
University of California Press Book Promotions

— *Author Social Media Examples* —



Promoting Your Book on Social Media

Not sure how to promote your book on social media? Gather ideas and inspiration from these author examples.

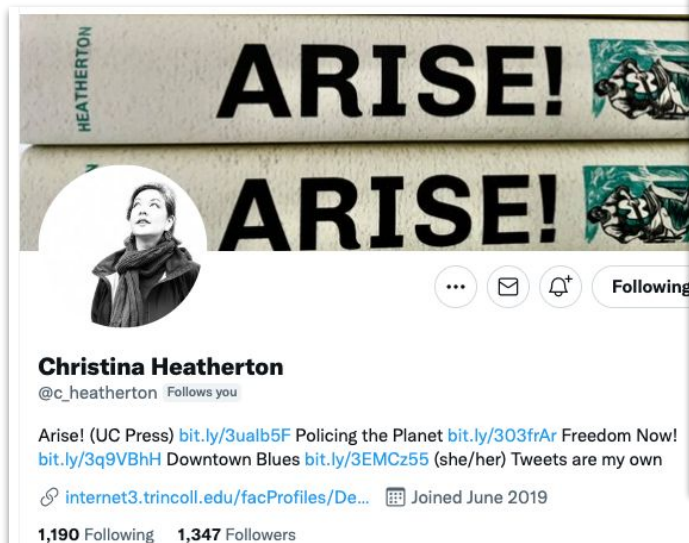
Always remember to tag UC Press!

- Twitter: [@ucpress](#)
- Instagram: [@uc_press](#)
- Facebook: [@ucpress](#)



Adding Your Book to Your Profile

Make sure your book is front and center when people find you on social media. Add the book to your header image, to your bio, and/or as a pinned tweet.



Christina Heatherton
@c_heatherton Follows you

Arise! (UC Press) bit.ly/3ualb5F Policing the Planet bit.ly/303frAr Freedom Now! bit.ly/3q9VBhH Downtown Blues bit.ly/3EMCz55 (she/her) Tweets are my own

internet3.trincoll.edu/facProfiles/De... Joined June 2019

1,190 Following 1,347 Followers



Marion Nestle
@marionnestle

Paulette Goddard Professor of Nutrition, Food Studies, & Public Health, New York University, Emerita, and author of books about food politics.

New York foodpolitics.com Joined March 2009

245 Following 144.7K Followers

Followed by Jennifer E. Gaddis, Nature Food, and 257 others you follow

Tweets Tweets & replies Media Likes

↓ Pinned Tweet

Marion Nestle @marionnestle · Sep 3


Happy to announce that my personal memoir from #ucpress comes out in October. For 30% off, go to ucpress.edu/9780520384156. Use code 21W2240 at checkout.


ucpress.edu
Slow Cooked
Marion Nestle reflects on her late-in-life career as a world-renowned food politics expert, public health...

Add a Pinned Tweet

We recommend making important book announcements (like your pre-order post) a pinned tweet on Twitter, so that it stays at the top of your profile.

[Here's how to do that.](#)


 Pinned Tweet

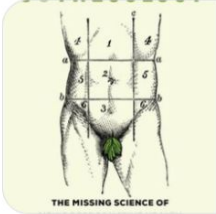
 **Rene Almeling** @ralmeling · Mar 30, 2021 ...

Sperm is making headlines & there's new awareness that a man's age and health can affect his kid's health.

My question: What took so long?

I'm a sociologist @Yale w/ a new book on the missing science of men's reproductive health.

GUYnecology 101, a :

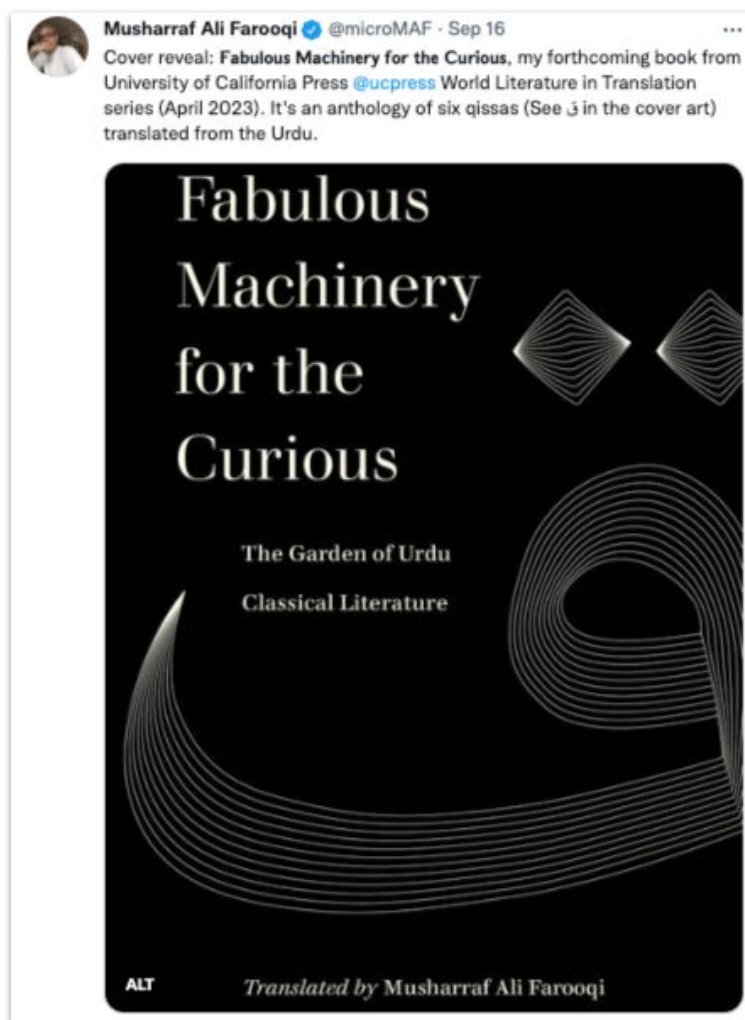


ucpress.edu
GUYnecology
What is healthy sperm or the male biological clock? This book details why we don't talk ...



Cover Reveal

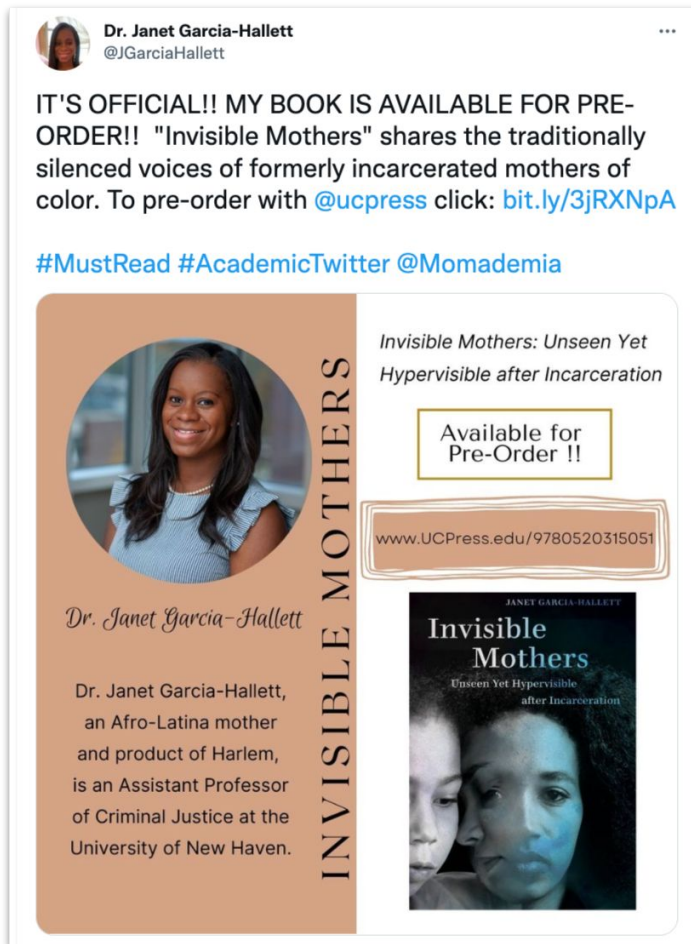
One of the earliest milestones is receiving the cover design for your book — share the design to start drumming up some buzz.



Announcing Pre-ordering

Your book will be added to our website and available for pre-ordering at least 4 months prior to your pub date.

Once it's online, post the news and include the link to your book page. You can also add the cover image or design a graphic using [Canva](#).



Dr. Janet Garcia-Hallett
@JGarciaHallett

IT'S OFFICIAL!! MY BOOK IS AVAILABLE FOR PRE-ORDER!! "Invisible Mothers" shares the traditionally silenced voices of formerly incarcerated mothers of color. To pre-order with @ucpress click: bit.ly/3jRXNpA

[#MustRead](#) [#AcademicTwitter](#) [@Momademia](#)

Invisible Mothers: Unseen Yet Hypervisible after Incarceration

Available for Pre-Order !!

www.UCPress.edu/9780520315051

Dr. Janet Garcia-Hallett

Dr. Janet Garcia-Hallett, an Afro-Latina mother and product of Harlem, is an Assistant Professor of Criminal Justice at the University of New Haven.

INVISIBLE MOTHERS

JANET GARCIA-HALLETT
Invisible Mothers
Unseen Yet Hypervisible after Incarceration



Author Copies Arrive

Why not share this joyous moment with your followers? Share a photo with the book or an “unboxing” video.

Pinned Tweet



Maurice Rafael Magaña
@ProfeMauMagana

...

Wow it's finally here 🤩 Author copies arrived in the mail today & I'm overwhelmed.

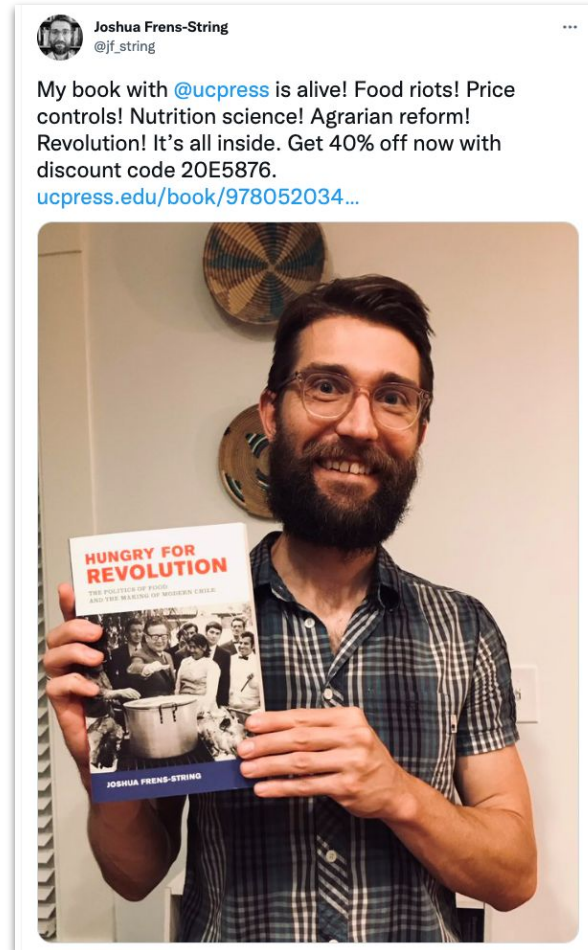
So many emotions but mostly gratitude to everyone who helped me along the way, those who shared their visions, lives & spaces w/ me, to my amazing editor [@desperatelyred](#) & everyone at [@ucpress](#)



Book Selfie & Discount Share

Once you receive your first author copy, share a selfie with the book.

You could also include the 30% discount included on your book flyer, or any special promotions we're running (such as a 40% conference special).



Coming Soon – Insta Story

Share a book announcement — with the official pub date — with a personal video.

[Click here to view the example.](#)



Pub Day Twitter Thread

Celebrate your pub day by telling followers a little more about the book with a thread.

[Click here to see the full thread.](#)

← Thread

 **Christy Thornton** ✓
@lchristyll ...

PUB DAY! My book, *Revolution in Development: Mexico and the Governance of the Global Economy*, is officially out with @UCpress. Can I tell you a little bit about it? Thread:

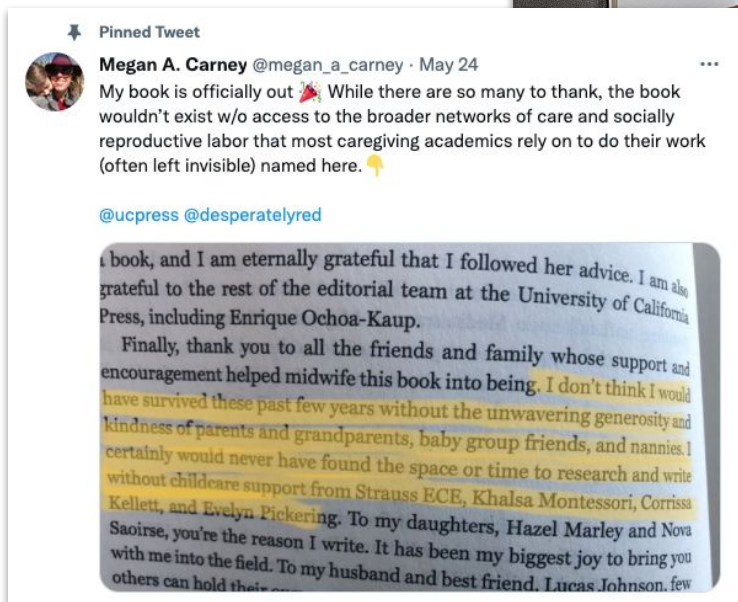
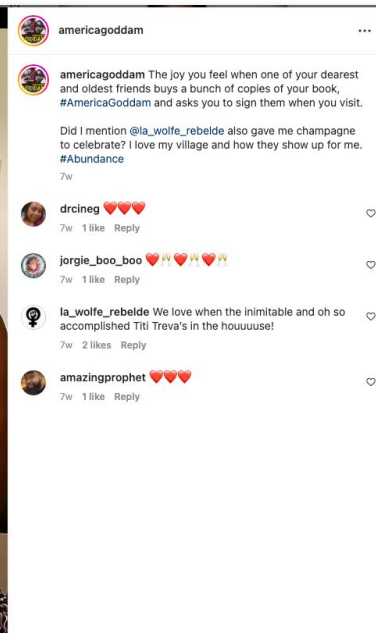


**REVOLUTION
IN DEVELOPMENT**
**MEXICO AND THE GOVERNANCE
OF THE GLOBAL ECONOMY**
CHRISTY THORNTON



Thank You Post

Thank those who supported you throughout the book writing and publishing process. Take a moment to say thank you to your blurbers.



Speaking Engagements & Events

If you have speaking events for your book, make sure you're sharing the details with your networks to encourage a strong turnout.

AMERICA, GODDAM

VIOLENCE, BLACK WOMEN, AND THE STRUGGLE FOR JUSTICE

BOOK TOUR with TREVA B. LINDSEY

Monday, April 4, 7pm ET
The Strand, New York
with **Brittney Cooper**

Saturday, April 10, 6:30pm ET
Charis Books, Virtual
with **Kiese Laymon**

Tuesday, April 5, 6:30pm ET
Cafe Con Libros, Brooklyn
with **Uché Blackstock**

Wednesday, April 13, 3pm PT
Commonwealth Club, Virtual
with **Anna Gifty Opoku-Agyeman**



Patricia Turner

September 19 at 6:52 PM · 🌐

Hope some of my northern CA friends can come by the Avid Reader in Davis on 10/21!

AVID READER BOOKSTORE

AUTHOR EVENT

Patricia Turner

Trash Talk: Anti-Obama Lore and Race in the Twenty-first Century

Friday, October, 21 2022
6:00-7:00pm
617 2nd Street Davis, CA

Thursday, April 16, 7pm CT
en and Children First, Chicago
with **Barbara Ransby**

Friday, April 22, 6:30pm ET
phiwa Bookstore, Durham
with **Melissa Harris-Perry**

Wednesday, April 26, 7pm ET
Sidwell Friends, Virtual
with **Bryan Garman**

Tuesday, May 3, 7pm ET
Red Emma's, Baltimore
with **Martha Jones**



#AMERICAGODDAM



divafeminist · Following



divafeminist Coming to a city (in-person and or virtually) near you over the next few weeks. More dates to come.

I'm so excited to be in conversation with so many folks I learn from and admire. Encouraging my folks to register for an event, order the book, and encourage someone you love to do the same. 🥰 #AmericaGoddam #IAmAnAuthoress #April5th

@ucpress @cherisefisher @kccpr @strandbookstore @cafeconlibros_bk @loyaltybooks @columbusmuseum @hutchinscenter @unclebobbies



Liked by bordersbookstore and 200 others

APRIL 2



Add a comment...

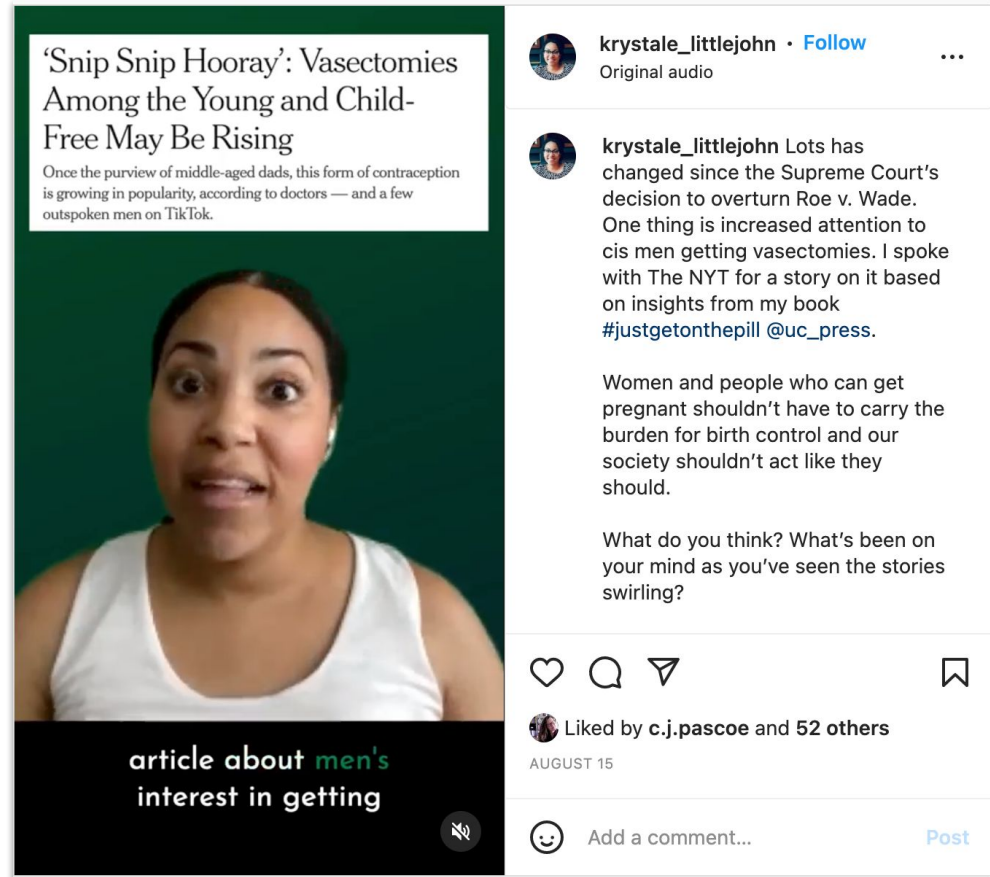
Post



Author Video Content

Video content helps build a personal connection with your followers, while showing off your expertise and passion.

[Click here to view the example.](#)



‘Snip Snip Hooray’: Vasectomies Among the Young and Child-Free May Be Rising

Once the purview of middle-aged dads, this form of contraception is growing in popularity, according to doctors — and a few outspoken men on TikTok.

krystale_littlejohn · Follow
Original audio

krystale_littlejohn Lots has changed since the Supreme Court’s decision to overturn Roe v. Wade. One thing is increased attention to cis men getting vasectomies. I spoke with The NYT for a story on it based on insights from my book [#justgetonthe pill @uc_press](#).

Women and people who can get pregnant shouldn’t have to carry the burden for birth control and our society shouldn’t act like they should.

What do you think? What’s been on your mind as you’ve seen the stories swirling?

Liked by **c.j.pascoe** and 52 others
AUGUST 15

Add a comment... Post



Author Video Content

It's also an engaging way to share what's interesting about your book — and craft your best elevator pitch.

[Click here to view the example.](#)



Encouraging Your Networks to Help Spread the Word

Ask your colleagues to help spread the word about your book by posting on their own accounts.



Encouraging Your Networks to Help Spread the Word

Don't forget to retweet or repost when others help promote your book.

You could even make an Insta Story with all the highlights.

[Click here to view the example.](#)



Sharing Media Coverage

Did you recently do an interview, write an op-ed, or get a great book review? Share the link and encourage followers to tune in.

MEXICAN RESTAURANT EL NAYARIT PRIORITIZED IMMIGRANTS, NEWCOMERS

A PLACE Nayarit

“ I WANTED PEOPLE TO REMEMBER THAT LIFE THAT HAD BEEN HERE BEFORE. ”

—NATALIA MOLINA

prof_nataliam

prof_nataliam If you're interested in changing neighborhoods across #LA, you'll love @kcrw's series "Born & Razed." Not only was I fortunate to be interviewed about my new book #APlaceATheNayarit, I got my first shot at producing an episode-thanks! 🙏 #echopark 14w

Lara Gabrielle @backlotfilm · Sep 26

The @AltaJournal article about CAPTAIN OF HER SOUL is online. It is an exquisite piece of writing from William Randolph Hearst III, navigating family dynamics, intimate remembrances, and coming to terms with who people really are. This is a must-read.



altaonline.com

Marion Davies on Her Own Terms

A new biography of the famous actress reveals her to be far more than the mistress of William Randolph Hearst.

Using Awareness Days & Hashtags

If there's an awareness day or trending hashtag relevant to your book, use it in one of your posts to get more attention.



Treva B @divafeminist · Apr 23

I must say- It's pretty awesome to be in the middle of the [#AmericaGoddam](#) Book Tour on [#WorldBookDay](#). Have you ordered a copy yet? Also, support underrepresented authors, indie bookstores, & public libraries. 📖

bookshop.org/books/america-...



"America, Goddam is far more profoundly singular than any so-called intervention. I'm gutted by its brilliance."
—KIESE LAYMON
AUTHOR OF HEAVY AN AMERICAN HEAVEN



Kenya Lindzey
America, Goddam: Violence, Black Women, and the Struggle for Justice
in Black & African American History



"America, Goddam is a brilliant and powerful book. Everyone who reads it will be informed, challenged, inspired, and energized."
—TARANA BURKE
AUTHOR OF GUNSHOW

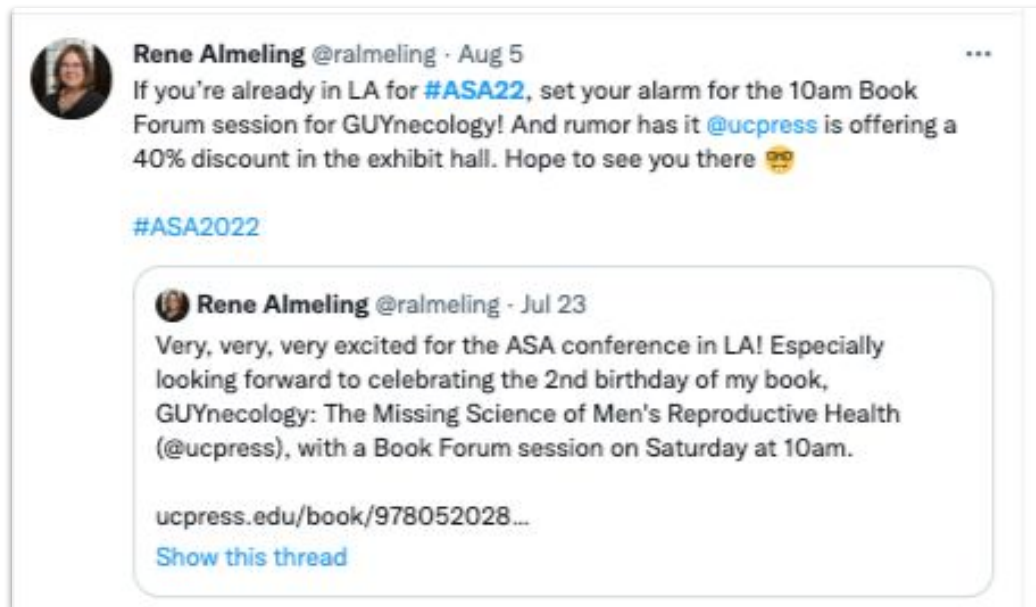


🗨️ 10 ❤️ 31 ↗️



Conference Session

Share the details of your upcoming conference session or book talk, and make sure to include the conference hashtag.



Conference Promotion

Visit our booth and post a photo of your book.



Megan Tobias Neely @mtobiasneely · Aug 8

Thrilled to see Hedged Out at the #ASA2022 @ucpress book exhibit! It's an honor to be included in this lineup of books!



Sharing Your “Book in the Wild”

Did you spot your book in the university bookstore? Snap a photo and share on social.



Sharing Awards & Recognitions

Take a moment to celebrate you wins.



Thank you!

— UC Press Marketing, Sales, and
Publicity —

