

# BUT WHAT DO I DO ON FACEBOOK?

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The following tips relate to the personal Profile page, not the Business or Fan Page. You will sell books on Facebook:

By having people check you out. They do this by clicking on your Profile page's "About" tab, which will offer them, under the "Contacts" section, a hyperlink to both your Amazon page and your website, where they can easily buy your book.

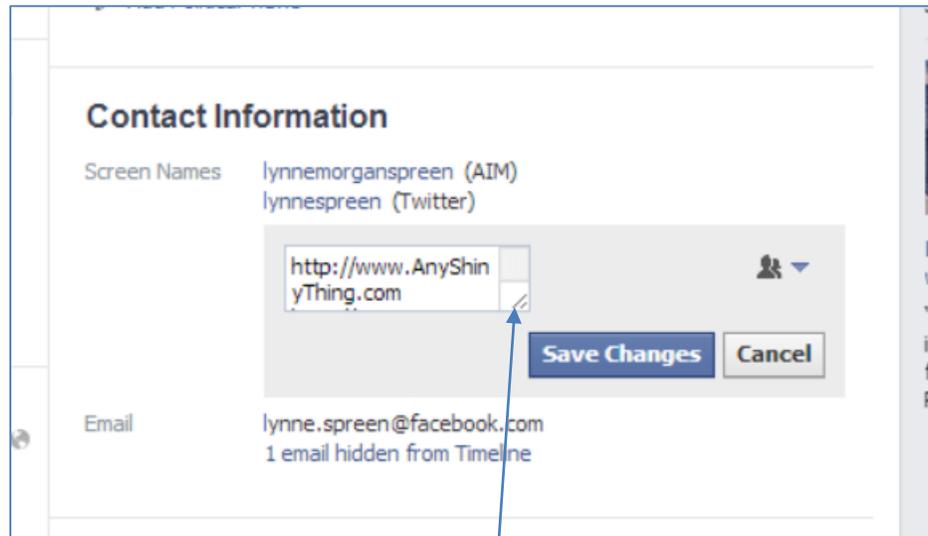
Alternatively, they may buy in response to your rare posts about your book. (Hint: a better way to post about your book without annoying people is to post about the writing process, in a warm and human way. Or about how you did at a recent book signing, or a funny or embarrassing thing that happened at a recent marketing event. Be sure to include a link to your Amazon page when you post these.

## PART ONE: CREATE YOUR PAGE

1. After joining Facebook, create a "Profile" page. Make sure it reflects you and your niche or book. Include a photo of yourself. Do not overtly advertise your book, as Facebook may direct you to move to a Business page. Here is an example of my page, which quietly advertises my book.



2. Your *About* page should contain links to the purchase page (ex: your Author Page on Amazon.com and/or your website. To add a link to the About page, scroll down to Contact Information. (See illustration, next page)



Click and drag this corner. Box will expand. Make any changes or additions you desire, then click "Save Changes." Be sure to include the <http://www.> preface to the URL.

## **PART TWO: INTERACT FREQUENTLY AND EFFECTIVELY**

3. Go to Facebook.com. Log in. On the blue toolbar at the top of the page, click your name to go to your personal Profile page, or Home to see your newsfeed. The newsfeed consists of posts by the people you are following. In the same way, anything YOU post will appear on the newsfeed of people who are following ("friends with") you.
4. Your Facebook is social, so go ahead and post status updates about your kids (safely) and pets. Just don't forget to do a little marketing. Strive for a ratio of 70/30 social to marketing.

5. When commenting about your book, be sure to link to the purchase page.
6. Don't be vague in status updates. Updates like "Sad today..." don't attract attention. Think of each update as a little advertisement. Make it attractive.
7. Post items of value in status updates so others want to share your posts with their followers. (Ex: linking to news items, You Tube, etc.)
8. Don't alienate potential friends and buyers with frequent or extreme political or religious commentary.
9. Build community by interacting with others and answering their comments (whether those comments are on your own newsfeed or someone else's). This can be as simple as clicking the "Like" button. Also the "Share" button is helpful for this purpose.
10. Visit often. The more you're on Facebook, the more enjoyable and meaningful it becomes.
11. Don't constantly promote your book. Nobody likes super-marketers.
12. What to do every day: When you log on to FB, click the HOME icon. This is the newsfeed of recent posts by people you are following or are following you (i.e. your FB "friends.") Conversely, your posts appear in their feed. As you scan the updates, you can react, which is brought to the attention of the original poster. This is complimentary, and how you build relationships and a community. (Note the small black "down arrow" next to the word News Feed, to the left of the screen? Click that and choose "Most Recent" to see what ALL your friends – not just the busiest – are posting. FB will default back to "Top Stories," so check it every time you visit FB.)
13. How to react:
  - a. Liking: Hitting the LIKE button is a quick way to show appreciation for a comment, whether on your post or a friend's
  - b. Commenting: Comment on your friends' posts, which originally appeared on their home page and thus makes your comment visible to all of THEIR friends

- c. Sharing: Clicking the Share button on a friend's post automatically adds it to either your profile page OR another page of your choice
- d. Clicking on a person's profile and sending a friend request

**COURTESY TIP:** Be sure to react to comments made in reaction to your own posts. It's bad form to post and run, and it's a missed opportunity to create community. So LIKE or COMMENT on comments.

**TIMESAVER TIP:** search for groups within your book's topic area, and, if they are large and active, join them. Then go there frequently and interact. This multiplies your reach without a lot of effort. Within a group, REACT AND SHARE as you would anywhere else.

**TIMESAVER TIP:** it's quicker and easier to react than share.