



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

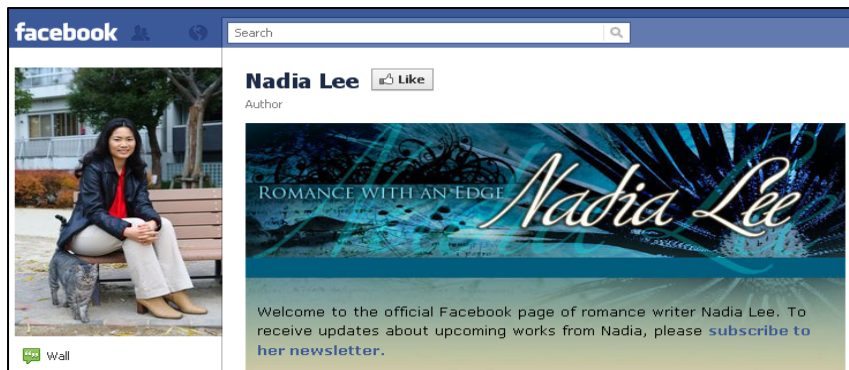


Facebook

- If you don't have an author page or a 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

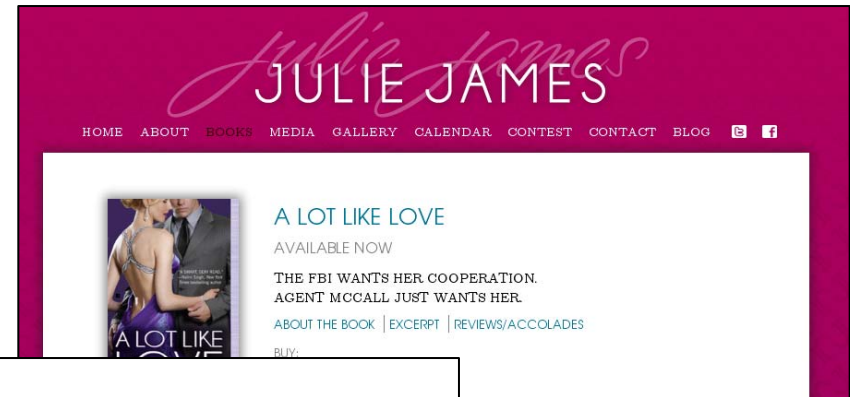


Examples: Social Media and Branding

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

SHAWNTELLE *Madison*



CONNECT WITH SHAWNTELLE

<http://www.shawntellemadison.com>

<http://shawntellemadison.blogspot.com>

Coveted

LATE SPRING 2012

Kept

FALL 2012

Coming in 2012
from BALLANTINE BOOKS



Twitter:

[Twitter.com/shawntelle](https://twitter.com/shawntelle)

Facebook:

[Facebook.com/ShawntelleMadison/Author](https://www.facebook.com/ShawntelleMadison/Author)

Synopsis Wizard

If you are a writer like me you dread the synopsis. So I made this wizard to work, you need to know your story. Are you ready? L

Intro **Protagonist** **Exciting Incidents** **Plot Points** **Q**

Book Title: The Great and Evil Synopsis

Opening Hook: We all hate them, the dread synopsis. But I run against the synopsis and how one girl pr

If you want to have an opening sentence(s) your chance. Perhaps you need to set the futuristic fantasy with comedic elements. Use reader with this first sentence!

Writer Tools:

Synopsis Wizard

Goal, Motivation,
Conflict Wizard

Book Royalty
Calculator