

THE
AUTHOR
PLATFORM
BLUEPRINT

2 Essential Checklists

SOCIAL MEDIA FOR AUTHORS

Essential Checklists

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HAVE YOUR COMMUNITY LIST READY!

Before going any further, be sure you completed your community list per **GETTING STARTED**. Have a look at these status update ideas and tips before diving into your routine.

STATUS UPDATE IDEAS

- Ask a simple question
- Fill In The Blank
- Poll question
- Quote
- Infographic
- Photo Gallery

STATUS UPDATE TIPS

- If you want people to share, say '**Share** this ...' in your post.
- Ask your Fans to 'Click **Like** if you agree...' to get more likes.
- Ask your Fans to '**Comment** with your ideas on...' to get more comments.
- After users comment on your post, click Like on their comment and/or reply to them in the same comment stream using @FanName to keep the conversation going.
- Don't forget to add a brief comment with an opinion maybe to any posts or RTs (Re-Tweets). *See Twitter In-Depth for a full explanation of how to Re-Tweet.
- If you find too many interesting articles in one day, don't post them all at once. Schedule posts for the following day or later in the week.

- Last, but certainly not least, always be grateful and courteous to your readers and Fans. Comment and @reply when applicable. Ask People to comment, like or share posts.

DAILY ACTIVITIES

Spend about one 30 minutes per day on these essentials, then add one Activity from below.

Facebook: Daily Essentials

___ Check your Facebook Fan Page and respond to posted questions and direct messages.

___ Find and “Like” 1 Page A Day – Here you’ve got a bit more freedom. Apart from industry relevant pages you may also like other pages to show your audience that you have diverse interests. A good idea is to like pages that your fans like – “Know your audience” remember?

Twitter: Daily Essentials

___ Tweet 3 Times A Day – You should never ever forget to tweet about your new blog or promotional offer but on the other hand loose the sales pitch and don’t be too self obsessed. A completely unrelated funny tweet is very welcome once in a while and shows your followers how cool you are, right! Schedule tweets for when you will be out of town.

___ Follow 10 new People Per Week – Start off with the influential people in your industry, followed by other businesses you have established relationships with and then everyone you think is worth following. Be sure to follow back people who fol-

low you – it's the way you can begin conversations. Note: Once you sign up for twitter, you will receive an email once per week with suggested users to Follow. Follow those users if you feel they are applicable. If you find this email to not be useful, you may unsubscribe in your twitter notification settings.

___ Re-tweet 2 Interesting Tweets A Day – If you like a tweet in your feed, you may want to re-tweet it. It saves you the time of finding something yourself and also enhances your relationship with the user who tweeted it first. If he knows you like his tweets he will look at you with a good eye.

Below is a sample schedule to help you break up your time and tasks.

ADDITIONAL DAILY ACTIVITIES -

EACH DAY, ADD 1 OF THESE ACTIVITIES TO YOUR DAILY ROUTINE

Activity 1

___ Catch up on Industry News. (10min)

___ Use Hootsuite to schedule 5-10 tweets to go out during the week at different intervals. Consider using the 'autoschedule' feature. To learn more about autoscheduling tweets click [HERE](#). (10 min)

___ Create, edit and schedule 5-7 Facebook Posts. (15 Min)

NOTE: Any time you read or come across something timely or particularly interesting, post it! Don't wait until Monday.

Activity 2

___ Join one 'hot trend' conversation on Twitter. Follow Twitter Trending Topics by clicking [HERE](#). (10min)

__ Build Twitter Lists to better organize discussions and special interest groups. To learn more about Twitter Lists click [HERE](#). (20 min)

Activity 3

__ Check your Blog. Reply to emails and comments when appropriate. (5min)

__ Find a fun video on YouTube and post to Facebook. This video doesn't have to be literary, it just needs to be something you find interesting, funny or timely. (10min)

- OR -

__ Comment on an influential blog in your category. (10min)

__ Identify 2 new social networking influencers (MCs and MMs). Follow these individuals on Facebook and Twitter. Read a bit about a recent conversation and send them an @mention. To learn more about @replies and @mentions click [HERE](#). (15min)

Activity 4

__ Check traffic to your blog and website. (20 min)

__ Check Facebook Insights - look at post 'Reach' and 'People Talking About This'. (10 min)

MONTHLY

__ Write a thoughtful blog post.

__ Run a Sale or Promotion. Cross-post on Facebook and Twitter. Blog about it.

__ Create a Fan-Only Contest on Facebook. Be sure to read these [GUIDELINES](#) before setting up your contest. You may also email me at marquina@odyl.net to discuss using Odyl apps to host your contest in short order.

__ Build Your Email List. (Consider creating an email newsletter form on your blog, website and/or Facebook Fan Page.)

__ Consider Facebook Ads or Promoted Posts.

__ Ask gently for Amazon or Goodreads reviews.

__ Start showing up at face-to-face events, where it makes sense.

QUARTERLY

__ Send an email newsletter. *See Facebook In-Depth to find out how to add an Email Newsletter sign-up Tab to your Facebook Fan Page.

SEASONALLY

__ Send a Holiday newsletter.

__ Create a Holiday Promotion.

OCCASIONALLY

Do something fun!

__ Do a giveaway project with book bloggers.

__ Ask around for radio or TV contacts via LinkedIn - Hey, it could happen!

__ Set up a Hangout on Air via Google+. Click [HERE](#) for more information.

__ Schedule or attend a Tweetup! Click [HERE](#) for more information

