Author Hub Google Hangout

Tips for engaging with readers and making yourself more discoverable

cambridge.org/authorhub
Panellists

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You can also view the entire Author Hub Google Hangout here
Why should I use social media as an author, and how does it allow me to engage with readers?

**Sue:** I think the beauty about using social media for authors is that it enables you to engage with communities of interested people throughout the whole process of writing your book. Whereas before you used to have to work away in silence for months on end and then the book would come out and you'd go on this big marketing blitz, now you can do it little by little throughout the entire process of writing a book. This really helps to build up a community of followers who are already interested and engaged in your work before it gets published.

**Ashley:** I think social media for an author is just a fantastic conversational tool. As Sue says, you can get feedback all the way along the process. In particular, if we look at certain platforms, **Twitter** (being the conversational tool that it is) can be a great way to get ideas. You don't necessarily have to take into account all of the feedback that you get, but it's great that you're generating interest all the way along the route towards the publication of your book. As and when that book does finally develop into the finished product you've then already got an engaged audience that you know is going to be interested in it. I think that's the really special thing about social media.

**Sue:** I think, as well, because what authors do is write – and they write well – then social media is a real opportunity for them to shine. Authors are great with words so it's a real opportunity for them to show off their craft before their book comes out.

**Amy:** Andrew, what are your thoughts on this question?

**Andrew:** Well, it touches on what Ashley and Sue have already said. It's really about **building an audience before the finished book is actually out there**. If you want to have an audience that is interested in your book when it's ready to be published, then social media is actually a great way of building that up.

**Amy:** So the crucial thing about using social media is to really make sure you're using it prior to a book launching so that you already have a captive audience of people who are engaged with your work.

*Click here* to watch this answer from Author Hub’s Google Hangout.
I don’t feel comfortable using social media as a way of selling my book so how else can I use it as a way to market myself and my work?

Sue: I think the interesting thing here is that there are so many different platforms you can try. So if you feel uncomfortable about being on Twitter, for example, where you might feel that you’ve got to be really promotional, what you could do instead is go on Instagram. So if it’s a book about history, as you’re visiting different sites you can take photos as you go along. To you it won’t feel like you’re doing traditional marketing, but you’re still giving these little hints about what would be in the book.

Or, you could write a blog and it could be just a piece that goes out once a month where you’re talking about your writing process and maybe other books that you love yourself. You don’t need to feel like you have to be very ‘salesy’ and make it all about marketing; instead it’s more about sharing your passion for writing and for this particular topic. You can also hint at what might be to come to keep people engaged and looking forward to your next move.

Ashley: I don’t really consider social media as a traditional selling tool anyway, so just self-promotion in its own right is not really going to be making the most of the opportunity that social media affords you. It’s very much about awareness. It’s about raising the profile of you as the author. That’s really where social media comes into its own. Social media is very much a brand or a persona awareness tool. With that in mind, you’re very much on the same level as your audience and you’re getting their interaction straight away.

I wouldn’t be too concerned if you’re a little bit wary about the actual sales side of things because really that’s a small point in the big social media spectrum. If we look at this from a more corporate perspective, when we’re dealing with big brands we’re still trying to be very relatable. We’re trying to think of subjects within any given industry that people are going to be happy to talk about and engage with. If we’re constantly just promoting ourselves and the products that we’re providing then we’re not going to engage people – if anything we’re going to be alienating them.

You need to be looking long-term for social engagement and growing your audience. Following that then you can look to generate conversions to sales that can come naturally. If you’re doing a really good job of social media and you’re engaging with your audience and they’re interested in what you’ve got to say, then why wouldn’t they buy your book?!
Sue: As Ashley said, the key word there is natural. Social media is an extension of the human relationships that you have in the offline world. Relax into it and just have human, genuine conversations and then the benefits will come long term. Don’t expect things to happen overnight, but try to work on generating these long-term relationships.

Amy: I completely agree, from the perspective of having worked on Author Hub. Yes, we’re encouraging authors to use social media but we certainly don’t want to get them to use it as a tool for simply having a sales pitch. That’s not really going to engage with anyone. Actually the whole point of using social media, as you’ve said, is really about raising awareness and engaging with readers and making yourself more discoverable.

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What are the differences between the main online tools authors can use to engage with readers, both in terms of audiences and control over content?

Ashley: There’s a huge variety of different platforms that you can utilise. If we start at the top you’ve got Facebook, which is the world’s biggest social media platform. On the site you’re telling people what you think they might want to hear and you will get some engagement as a result (comments, ‘Likes’ and shares). But it’s not necessarily the conversational tool that something like Twitter is, for example, where it’s very much a two-way conversation. So, it’s going to be a case of perhaps putting a question out there and then reacting to what the audience has to say and elaborating upon it. That’s where those two platforms differ, I think.

Then you’ve got things like YouTube where it’s all about video, and you’ve got Instagram, which is all about imagery. I’m not sure if that necessarily has as much scope as the first two I mentioned in terms of author use. You’ve also got another big one in LinkedIn, which is where you’re going to find the professionals and other like-minded individuals.

What I would consider the best tool for you to use as an author is probably Twitter and that can be managed through something like Hootsuite. Even the free trial is extremely good for Hootsuite, as it doesn’t restrict you that much and the analytics
are really good. So if you want to see the performance of any Tweets that you come up with, or any particular links that you compose, you can use Hootsuite to find out what that's done. Have you seen a lot of people going through directly to the website as a result of a Tweet that you came up with – for example? I think Twitter and Facebook, with a little bit of LinkedIn, are probably the key for authors.

**Sue:** I think one not to be underestimated is the power of a bit of planning. So you’ve got all the tools and the different apps that you can use on mobile and desktop. But I think you need to step back a bit and, even with just pen and paper, think to yourself ‘What are the topics that I’m going to be talking about?’, or ‘If I write a blog, what am I going to be putting on the blog?’

I was looking into this the other day and Paulo Coelho was writing a blog post every day (that’s going to sap all your time and you might find by the end of the year you’ve written some great blog posts but not a book!). I think just spending some time asking ‘When am I going to tweet?’, ‘When am I going to update Facebook?’ or even ‘What are the topics that I’m going to avoid?’. Social media is so interesting that you can quite easily disappear down rabbit holes. You can get into a conversation with someone, or maybe even someone says something negative about your book and you don’t know how to respond. Something like that can really put you off track. I think the best tool at your disposal is actually just a bit of time, even if it’s just half an hour a week, just to plan your activity. That’s my top tip and it’s free as well!

**Ashley:** I think evaluation is quite crucial. In this particular industry it’s going to be quite important to understand what people are reacting to. So if you come up with a particular Tweet and you get a massive response, then do more like that! It’s also good if you can keep a personal diary or a spreadsheet where you’re testing and you’re trialling different types of content at different times of the day. For example, you might find that a lot of your readership is going on to your Twitter account at 8 or 9 o’clock at night but until you trial it you’re never really going to know.

You also need to bear in mind the fact that Twitter is very much a natural timeline and you’re going to see every Tweet that goes out, whereas Facebook is a little bit cheeky with its algorithm. So, it’s definitely worth investigating the way your Facebook page or your Twitter account is reacting with your audience.

**Andrew:** Definitely think about what really suits you with your workload and commitments. So if you find that you can’t spend the time writing lots of different blog posts then maybe try Twitter.
and see how you fare with that. Ashley has made some very good points about Facebook and how it can be quite difficult sometimes to get that content to appear to the right audience at the right time, but definitely try various different networks and find the one that suits you best.

Also, there may be some forums that are particularly well suited to your niche subject area. Maybe do a little bit of research to see which forums people use and see if you can start using those to find your audience.

Amy: Sue, you were mentioning planning. I don’t know if there are an optimum number of times you should be making your account active on social media?

Sue: That’s one of the questions that we get asked a lot and I suppose it depends on what type of quality content you’ve got to put out there. If you’ve not got much to say and you really are just tweeting about your lunch then it’s not really going to be quality content! The real thing to bear in mind is about being genuine. You want to make sure that you make your community feels like you are this genuine person that they can engage with. So I’d say a minimum of a couple a day – this may sound like a tall order but once you get into it, and start replying back to people, that’s okay.

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What advice can you give me in terms of adding content to my website and keeping it updated to engage readers?

Ashley: The best way to get any type of fresh content on to any site is a blog. If you can get a blog on to your site you can constantly add additional content on there – even on a weekly or monthly basis. If it’s consistent and you’re adding fresh content on there that people are going to read – and they’re going to take an interest in and potentially give you feedback on – it can become content that’s very socially shareable. That will give you massive opportunities. So the key is to get a blog set up. WordPress is obviously the biggest in the world for a good reason - it’s extremely useful, so if you can get a good blog set up with a steady stream of content then you’re definitely on the right path to success.
**Sue:** Google loves fresh content and if you’re getting content out there – say you’re a crime writer and you’re blogging about writing crime fiction – then that’s a great way of people finding you and finding out about your work. It’s also a good way of keeping people engaged in between your books coming out, but at a pace of your choosing. Crucially it means that you do not have to engage round the clock but you’re still putting some fresh content out there, which, as Ashley says, is very shareable and keeps people interested.

**Ashley:** It’s longer form as well. So whereas you have a Tweet that is going to be limited to 140 characters, and with Facebook you shouldn’t be doing really long posts because it will just get shortened anyway, you can really go to town on your blog. Your blog could be 1,000 words long, or it could be 400 words long; a blog gives you more ability to go into more depth regarding any given subject. If you wanted to go into depth regarding a recent news story that might pick up some social, or search, traction then go for it.

**Amy:** Have you got any good examples of blogs you’ve seen that you think work really well?

**Sue:** Penguin or Hodder and Stoughton have some really good blogs. A lot of their authors will blog for them. They’ll do guest posts occasionally and then they’ll also write posts themselves as the publishers.

**Ashley:** Just on a more technical viewpoint, if you were looking at the search side of things (SEO) then the MOZ blog is a fantastic resource. Their blog will keep you informed about any potential changes and updates, so it’s definitely worth keeping an eye on there if you want to take the search elements relatively seriously.

**Amy:** Andrew, I know you work on our fifteeneightyfour site (the Cambridge University Press blog). Is there anything you’ve seen that works really well on the blog that perhaps an author could use when setting up or managing their own at all?

**Andrew:** So the fifteeneightyfour blog is cambridgeblog.org – it’s a blog where primarily our authors write the articles. Some of the articles might be just 400 words long, or they might be longer. Sometimes we’ll serialise a really long article over a number of posts and this works really well for bringing back regular readers. We’ve found that articles that pick up on topical stories tend to do really well in their social sharing and traffic. People are really interested in what’s happening now and so if your research is linked to something that is topical, or in the news, and if you can blog on that topic (or even just tweet) then you’re going to get attention.
Amy: I think I saw on our blog one of the most popular articles posted in the past year was one related to Frozen. Is that right?

Andrew: It was! One of our authors found a way to connect Wagner to the Disney film Frozen and that blog post did very, very well. It has consistently done well ever since we posted it!

Amy: I think that’s quite a good example, Andrew, of an author who has really written something that is very topical and current. This just helps capture people’s imagination and ultimately drives traffic.

Ashley: Absolutely, and that’s prevalent on social media as well. We didn’t really touch upon the use of hashtags but you can really use them to go and find conversations. For example, if you’ve got #authors and you see that this is a really popular hashtag that people are tweeting about all the time, then you don’t have to wait for your audience to find you. You can go to them and you can engage with them! It’s definitely worth investigating anything that you think might be relevant or certainly anything that’s timely. Find it, engage with it and you never know where it might take you!

Click here to watch this answer from Author Hub’s Google Hangout.

What tips can you share to ensure my website is optimised to appear high up in search engine rankings?

Sue: The first one in terms of SEO (Search Engine Optimisation) is to not get too bogged down with data and worrying about algorithms, even though all of this is very important. Simply ‘think like a human’ and think about the search terms people might be putting into Google. Earlier I mentioned being a crime writer. You might want to say you write about crime in East Anglia, whereas if you say something in your biography like ‘expect the unexpected’ no one is going to be searching for that phrase on Google, whereas they will be searching for things to do with crime fiction!

Think in a very logical human way about how people will actually find you. The second thing is to do with link building. How can you encourage quality sites to link to you? For example, if you’ve written that post about Wagner and Frozen, that’s the kind of thing that might get picked up in broadsheets, so could you then ask for a link back to your original blog post? If you can get a
link from The Guardian then that’s going to bring you lots of traffic over time. So do make that part of your policy – that when people are writing reviews about you, they put a link to your website at the end. So, it’s those two things really – think like a human and then encourage links.

Ashley: There are a few things I think you perhaps need to have a look at – if you’re not quite sure what people are searching for then use the tools at your disposal. Use something like Google Trends and find out what people are searching for within any given subject. For example, if you type ‘crime writing in East Anglia’ into Google Trends not only will it tell you how many people are searching for it, it will also give you some other suggestions. Maybe there’s more search volume around ‘East Anglia crime novels’ or ‘East Anglian crime novelists’? This tool is just going to give you a little bit more data that you’re then going to be able to incorporate into your website. Then within your titles and your meta-titles you’ll be able to incorporate these terms. Try to keep it natural and try to keep it organic. Don’t try to play the system because Google will understand what you’re doing and they’ll penalise you for it.

If you’ve got a WordPress blog and you’re looking to optimise that a little further then there are millions of plug-ins out there – the big one I’d recommend is Yoast. They create an incredibly powerful SEO tool that will help analyse your blog from an SEO perspective meaning that before you even publish an article you know how it’s going to perform. Is it long enough and has it got enough keywords, for example? If your keywords are ‘East Anglian crime novel’ then do those keywords appear in the title and are they included in the content, or are they used too much? Yoast will indicate all of these things and it will just give you a good indication of how that blog might perform if the site is optimised correctly.

Sue: It’s also about paying attention to the finer details as well. So every time you add an image make sure it’s got a title – something that might be relevant to the keywords people are searching for. Every time you add a link, give that a title and put your keywords in the headings and in the titles of the blog. If you add images make sure that they aren’t massive file sizes because, say for example, someone opens the site on a mobile, and it takes more than three seconds to load because the images are too big, then they’ll simply click away.

These are the sorts of things Google tracks and for those websites that have got low visibility, Google is going to score them less highly because they want to link people to sites that are good quality and easy to access. So it’s worth paying attention to the
finer points as well as thinking about all the work Google is doing behind the scenes to get people to your page.

**Andrew:** There’s definitely a sum of hundreds of parts to get yourself to the top of search engine rankings and it can take a long time! It’s not overnight. So whilst you can pay to get yourself there you’ve also got to spend an awful lot of money to get there. **Definitely pay attention to the smaller things you can do and then hopefully over time it will increase.**

We also have an Author Hub guide that comes with some very basic points on SEO – it’s a guide you can download from cambridge.org/authorhub.

**Amy:** Ashley you were mentioning Google Trends. I’m not sure if our authors will have heard of that before, so can I ask if you could just add a little bit more about how it works?

**Ashley:** So it’s a free tool that Google actually provides and it helps you make your keywords a little bit more relevant. So if you’re looking for a particular term, all you have to do is type it in as you would a normal search engine. It will then come up with how long would you like to spread this data over – you can even say two or three years so you can monitor a term over time.

So if you’re talking about the FIFA World Cup 2010, for example, you’ll be able to see that the search term would have peaked in 2009/2010 and it will have been on the decrease ever since then. Therefore, if you start talking about a subject like that now, you know you’re not going to be talking to that many people, and it would be better to talk about a future event instead. **So have a look at Google Trends. It’s free to use, it’s very simple and has a whole host of data that you’ll be able to harvest.**

**Amy:** Brilliant, thanks that’s really helpful. I guess from an author’s point of view, they can use it as a tool to see what topics are trending. So for example, if an author has written a title on astronomy, then they can find out what topics in that field are trending and use it as a way to engage with readers online.

**Click here** to watch this answer from Author Hub’s Google Hangout.
Can you explain how search engine optimisation (SEO) works, and is there anything I should bear in mind when using my social media accounts?

Ashley: If we just talk about the big search engines like Google, they want to make sure there’s as little between the person searching for a given term and the actual result they want to achieve directly from that. So the way that it works is, if you’ve got a really authoritative website with amazing content that’s being really heavily shared across the internet, then you’re more likely to appear higher up on search engine rankings for a given term than if you had a very poor website that was very spammy or that just wasn’t populated very much.

So in order to make that better for you as an author – for example, if you want to appear first for the phrase ‘East Anglian crime novelists’ then it would be a case of making sure you talk about that subject, and include the term ‘East Anglian crime novelists’, and that you’ve got a good amount of links linking back to your page with the specific term in question. There are a huge amount of algorithms that go into calculating exactly what Google does to influence rankings but if you’re writing naturally and you’re writing really good content that’s being promoted properly through the social channels then naturally you’ll see some progression.

Sue: As Ashley was saying, be aware of the different tricks that can help but don’t get so hung up that you end up writing a piece of content that is almost unreadable because it’s just so heavily loaded with keywords! You can spot something that’s been written by an SEO specialist because it’s so obviously been manipulated in an attempt to be picked up by search engines. Be aware of keywords and how to add them into headings, and all of those sorts of things, so that they’re going to be picked up by Google. But don’t let it affect the way you write too much because then it will affect your voice.

Andrew: One thing I’d add is that this question tags on with the question on ‘How do I use my social media accounts’. So if you are using Google+ then your Google+ posts will turn up in some search results almost instantly, particularly for people who are logged into their Google accounts. So if your audience is logged into a Google account such as Gmail, Google+ or YouTube then they’re more likely to see those posts from your Google accounts, especially if they’ve got some kind of contact or relationship with you already.
Recently Twitter struck a deal to get Tweet content back into Google search results. I've not seen any yet so I'm not quite sure when that's going to go live, or whether it will turn up in the US or Japan first, but this means that your Tweets should start appearing in Google search results soon.

**Sue:** Another point on that is YouTube. If you don't feel comfortable writing a blog then you can perhaps do little videos. There are so many different types of content that you can do, and you might find that not only is YouTube a great way of sharing interesting content but it will also come up quite highly in search engine rankings as well. If you name your video with a bit of an SEO focus and you get all of those keywords in there and you write a good description (which is something that people often overlook), you'll be ticking all of those boxes. You might then find that your content gets right to the top of the tree in the way that just a simple text blog post might not. So it's worth playing around with different formats, I think.

**Amy:** On the Author Hub website we've got a guide to doing author videos as well. We offer a service whereby if an author chooses to film a video themselves they can then send their footage to the Author Hub team. Or alternatively, they can speak to us about coming to a Press office to be filmed on site. We encourage authors to film their own videos because not only are they a very powerful way of actually being able to address your readers and engage with them, but – as you're suggesting Sue – videos actually appear quite high up in search engine rankings, meaning that they're a good way of making authors more discoverable.

**Andrew:** Just to add to your point there about making sure you add descriptive titles to your images, it's very important to do that from the point of view that search engines like Google will put a sample of images at the top of search results. So if you have correctly described your image then it may be that that image turns up in search results. When viewers click on that image they'll end up going through to your website, or your blog, or something else that's actually yours. So that's another way of improving your ranking.

[Click here](https://www.authorhub.com/guide) to watch this answer from Author Hub's Google Hangout.
If there was one social media account you could recommend that I should use as an author what would it be and why?

**Sue:** I’m going to do a politician’s style answer on this one. I think it might be better to pick one and do it really well, instead of trying to do lots and spreading yourself too thinly and finding that accounts are not being updated. I think it’s about finding something that you feel comfortable with, so you might be someone who just wants to do a quick piece to camera every other day, or you might feel that a blog is the best place for you.

Some people feel very comfortable with Twitter – people like Neil Gaiman, for example, or Margaret Atwood, who is also a big Twitter fan. But I think the trick is – particularly when you’re just starting out – find one or two areas that you want to go for and do them well.

**Ashley:** I’m going to be well and truly off the fence and I’m going for Twitter. I think it’s just the way you can interact with the audience. You can engage with them and you can find them. So if you aren’t attracting the kind of people that are going to discuss a particular conversation or topic, such as your book, with you then you can go out and find the right audience and engage with them.

I think Twitter for an author is invaluable and I think that’s certainly where you should start. If you find that you’re not comfortable using it then perhaps try and have a look at Facebook. Perhaps create a Facebook Author Page (click here to view ‘Author Hub’s guide on how to create a Facebook Author Page’) and use that to see if it’s a bit more within your comfort zone. But, for me, being able to tweet and being able to do it on a consistent basis without coming across as a little bit ‘spammy’ or untoward, as it might on Facebook, means that Twitter would certainly be the tool I’d be using if I was an author.

**Andrew:** I think that if you have the benefit of something that’s very visual – so say if your work or research is in the Arts or Humanities, for instance – then you might have the chance to take a lot of pictures. Using those on something like Pinterest or Instagram might just be a slightly different way of you being able to come across as an expert in your field, to reach a different audience and to really shine with something that
**Q8**

**Do you have any examples of individuals who have used social media effectively?**

**Sue:** Yes, so the two I mentioned a little while ago – Margaret Atwood – she’s a big fan of Twitter and gets a lot of engagement from it. Somebody like Neil Gaiman. He’s got something like 1.8 million followers, and Paulo Coelho, he’s someone who’s very good on different mediums. I’d also suggest having a look around something like [Goodreads](http://goodreads.com) because a lot of authors use that as their platform. Recently I was looking at Isabel Allende and reading some of the author Q&As that were going on with her.

There’s also a Scottish author I quite like called Andrea Gillies who’s quite good on Twitter. She’s hilarious and wrote some quite funny Tweets when the Scottish referendum was going on. She hasn’t got a million followers, but is just a nice example of someone I wouldn’t have heard of before and who came to my attention just from being funny and engaging on Twitter.

Again if you go back to the publisher websites you’ve got Hodder and Stoughton, Penguin and even Cambridge University Press! Have a look at some of the authors there. Look at who is rising to the top and see who the publisher is promoting because they’ll be talking about the authors with the social media feeds worth following.

**Ashley:** The way that I see Twitter, as I said, is very much a communicational tool and I think Paula Hawkins is doing it exceptionally well at the moment. She’s just released *The Girl on the Train* and it’s had phenomenal success and yet with that she still replies to individual Tweets. I tweeted her saying that it was an absolutely fantastic book, completely gripping and I couldn’t put it down, and she took the time to reply to me. I found that a really touching gesture. I think if you can use Twitter in that sort of manner, and really use it as a way to interact with your audience, then you’re doing well. I feel that Twitter helps break down the barrier, and for me that’s definitely a huge success story.
Regardless of whether you’re going to have an account, people will use social media to talk about you and your work. But if you have an online presence you then have the opportunity to take advantage of this exposure!

**Andrew:** I was going to say Margaret Atwood as well! Simply because she does engage with her audience, she replies, she retweets a lot of people and she shows her personality through her accounts, in that she talks about the subjects she's interested in, and retweets information about them as well. I think the fact that she’s there, and she’s actively engaging with people who are interested in her and the subjects that she’s interested in has done her a big favour.

**Amy:** So a couple of Cambridge University Press authors that sprung to my mind are [Christopher P. Long](https://www.cambridge.org/uk/authors/christopher-p-long) and [Michael Scott](https://www.cambridge.org/uk/authors/michael-scott) – Christopher has pretty much every single social media account going and is incredibly proactive. Similarly [Michael Scott](https://www.cambridge.org/uk/authors/michael-scott) is another author who is incredibly proactive on Twitter and uses it as a way of engaging with readers in a very effective way.

Another author worth mentioning is [Richard Brown](https://www.cambridge.org/uk/authors/richard-brown) – Richard runs a very good blog and a website and uses them to engage with readers very effectively.

[John C. Wells](https://www.cambridge.org/uk/authors/john-c-wells) is another interesting example to give – John used to run a very popular Phonetics blog and the contents of that blog actually helped to inform the contents of his most recent title with the Press, a book called *Sounds Interesting*, which was published last year.

And finally another author that sprung to mind was [Dean Anthony Gratton](https://www.cambridge.org/uk/authors/dean-anthony-gratton). Dean has something like 300,000 followers on Twitter – which is an impressive stat in itself. But personally what I think makes his account work is that you get a sense of who [Dean](https://www.cambridge.org/uk/authors/dean-anthony-gratton) is as a person on Twitter. You get a real appreciation of his sense of humour. He also tweets very regularly and might post related news articles alongside personal things about what he's up to. I also really like his profile description, which describes him as a 'husband, cook, foodie, wine lover, best-selling author and columnist'! As readers you get a well-rounded picture of who he is as an author, and personally that’s what I like when using social media – so I’d definitely recommend checking out all of those accounts if you’re an author and you’re looking at trying to improve your social media strategy.

Something I just wanted to end on was that, when I attended the Futurebook conference in London last year, there was a panel discussion on using social media. Panellists included people from [YouTube](https://www.youtube.com) and [Tumblr](https://www.tumblr.com) and other huge online brands, and one of

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the things they said was that the promise of using social media wasn’t really its ability to target huge volumes of people, but actually its ability to target specific groups of people – and to even target ‘niche’ groups of people – perhaps in a way that wasn’t ever achievable before.

Sometimes in Academic Publishing there’s the perception that social media doesn’t really have a role, but I think all of those points help illustrate that it really does, especially if authors can use these tools as a way of engaging with specific fields, and subject interests, and really have a conversation with their readers.

Click here to watch this answer from Author Hub’s Google Hangout.
Do you need advice on how to use social media effectively?

If so, then visit our Author Hub

Here you will find:

• A set of resources designed to help you engage with your readers and make yourself more discoverable online

• Resources available in a range of formats including PDF, video and animation

• A bespoke video service for authors – speak to the team about filming an author video to help promote yourself and your work

• Personal advice from the Author Hub team – email authorhub@cambridge.org