

Navigating Author Platforms: A Beginner's Guide to Social Media and Search Optimization for Writers

Andrea Jo DeWerd
Founder & Principal
the future of agency LLC

 @ajdewerd

 /in/ajdewerd

 @thefuture_of

www.thefutureofagency.com

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Roadmap



- The Golden Rule
- Know Your Audience
- Social Media Essentials
- Playing the Content Algorithm
- Take Control
- Author Websites, Blogs, Newsletter & SEO
- Set It and Forget It
- Ask Me Anything

the future of
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Booking Now

the future of agency LLC is a new book marketing and publishing consulting company, started by Big 5 publishing veteran [Andrea DeWerd](#) in 2022. We work with clients at all of the Big 5, indie authors, hybrid publishers, and authors and writers at all stages in their writing journeys.

We are now booking clients and projects through Summer 2024.

Pick **one**
and **do it well.**

—the Golden Rule of Author Social Media

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Know Your Audience

WHO IS YOUR READER?

- What else do they read?
- Which authors and influencers do they follow?
- Where do they spend their time online?
- What do they search for on Amazon or Google?
- Get specific!

PRO TIP: If a book is for “everyone,” then it’s for *no one* (because you won’t know how to find your reader).

PRIMARY AUDIENCE: Book-buyers interested in popular beach reads, such as HAPPY PLACE and BEACH READ by Emily Henry

OPPORTUNITY AUDIENCES:

- Readers who enjoy friends-to-lovers stories, such as DATING YOU, HATING YOU, and TV shows like Riverdale
- Book clubs

goodreads Home My Books Browse Community Search books 50 99+

Readers also enjoyed

BEACH READ
EMILY HENRY
Want to read
Kindle \$12.99
☆☆☆☆

THE UNHONEYMOONERS
CHRISTINA LAUREN
★ 3.94 · 723k

LOVE AND OTHER WORDS
CHRISTINA LAUREN
★ 4.31 · 431k

EVERY SUMMER AFTER
CARLEY FORTUNE
★ 4.25 · 407k

IT HAPPENED ONE SUMMER
TESSA BAILEY
★ 4 · 441k

Know Your Audience

SAMPLE AUDIENCE: DEBUT FICTION, BEACH READ, BOOK CLUB

Demographics



Top Influencers



Neil Gaiman

Top Brands



Goodreads

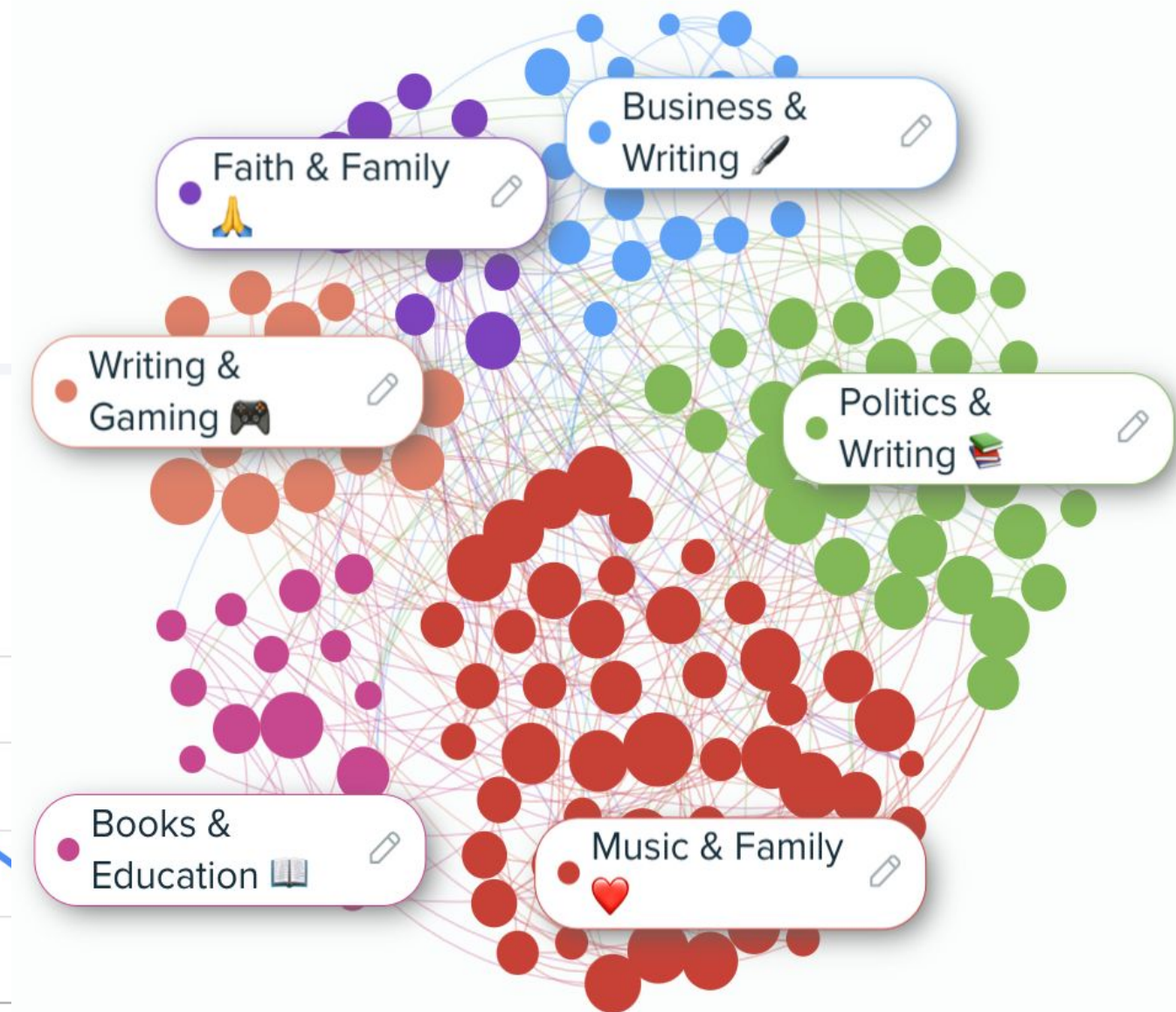
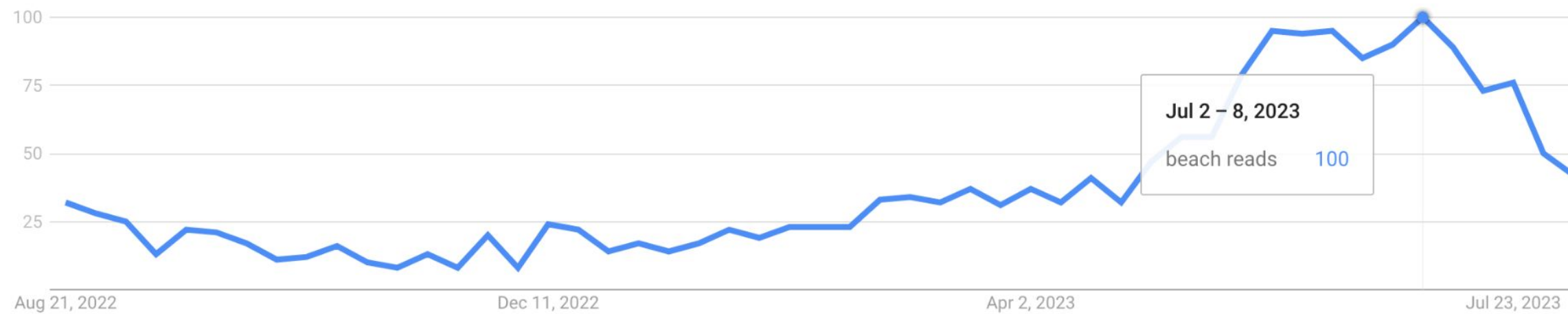


Publishers
Weekly



New York Times
Books

Interest over time



Know Your Audience

AUDIENCE RESEARCH TOOLS

- Comps:
 - Edelweiss – “limited browsing” available for free
 - Goodreads, Amazon, Bookshop.org
- Fiction and Readers in general:
 - <https://insights.bookbub.com/>
 - <https://insights.netgalley.com/>
 - <https://www.facebook.com/business/foresight/insights-tools>
 - Bookscan Insights newsletter – subscribe to the “Books” category here <https://www.npd.com/news/opt-in/>
- Better for Non-Fiction or specific topics:
 - <https://trends.pinterest.com/>
 - <https://stylus.com/resource-library>
 - https://www.goodreads.com/news?content_type=author_blogs
- Interests – what else does your audience like?
 - <https://www.primal.co.th/facebook-interest-finder/>
 - <https://dashboard.audiense.com/app/signup/connect/> (2 free reports)
- What is your audience searching for?
 - <https://trends.google.com/trends/>

Know Your Audience

WHO'S ON ~~FIRST~~ FACEBOOK



BlueSky,
Threads,
Mastodon...

- Gen X
- Boomers
- Discussion Groups
- Good for book clubs
- ¼ of the world population is on Facebook

- Gen Z
- Millennials
- Gen X
- Book influencers
- **PRO TIP: Instagram is a good bet for MOST authors**

- Millennials
- Gen X
- Skews male
- Good for business, nonfiction

- Gen Z
- Gen Alpha
- Millennials
- Skews female
- Good for advice, general book recs

- Parents & families
- Millennial
- Gen X
- Good for cookbooks, wellness, highly designed books

- Skews male
- Good for journalists, current events, politics

- Good for... early adopters

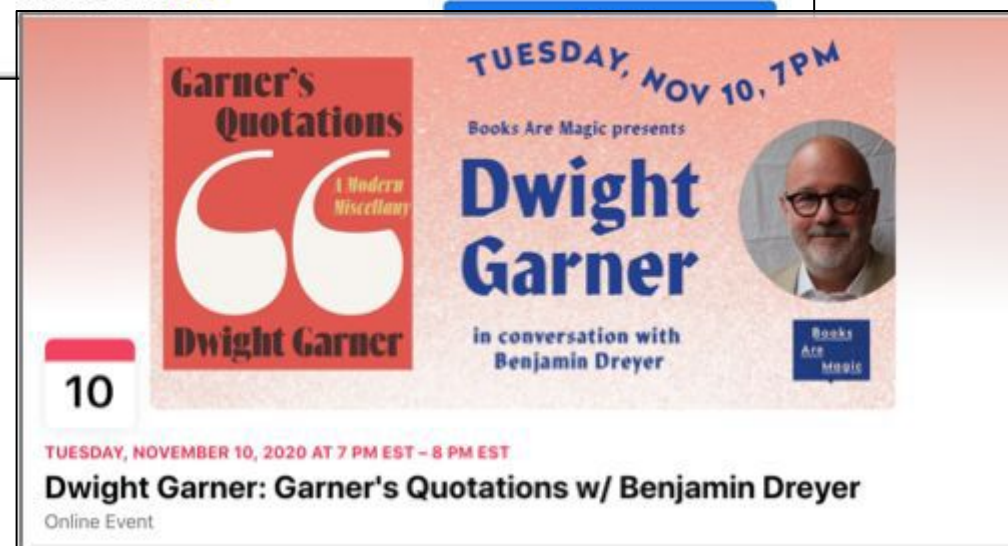
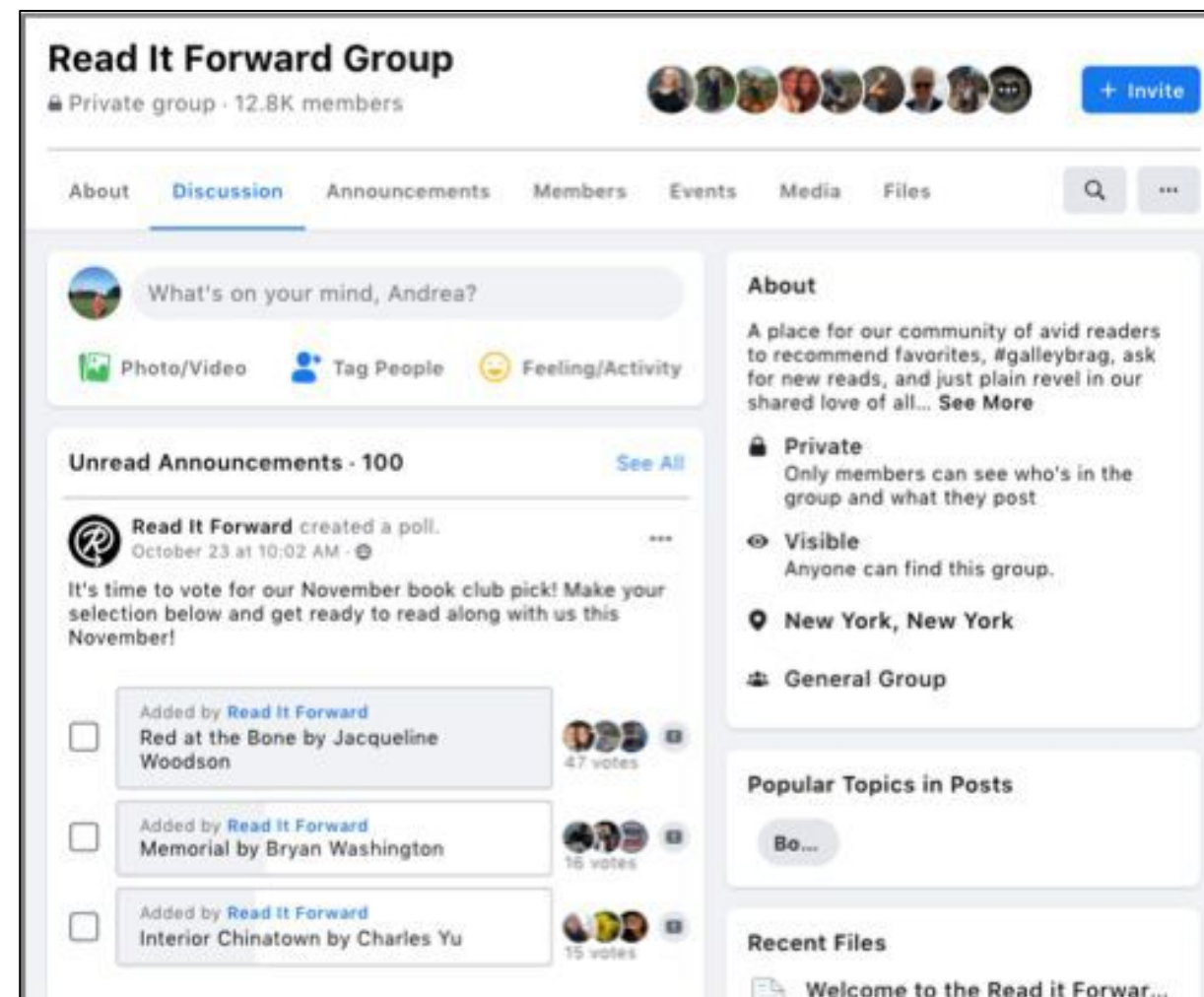


The Essentials: Facebook

A HUB FOR EVERYTHING

- Skews older (Gen X, Boomers and up, female)
- Good for: Fiction, Book Clubs, discussion, promoting events, article commentary
- Connect Instagram and Facebook to cross-post

- Use Facebook's native features: long-form content, video, events
- Different tools for engagement: Profile vs. Page vs. Group



The Essentials: LinkedIn

ESSENTIAL FOR BUSINESS AND EXPERT AUTHORS

- Good for: Business Books, Self-Help, Psychology, other narrative Non-Fiction
- Long-form content, video
- Skews male, but popular among young professional women



Daymond John • 2nd
CEO of FUBU and The Shark Group, TV Personality on ABC Sh...
3d • [Follow](#)

How to Avoid Mistakes When Making Deals w/ Jay Shetty

It all boils down to one thing: WHAT'S YOUR WHY? ...see more

HOW TO AVOID MISTAKES WHEN MAKING DEALS

THE MILLION DOLLARS?

0:06 / 1:49 POWERSHIFT | AVAILABLE NOW

875 • 89 Comments • 14,589 Views



Guy Raz • Following
Host and Creator: How I Built This, Wow in the World, Wisdom from the...
2mo • [Follow](#)

Pre-order before 9/15 and get a signed copy from me!

How I Built This with Guy Raz
9,266 followers
2mo • Edited

How I Built This is now a book! Get insights and inspiration from the world's top entrepreneurs.

HOW I BUILT THIS GUY RAZ
THE UNEXPECTED PATHS TO SUCCESS FROM THE WORLD'S MOST INSPIRING ENTREPRENEURS

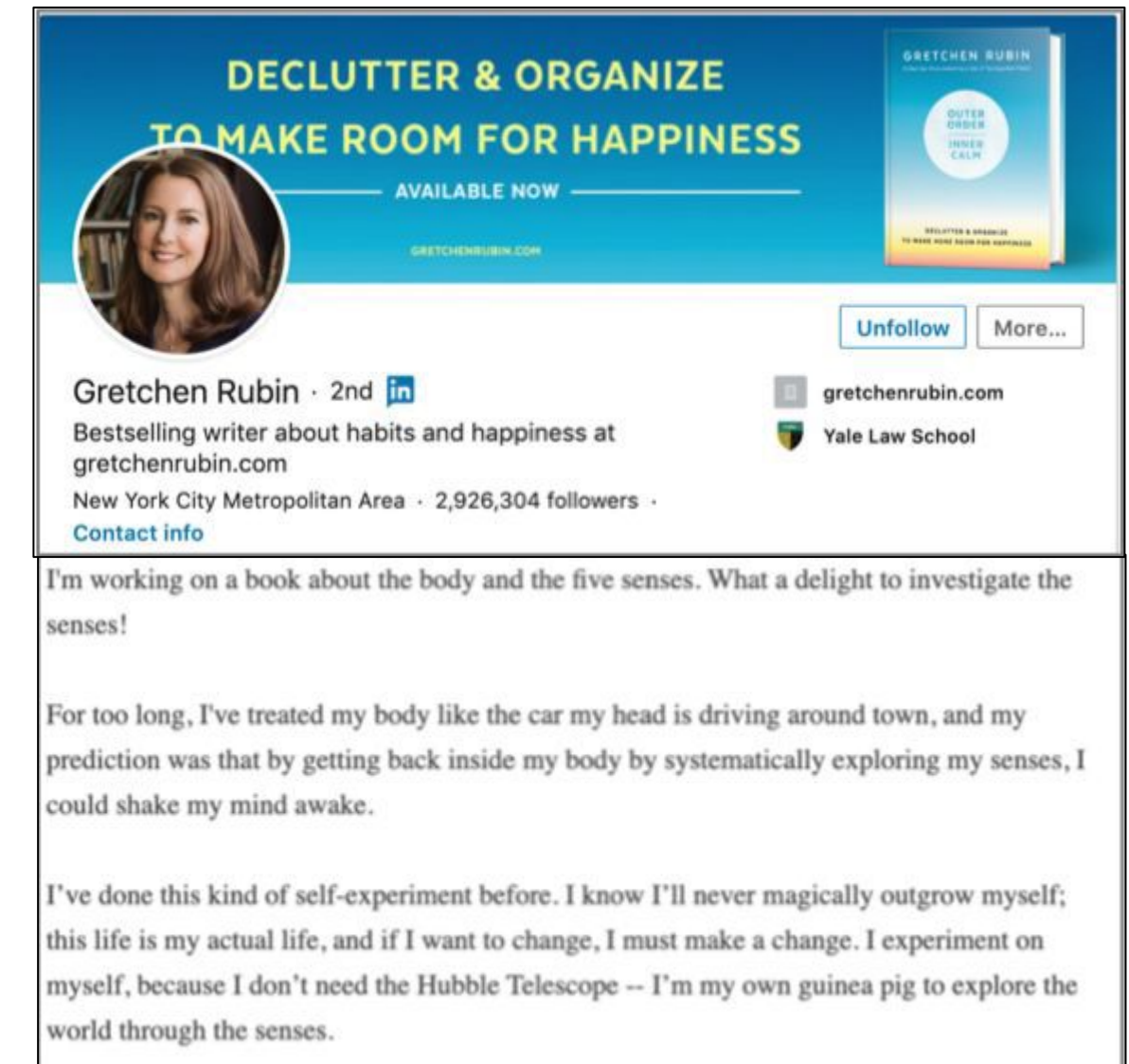
Pre-order and get a signed copy!
guyraz.com • 1 min read



Ellen Jovin • 1st
Co-President at Syntaxis, Founder at Grammar Table, author Rebel with...
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This afternoon I signed copies of my new book at Shakespeare & Co., 2020 Broadway in NYC. Rebel with a Clause goes on sale tomorrow!

with HarperCollins Publishers



DECLUTTER & ORGANIZE TO MAKE ROOM FOR HAPPINESS
AVAILABLE NOW
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I'm working on a book about the body and the five senses. What a delight to investigate the senses!

For too long, I've treated my body like the car my head is driving around town, and my prediction was that by getting back inside my body by systematically exploring my senses, I could shake my mind awake.

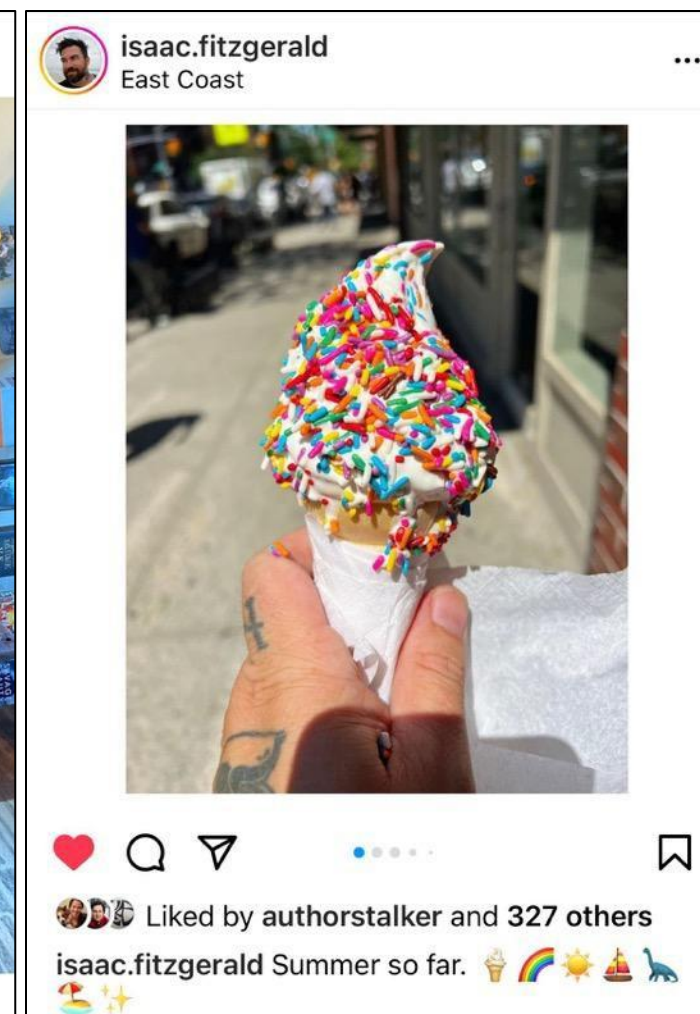
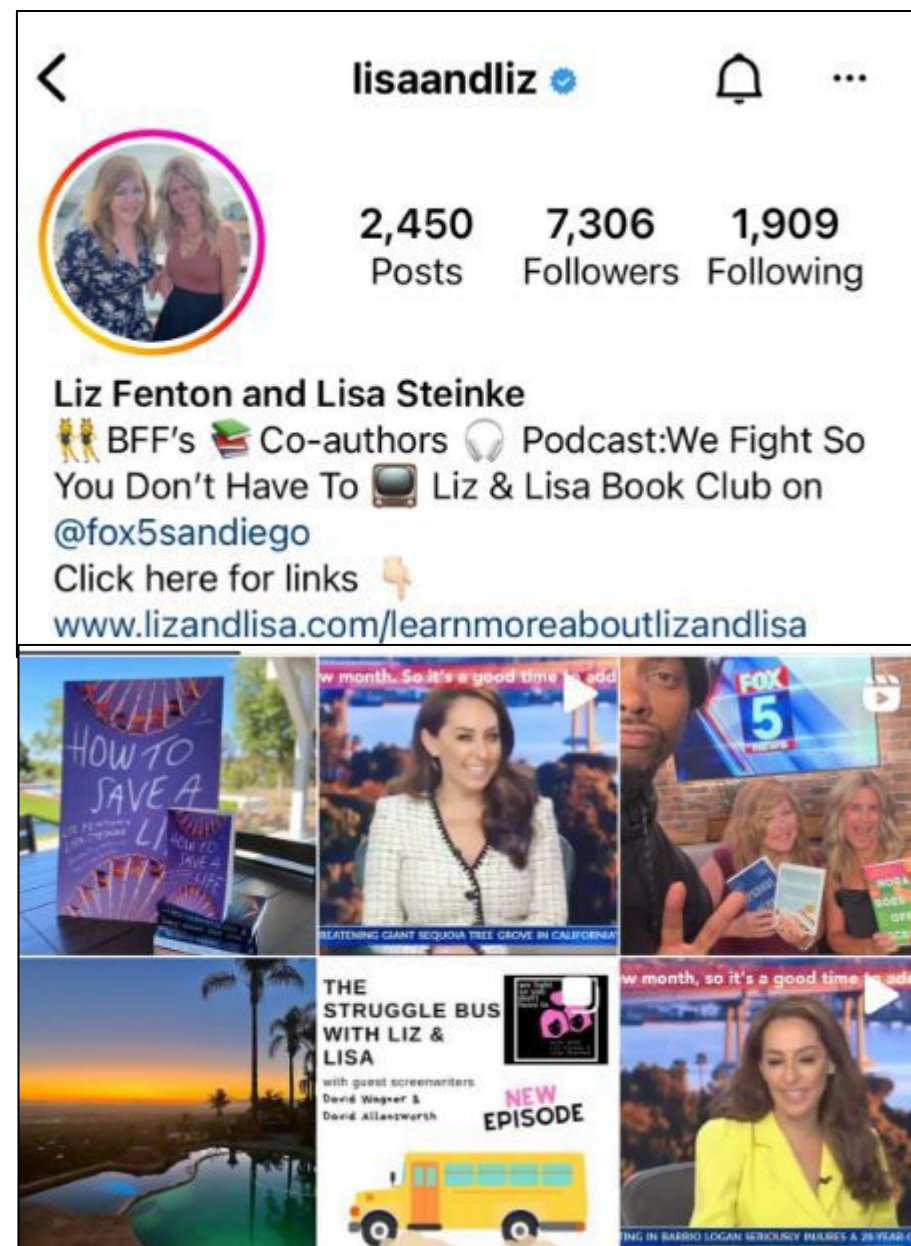
I've done this kind of self-experiment before. I know I'll never magically outgrow myself; this life is my actual life, and if I want to change, I must make a change. I experiment on myself, because I don't need the Hubble Telescope -- I'm my own guinea pig to explore the world through the senses.

The Essentials: Instagram

SHARE AUTHENTICALLY

- All visual, photos, videos
- Good for: Fiction, Memoir, Lifestyle, Food
- Popular with millennials

- Be yourself; share what's relevant to your life
- Content: book pictures, other pictures, video/live content, behind the scenes of your writing process
- Vary your content type

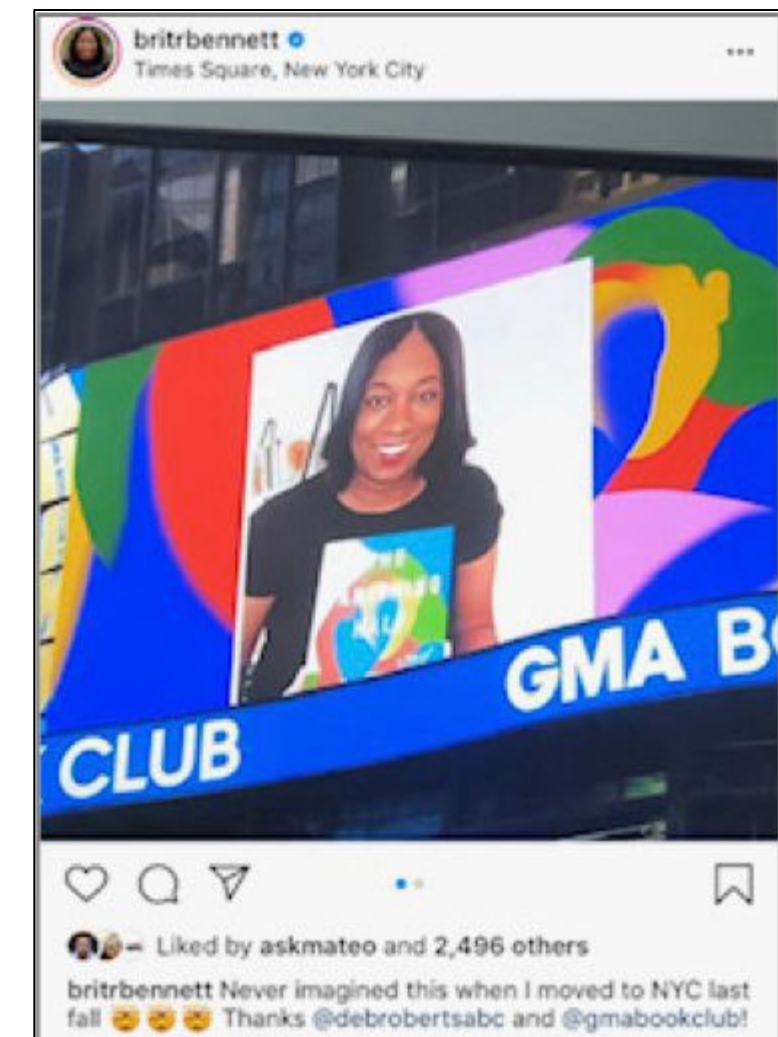
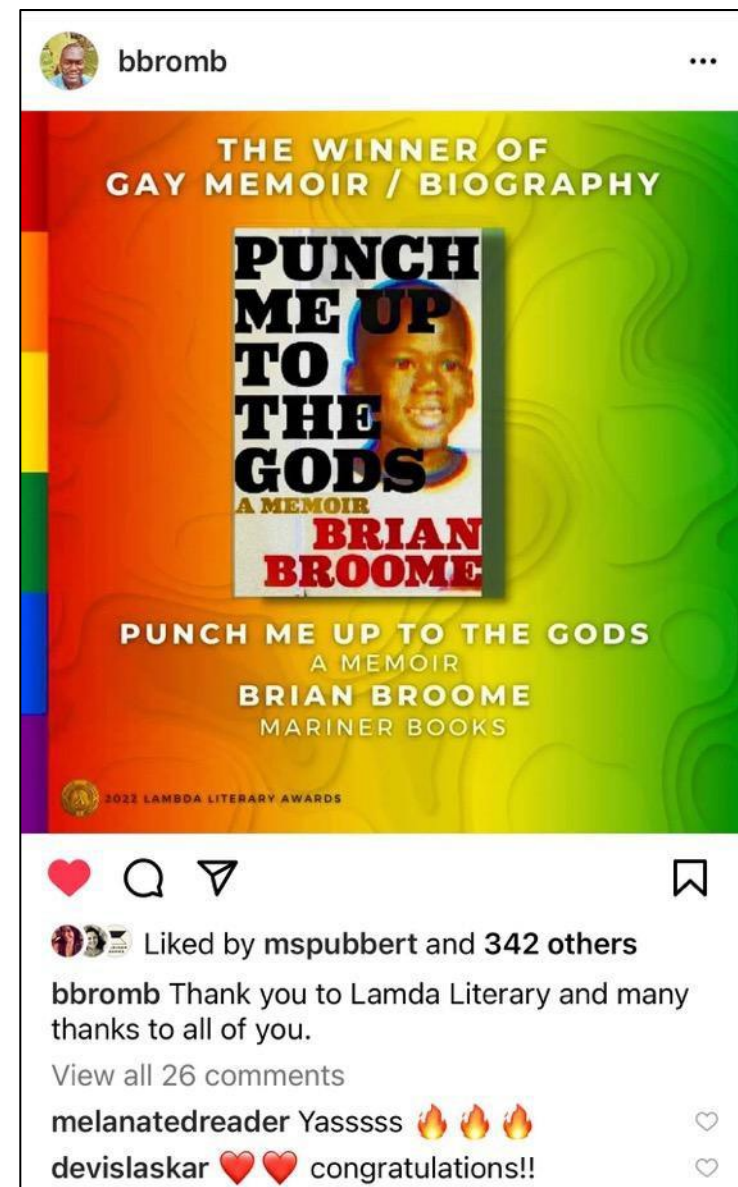
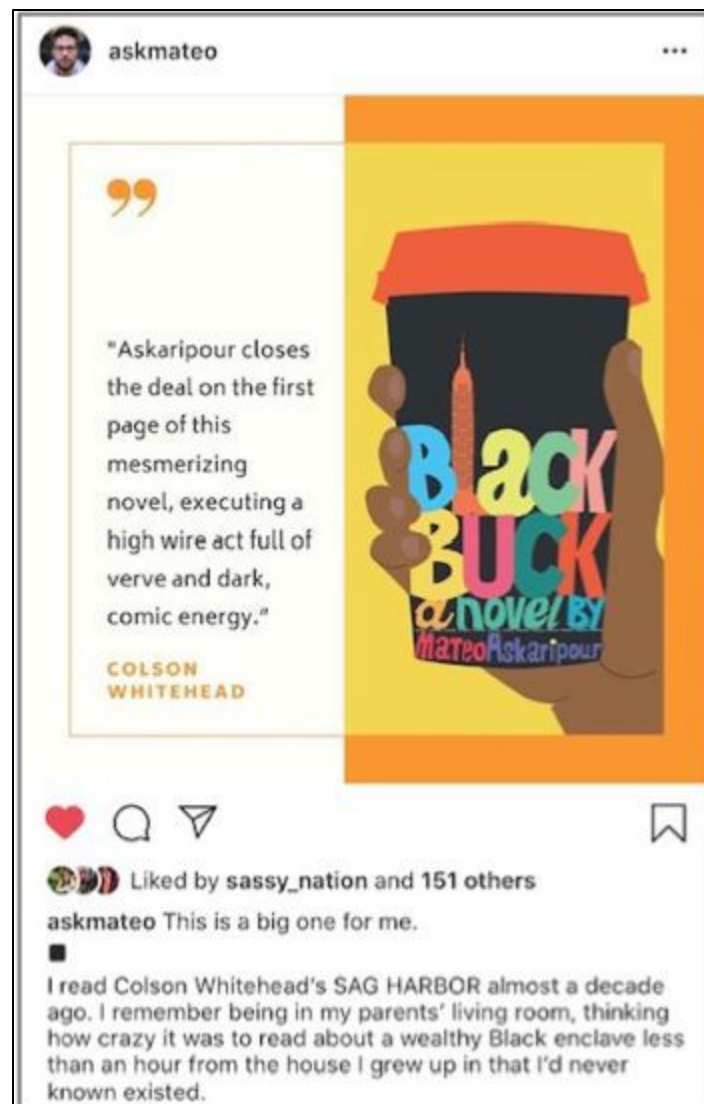


The Essentials: Instagram

CELEBRATE WINS

- Don't be afraid to brag about yourself online
- Share good news, share book-related news
- Use relevant hashtags: up to 30 per post

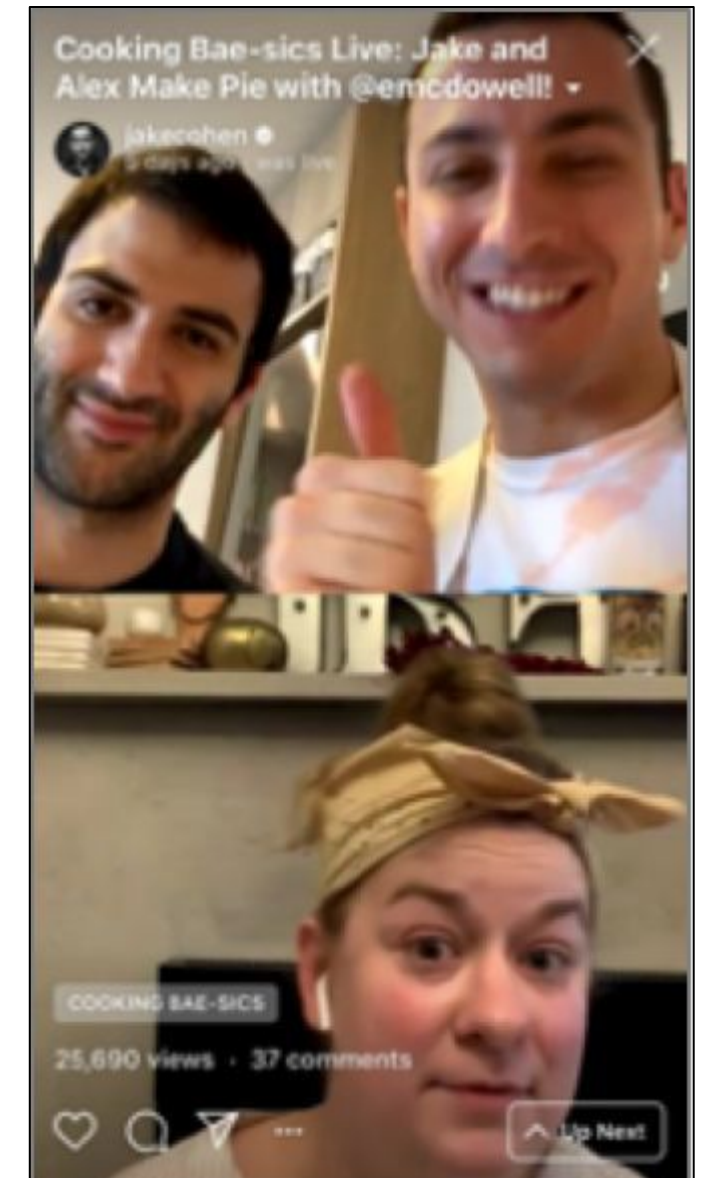
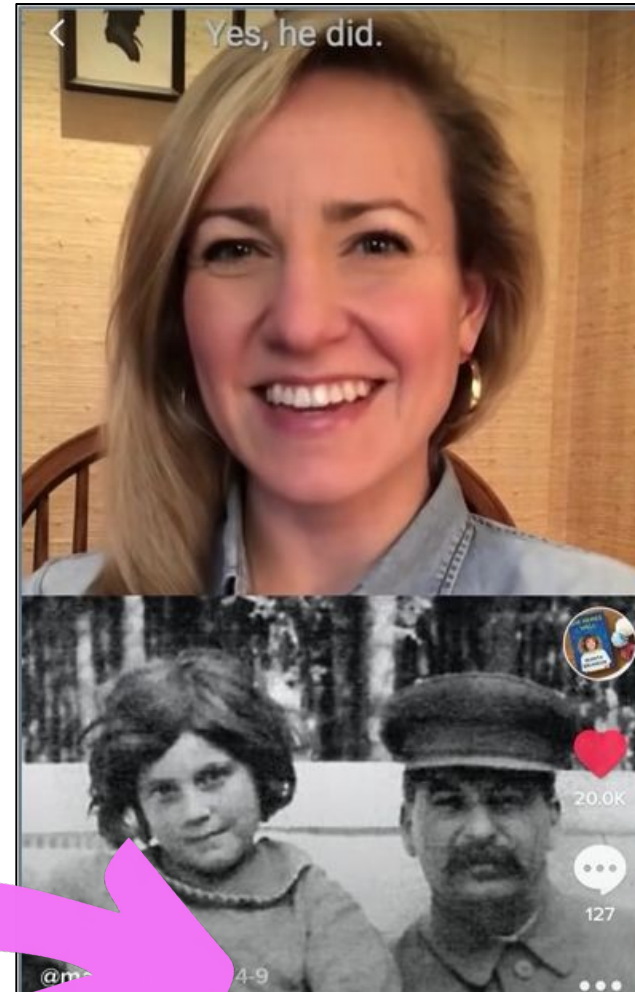
#books #bookstagram #author #booksandcoffee
#booksandwine #booksandcats #bookhaul #tbr
#authorsofinstagram #writersofinstagram #amwriting
#amreading #galleygrab #stacksonstacks #bookclub



The Essentials: TikTok and Reels

GETTING STARTED WITH VIDEO

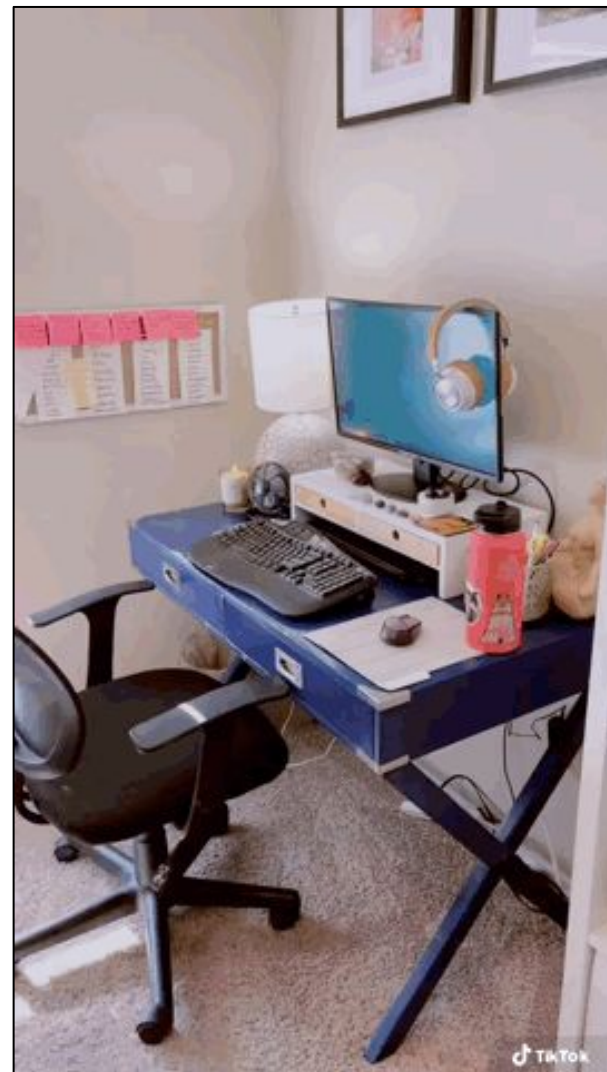
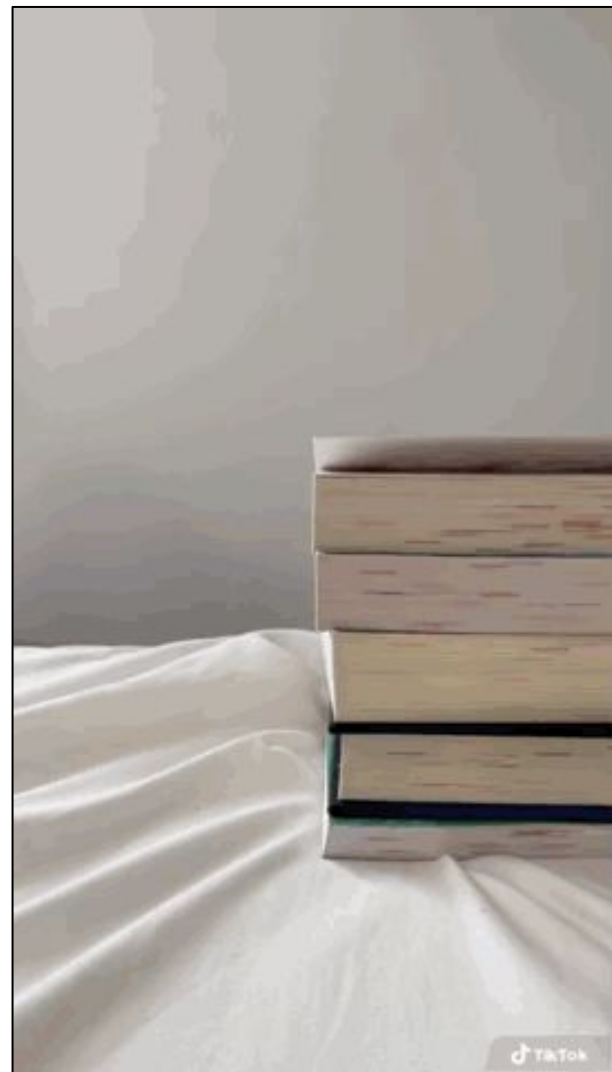
- Repurpose other video and audio assets for Reels and TikTok
- Remix or stitch videos by other creators
- Go Live!



The Essentials: TikTok and Reels

GETTING STARTED WITH VIDEO

- Use photos and audio clips to create video
- Keep it short (15-60 seconds)
- Content ideas: Try filming book reviews, book hauls, shelf tours, tips, facts, and videos that go behind the scenes of your writing process



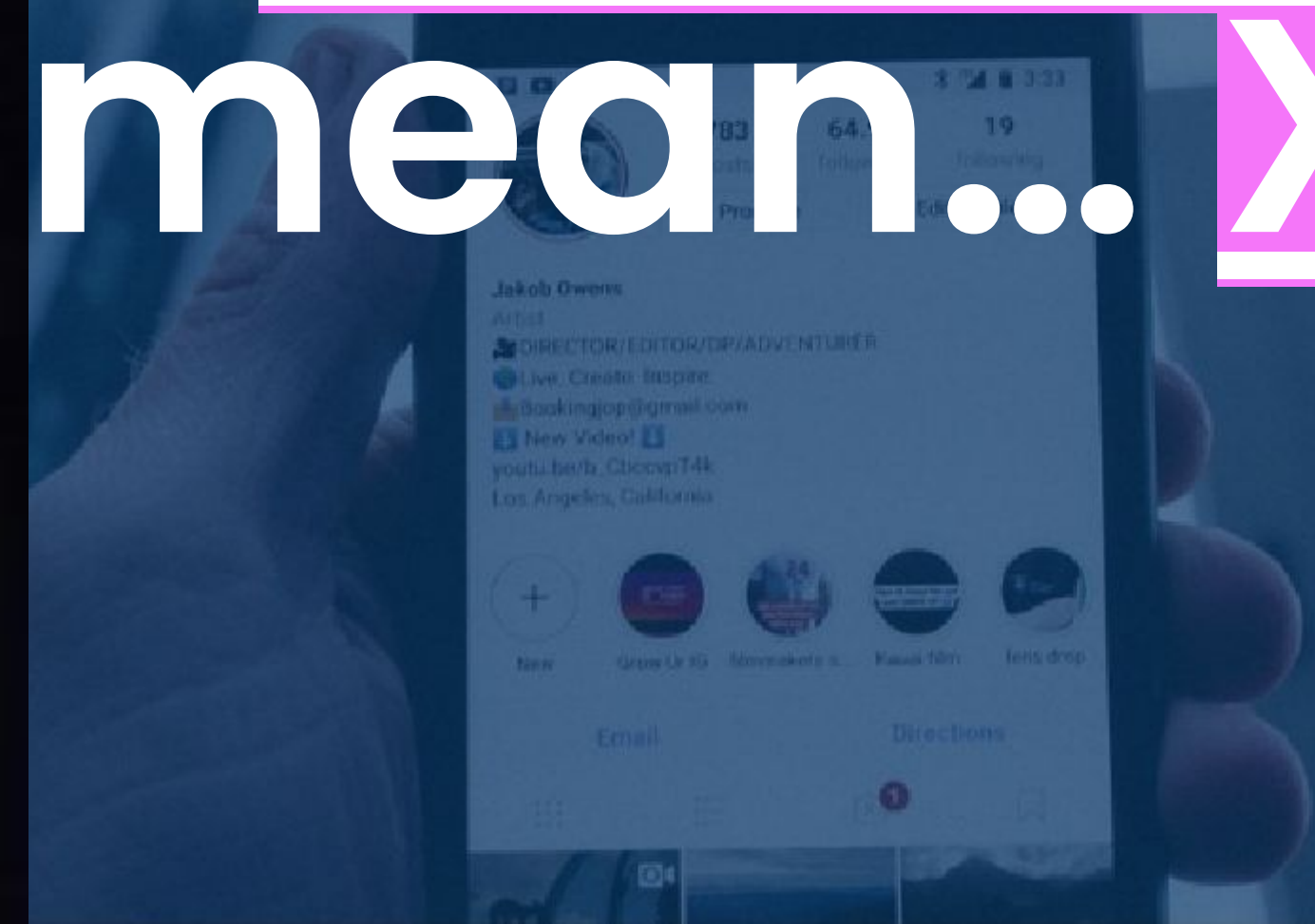
Playing the Content Algorithm

- Post not only frequently, but regularly
- Launching TikTok: post 3-5 related videos in the same week
 - “Subscribe for Part II”
- Use relevant and trending hashtags
- Use trending sounds and music in video
- Include calls-to-action (CTAs) – ask questions to encourage people to like, comment, and share





And now, for
a word
on **Twitter**...
I mean... **X**???



A Word on Twitter

THEN: A Place for Non-Fiction, Journalism, Politics, cat pics, and making bad jokes

CULTURE

Susan Orlean's Epic Drunken Tweets Were the Pandemic Comic Relief We Needed Right Now



David East
@davideastUK

absolutely despise when a recipe tells me to add 2 cups of onion. they don't come in cups. they come in onions

NOW: Bots and ????



Judd Legum
@JuddLegum

"Of the 153,209,283 X accounts following Musk at the time the data was collected, around 42 percent of Musk's followers, or more than 65.3 million users, have zero followers on their own account."

Pick **one**
and **do it well.**

—the Golden Rule of Author Social Media

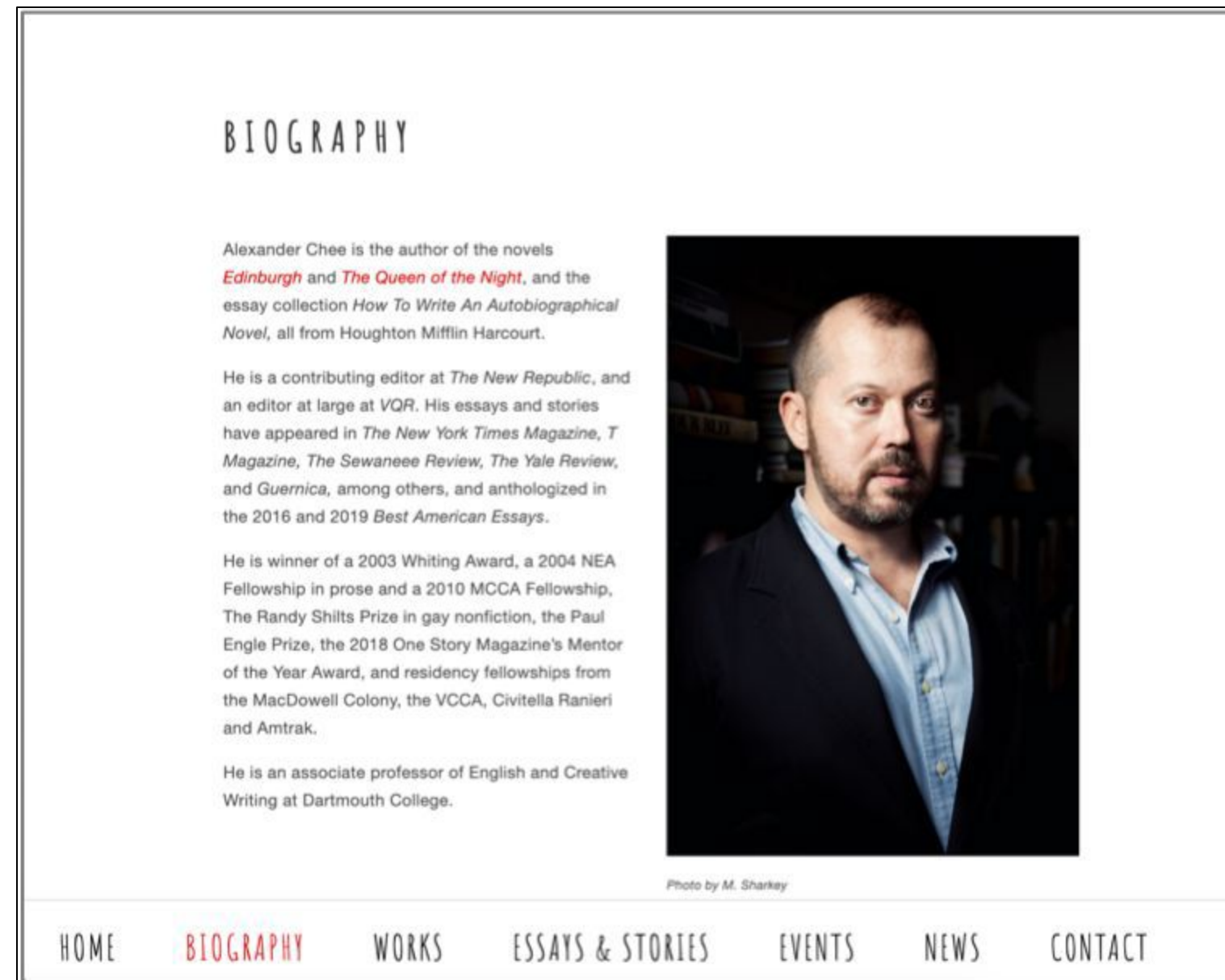
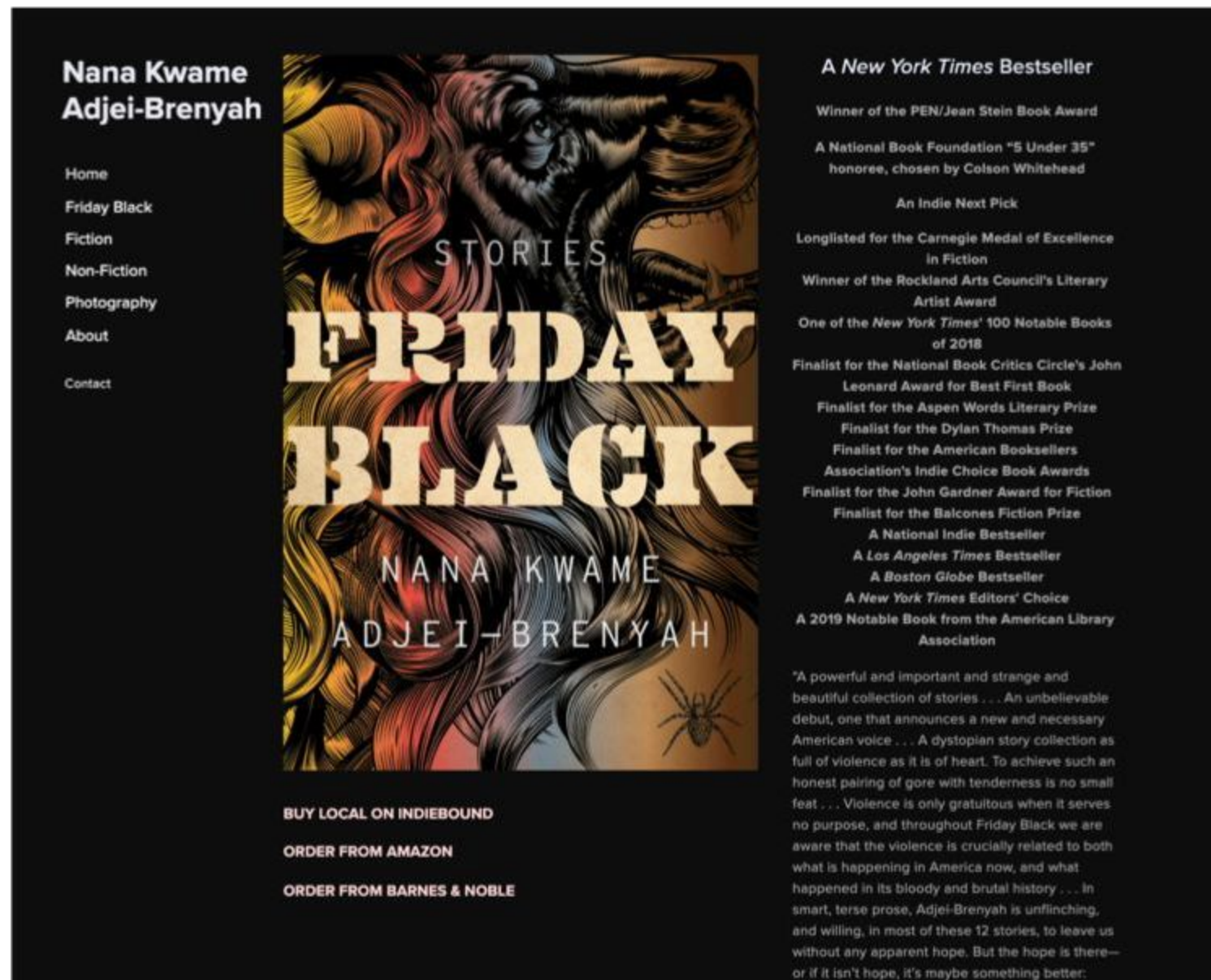
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Take Control

AUTHOR WEBSITES: KEEP IT SIMPLE

- 2 simple tests for a good homepage:
- Is it obvious that this person has written a book?
- Is it obvious where I can buy the book for sale?
- Claim your domain now for 5-10 years on Squarespace, GoDaddy, or Google Domains



Take Control

AUTHOR WEBSITE: MULTIPLE PROJECTS

- Keep the book at the center of all your other projects

INTRODUCING DEAR THERAPISTS, A NEW PODCAST FROM IHEART RADIO! LISTEN + SUBSCRIBE

LORI GOTTLIEB, MFT ABOUT BOOKS+ PODCAST DEAR THERAPIST SERVICES+ SPEAKING+ PRESS ARTICLES CONTACT

“ABSORBING.” –Katie Couric
“ADDICTIVE.” –People
“SPARKLING.” –Publishers Weekly
“HEARTWARMING.” –O, the Oprah Magazine
“IRRESISTIBLE.” –Kirkus Reviews
“SEARING.” –Washington Post
“WISE.” –Susan Cain
“REVEALING.” –Entertainment Weekly
“ENGAGING.” –New York Times

AN INSTANT NEW YORK TIMES BESTSELLER!

Maybe You Should Talk to Someone
Lori Gottlieb
A Therapist, Her Therapist, and Our Lives Revealed

lorigottlieb.com @lorigottlieb1

BUY THE BOOK


A NEW PODCAST FROM IHEART RADIO! Dear THERAPISTS LISTEN + SUBSCRIBE

Take Control

EMAIL NEWSLETTERS: SET EXPECTATIONS

- Want to start a newsletter? Plan to send at least 4x per year
- Good for curating content, sharing links, infrequent communications
- PRO TIP: Add an email archive to your website to help with SEO


Hi Friend!



A Little Holiday Fun

We hosted a little family Halloween party over the weekend and we had so much fun staying home, dressing up, and sharing a bunch of [yummy recipes](#) with our loved ones! I whipped all kinds of deliciousness in my Instant Pots like my homemade [Mama's Simple Instant Pot Chili](#), [Gluten-Free Mummy Dogs](#), [Lasagna](#), and more! I also baked a variety of allergy friendly sweet treats for the kiddos. Everything was gobbled up before we knew it and the night flew

Giving a gift to a Brontë fan?



Hi there,

Happy November i.e. the month of the US presidential election, eating turkey, and starting to worry about Holiday gifts. If you're buying for a Brontë fan and/or big reader this year, please consider getting them a copy of [Brontë's Mistress!](#)


October was again a busy month for me, especially when it came to virtual events.

If you're still relishing the Halloween spookiness, watch a recording of my recent [Victorian Gothic Panel](#), hosted by the Mysterious Bookshop, NYC. I was joined by a group of (very well-dressed) fellow Gothic-inspired authors: Kris Waldherr, Leanna Renee Hieber, Kim Taylor Blakemore, and Tonya Mitchell. You can also watch videos of my recent conversations with fellow novelists [Nancy Bilyeau](#), "at" BookBar, Denver, and [Jo Fumiss](#).

WHOLE30
THE WHOLE30® • YOUR WEEKLY DOSE OF AWESOME


This issue of Wholesome is all about getting you ready for the #SeptemberWhole30, which starts Monday, 9/14. Are you joining us? [Click here to let us know.](#)

Meet

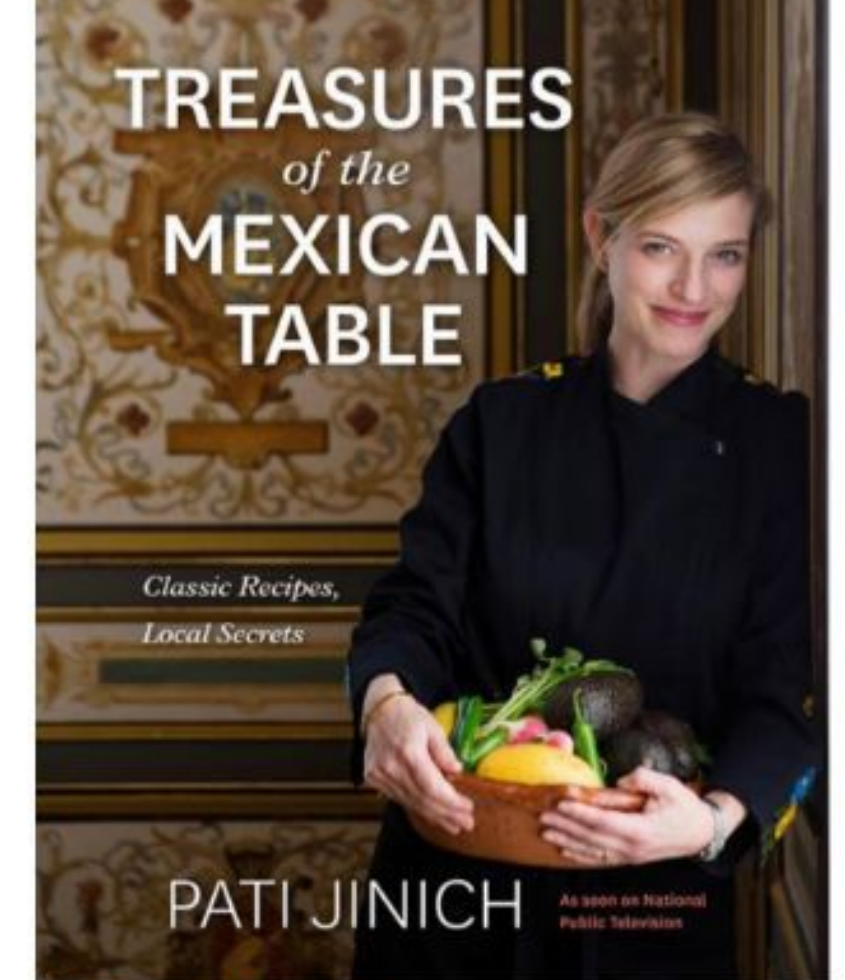


Made By Whole30
Meet our brand new line of Whole30 dressings and dipping sauces. Five tasty flavors, inspired by Melissa Urban's own kitchen creations, and hand-selected by the Whole30 HQ team. **Exclusively available at Thrive Market, you can try the four dressings right now for 30% off. (Secret Sauce coming soon!)**

Eat



Happy Book Birthday, Primal Gourmet Cookbook!
IT'S HERE! *The Primal Gourmet Cookbook* is officially out in the world. You can find it wherever books are sold. Want a sneak peek at one of the tasty recipes from this much-anticipated Whole30 Endorsed Cookbook? [Get the recipe for Piri Piri Chicken now.](#)



Cookbook

Everybody knows tacos and enchiladas. In my latest cookbook, I also wanted to introduce local specialties I think deserve to be known outside of Mexico like chulibul, a Mayan dish with green beans in a creamy fresh corn puree and a chunky tomato salsa. It's perfect for summer!

[More Info & Where to Buy](#)

Take Control

SPEAKING OF SEARCH ENGINE OPTIMIZATION (SEO)

- Load your homepage and the book page up with relevant keywords
- Update your keywords every 3-6 months, when you have a new book, or when you have other news/updates



I write the Country Club Murders, a series of humorous mysteries set in the 1970s. Feeling nostalgic for Tab, phones with cords, or harvest gold? Pop over to the country club! While you're there, play a round of golf, a set of tennis, or a rubber of bridge. Good, almost-clean fun! No bodies...well, no promises.


"There's no way a lover of suspense could turn this book down because it's that much fun."



I'm the **author** of the Country Club Murders, a series of humorous **mystery books** set in the 1970s. Feeling nostalgic for Tab, phones with cords, or harvest gold? Pop over to the country club! While you're there, play a round of golf, a set of tennis, or a rubber of bridge. Good, almost-clean fun! No bodies...well, no promises. If you're more of a **crime** or **detective** series reader, you might like my Poppy Fields **book series**. If reading books in order is not your thing, check out my **historical fiction** **standalone novels**.

Take Control

SPEAKING OF SEARCH ENGINE OPTIMIZATION (SEO)

- Make sure every page has a page title and description – publicly on the page, but also in the backend SEO fields.



The Poppy Fields Adventures	Books			
	<h3 data-bbox="1815 881 2632 947">The Poppy Fields Adventures</h3> <p data-bbox="1666 1003 2782 1088">A laugh out loud cozy mystery adventure starring the hilarious Hollywood influencer Poppy Fields.</p>  <table border="1" data-bbox="1682 1613 2748 1866"><tbody><tr><td data-bbox="1682 1613 2032 1866">When Poppy travels to Mexico, with six bulging suitcases in tow, she's ready for anything</td><td data-bbox="2049 1613 2382 1866">Poppy Fields, Hollywood IT girl extraordinaire, accompanies her A-list mother to Paris, and why not? It's PARIS!</td><td data-bbox="2399 1613 2748 1866">Juggling wedding showers, exploding buildings, black magic, lunches in New Orleans's Vieux Carré, and murder can be tough on a girl...</td></tr></tbody></table>	When Poppy travels to Mexico , with six bulging suitcases in tow, she's ready for anything	Poppy Fields, Hollywood IT girl extraordinaire, accompanies her A-list mother to Paris , and why not? It's PARIS!	Juggling wedding showers, exploding buildings, black magic, lunches in New Orleans's Vieux Carré, and murder can be tough on a girl...
When Poppy travels to Mexico , with six bulging suitcases in tow, she's ready for anything	Poppy Fields, Hollywood IT girl extraordinaire, accompanies her A-list mother to Paris , and why not? It's PARIS!	Juggling wedding showers, exploding buildings, black magic, lunches in New Orleans's Vieux Carré, and murder can be tough on a girl...		

Take Control

SEO & KEYWORD RESEARCH TOOLS

- Paid: [SEMRush.com](https://www.semrush.com)
- Free: [Ahrefs.com](https://ahrefs.com) has free keyword research tools, including a dedicated Amazon research tool
 - Search for recent popular books or competitive authors in your genre to get new keyword ideas
 - Search for upcoming seasonal trends, such as “Mother’s Day gifts,” to get ideas for seasonal-specific keywords

Keyword ideas for “romance novel” ×	
The first 100 keywords out of 827	
Keyword	Volume ↓ ⁱ
romance novel	500
how to write a romance novel	100
dinosaur romance novel	20
writing a romance novel for dummies	20
christian romance novel	10

Take Control

OPTIMIZE YOUR AMAZON LISTING

- Only the first 30 words (the keynote) of the description show on mobile – front-load the keynote with the most important information and more relevant keywords
 - Solicit blurbs from competitive/highly searched authors to add to book description field
- Amazon prioritizes NEW information
- Include the series number (Book #x) in metadata: Series Field, Product Description, and Keywords
- PRO TIP: Add popular misspellings to your “off the page” keywords



A "magnificent" (Ha Jin) and "magical" (Marie Myung-Ok Lee) fever dream of a novel that interweaves the coming-of-age of a 1970s Korean-American boy grappling with his identity and the impact of intergenerational trauma

"A fascinating story of a young mixed-race man caught between two cultures, not knowing what to keep and what to leave behind."—James McBride, author of *The Color of Water*

Set It and Forget It

LOW-HANGING FRUIT: CLAIM YOUR PROFILES

- [Amazon Author Central](#)
- [BookBub](#)
- [Goodreads](#)

The screenshot shows the Amazon Author Central profile for Ibram X. Kendi. It features a circular profile picture, a 'Follow' button, and a bio. Below the bio, there are several book covers for sale, including 'How to Be an Antiracist' and 'Stamped from the Beginning'. The page also includes an 'Author Updates' section with a small video thumbnail.

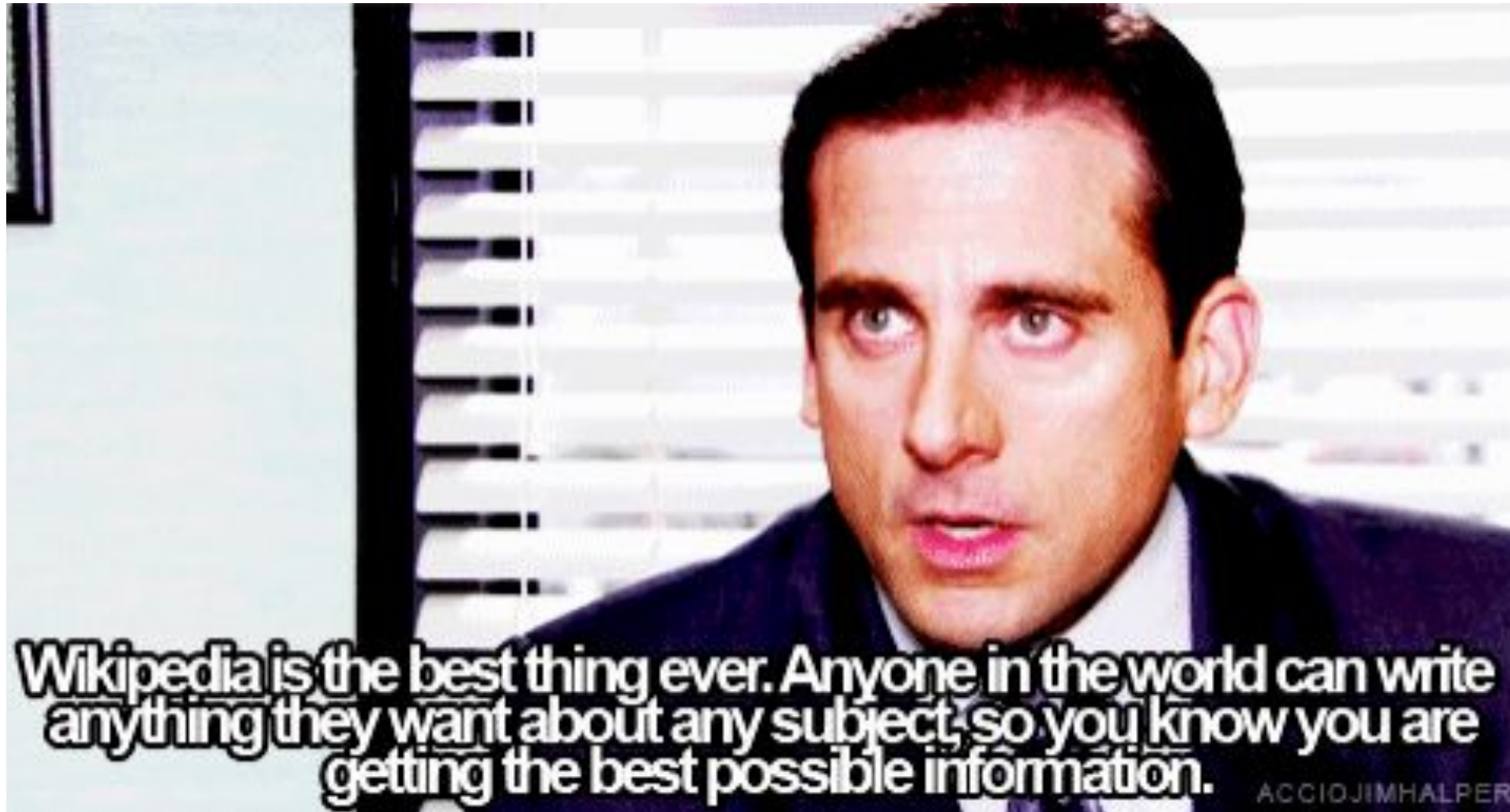
The screenshot shows the BookBub author profile for Amy Bloom. It includes a profile picture, a 'Following' button, and a bio: 'A practicing psychoanalyst, Amy Bloom lives in Connecticut.' Below the bio, there are several book covers for sale, including 'Love Invents Us', 'In Love', 'Lucky Us', 'White Houses', 'Where the God of Love Hangs Out', and 'Away'. There is also a 'Recent Recommendations' section with book covers like 'Our American Friend', 'The Daughters of Erietown', 'Sea Wife', 'Conjure Women', 'On Division', and 'Dawson's Fall'.

The screenshot shows the Goodreads author profile for Mateo Askaripour. It features a profile picture, a 'Following' button, and a bio: 'MATEO ASKARIPOUR was a 2018 Rhode Island Writers Colony writer-in-residence, and his writing has appeared in Entrepreneur, Lit Hub, Catapult, The Rumpus, Medium, and elsewhere.' Below the bio, there is a quote from Colson Whitehead: 'Askaripour closes the deal on the first page of this mesmerizing novel, executing a high wire act full of verve and dark, comic energy.' The profile also shows a book cover for 'Black Buck' by Mateo Askaripour with a 4.09 average rating and 67 ratings.

Set It and Forget It

LOW-HANGING FRUIT: CLAIM YOUR PROFILES

- [Google Knowledge Panel](#)
- A word on Wikipedia:



Google emily henry

About

[emilyhenrybooks.com](#)

Emily Henry is an American author who is best known for her New York Times bestselling romance novels *Beach Read*, *People We Meet on Vacation*, *Book Lovers*, and *Happy Place*. [Wikipedia](#)

Born: [United States](#)

Nationality: American

Education: [Hope College](#)

Claim this knowledge panel [Feedback](#)

Let's Review

- Pick one and do it well!
- Share authentically and consistently; don't be afraid to brag.
- Repurpose assets or remix existing videos to dabble in Reels and TikTok.
- Claim your domain name, and keep your author website simple.
- Unless you send 4x/year, a newsletter isn't for you.
- Update your SEO descriptions, keywords, and Amazon listing every 3-6 months.
- Claim your Bookbub, Amazon, and Goodreads profiles.



Ask Me Anything

Andrea Jo DeWerd
Founder & Principal
the future of agency LLC

 @ajdewerd

 @thefuture_of

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