waiting for and sharing.

4. Leverage Stories and Reels

- **What to do:** Utilize Instagram and Facebook Stories and Reels.
- **How to do it:** Share short, engaging videos about your book and the upcoming event. Use stickers, polls, countdowns or prompts for comments to increase interaction.
- **Why:** Using stories and reels in combination with posts increases the event's exposure and visibility on social media platforms and fosters a sense of community. Some users may see the stories but not the posts; others may see the reels but not the stories, etc. An engaged audience is likelier to develop a deeper connection with your book and be more motivated to attend your event.

5. Share Testimonials and Reviews

- **What to do:** Post positive feedback from readers.
- **How to do it:** Share quotes from reviews, fan messages, or endorsements from other authors or influencers as a post in Stories and a Reel or TikTok.
- **Why:** Sharing testimonials and reviews is a powerful strategy for promoting your book and book signing event. It provides social proof that your book is worth reading, builds credibility and trust, increases visibility, and generates excitement and interest.

6. Create a Blog Post or Email Newsletter

- **What to do:** Write a blog post or email newsletter about the event.
- **How to do it:** Highlight your book, share its story, and provide event details.
- **Why:** Blog posts and email newsletters target different audiences, including those who prefer long-form content and those already interested in your work. These methods maintain ongoing engagement and keep your audience informed beyond just one event. Additionally, blog posts with relevant keywords can improve search engine rankings, making it easier for new readers to discover your book.

7. Go Live

- **What to do:** Host a live online session about your book and the event.
- **How to do it:** Use Facebook Live or Instagram Live to interact with your audience in real-time, answer questions, and share excitement about the event.
- **Why:** Live sessions allow for direct interaction with your audience, enabling you to answer questions, respond to comments, and build a stronger connection with your readers.

8. Announce a Giveaway

- **What to do:** Host a simple giveaway.
- **How to do it:** Offer a free signed copy or a small-themed prize. To enter, ask followers to like, share, and comment on your post. Announce the winner at the event to encourage attendance.
- **Why:** A social media giveaway is a great way to increase engagement, attract new followers, promote your book and event, build anticipation for your event, and strengthen reader loyalty.

By following these tips, you can effectively promote your book launch and signing event at Vaughan Public Libraries without taking too much of your time. Remember to tag Vaughan Public Libraries so we can share your book and event with our community. Good luck, and we look forward to seeing you at the event!

Connect with VPL!



Visit our website www.vaughanpl.info

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