# Technical Aspects of Social Media

Shawntelle Madison

# Background on Shawntelle

- 2 Facebook Accounts (1 personal and 1 author account)
- 2 Twitter Accounts (1 for Shawntelle Madison and YARWA)
- 2 Group Blogs (Something Wicked and Magic and Mayhem Writers)
- 1 Author Website and 1 Author Blog

# Let's Get Technical!

- Utilize the technologies to further promote yourself with social media
- Not how to tweets, or what to tweet
- What tools might help you do the job best
- Not all need to apply
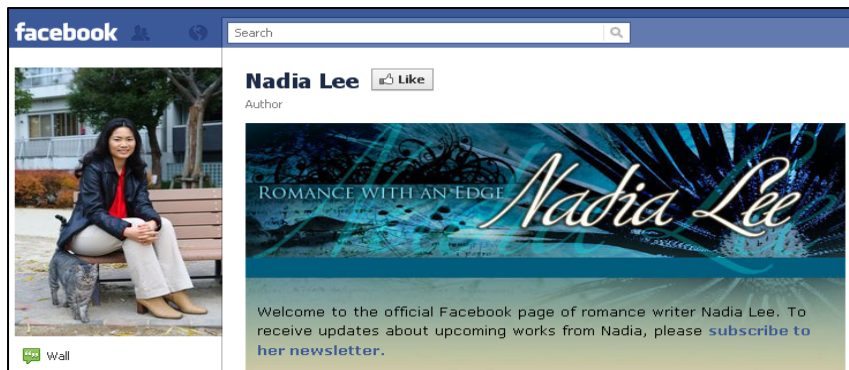- When applying all these tools remember your brand

# Facebook

- If you don't have an author page or an personal account and you're promoting a book, you need to seriously think about one!

- Readers like to engage with authors
  - Conversation
  - Progress on current work in progress
  - Giveaways and news

# Advanced Promotional Features

- Goodreads Profile Box
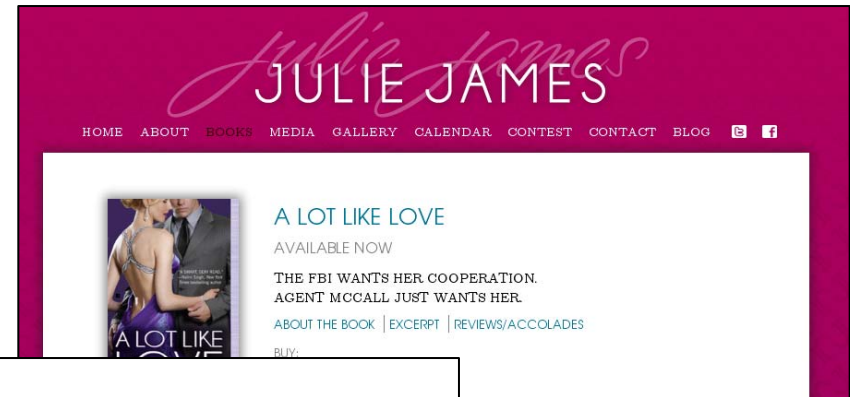- Welcome page w/FBML
- Twitter feed
- Networkedblogs

# Examples: Social Media and Branding

WEBSITE



TWITTER

FACEBOOK

# Websites and Blogs

- Make your website count with the features you need to draw in readers or other professionals
- Enable readers and professionals to contact you
- No music please
- Blogger vs. Wordpress
  - Depends on your needs
  - Blogger: user-friendly, easy to change template
  - Wordpress: user-friendly, cool widgets, not easy to implement custom template, CSS based only

# Wordpress Blog

- Plugins, Plugins, Plugins
  - ☐ Quote This
  - ☐ Contact Form 7
  - ☐ Socialable for Wordpress 3.0
    - Make it easy for visitors to share your content!
  - ☐ Better Tag Cloud
  - ☐ Google Analytics Dashboard
    - Who is visiting my site
    - What content are they looking for the most?

# Twitter

- **Useful tools**
  - Tweetdeck – very useful for multiple accounts, free, runs on multiple OS
  - Twuffer – schedule tweets for a later date, useful for announcing releases and events
  - Hootsuite – dashboard for managing your social media, reports for usage, schedule updates

**Twitter:**

Twitter.com/shawntelle

**Facebook:**

Facebook.com/ShawntelleMadison/Author



Writer Tools:

Synopsis Wizard

Goal, Motivation, Conflict Wizard

Book Royalty Calculator