
UNIVERSITY OF
CALIFORNIA PRESS

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!

- Bluesky: @ucpress.bsky.social
- Instagram: @uc_press
- Facebook: @ucpress

UNIVERSITY of CALIFORNIA PRESS

Add 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 and to your bio.

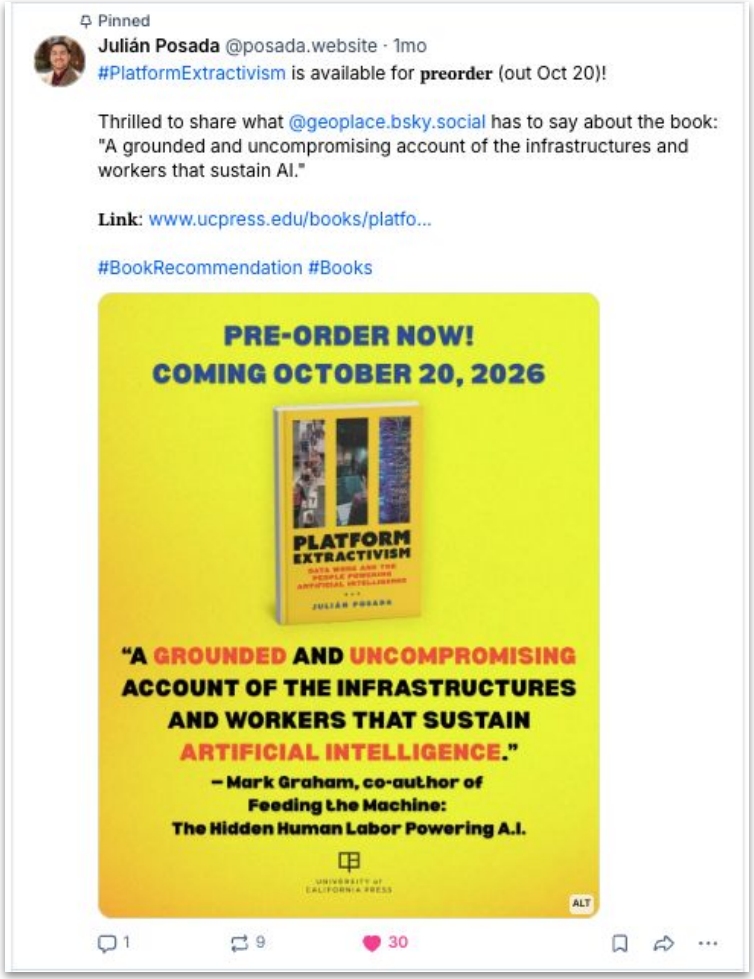




UNIVERSITY of CALIFORNIA PRESS

Add a Pinned Post

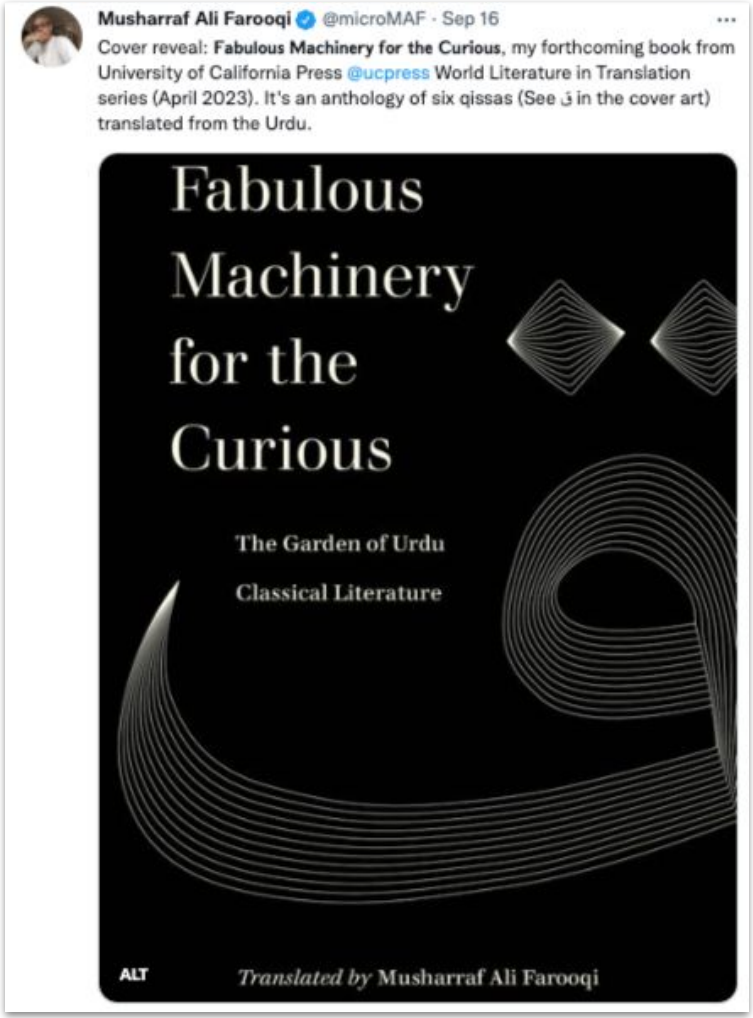
We recommend making important book announcements (like your pre-order post) a pinned post, so that it stays at the top of your profile.



UNIVERSITY of CALIFORNIA PRESS

Cover Reveal

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



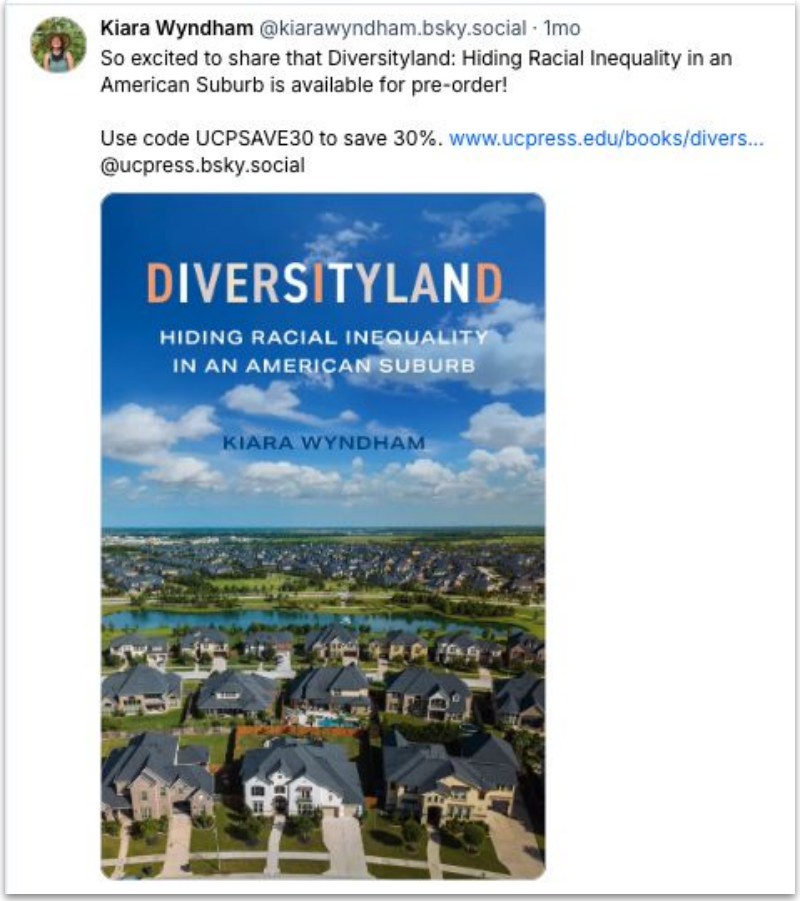
UNIVERSITY of CALIFORNIA PRESS

Announce 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 design a graphic using Canva.



UNIVERSITY of CALIFORNIA PRESS

Author Copies Arrive

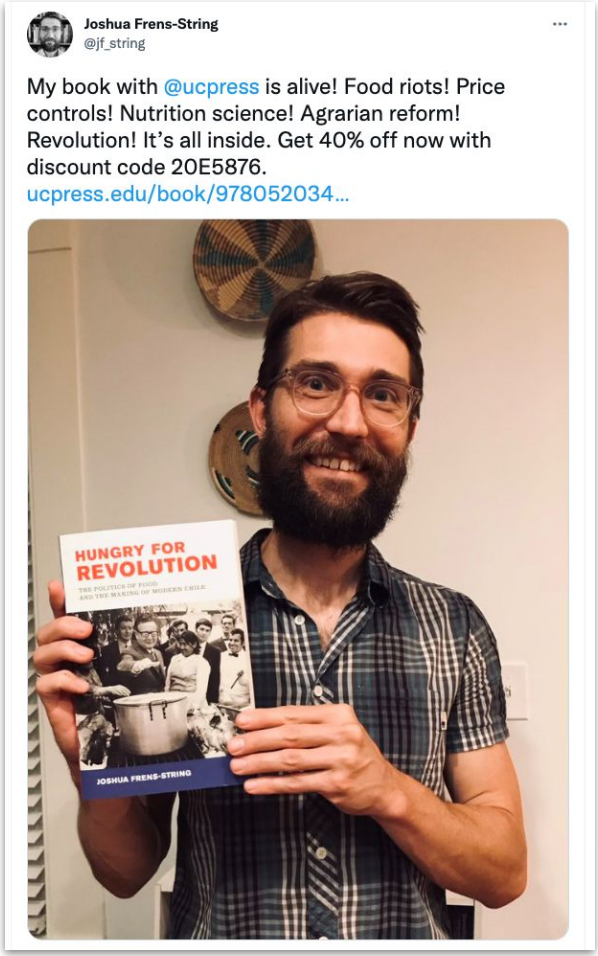
Why not share this joyous moment with your followers? Share a photo with the book or an “unboxing” video.



UNIVERSITY of CALIFORNIA PRESS

Book Selfie & Discount Share

Once you receive your first author copy, share a selfie with the book. You could also include the 30% discount on your book flyer, or any special promotions we're running (such as a 40% conference special).



UNIVERSITY of CALIFORNIA PRESS

Pub Day Thread

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

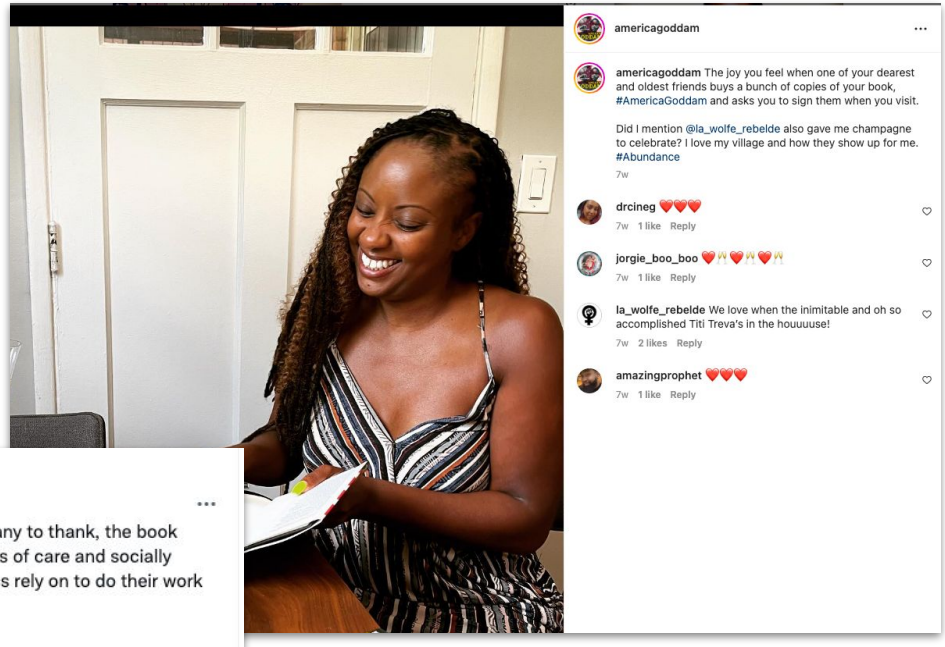
[Click here to see the full thread.]

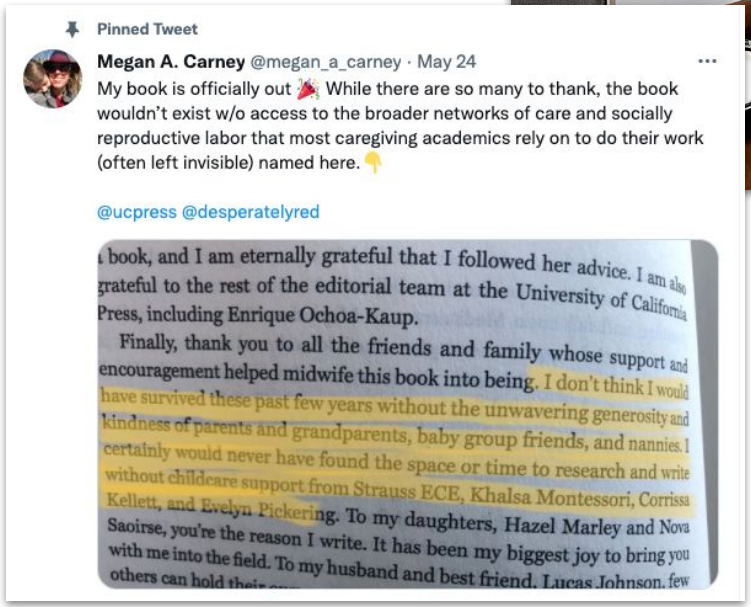


UNIVERSITY of CALIFORNIA PRESS

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.





UNIVERSITY of CALIFORNIA PRESS

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.

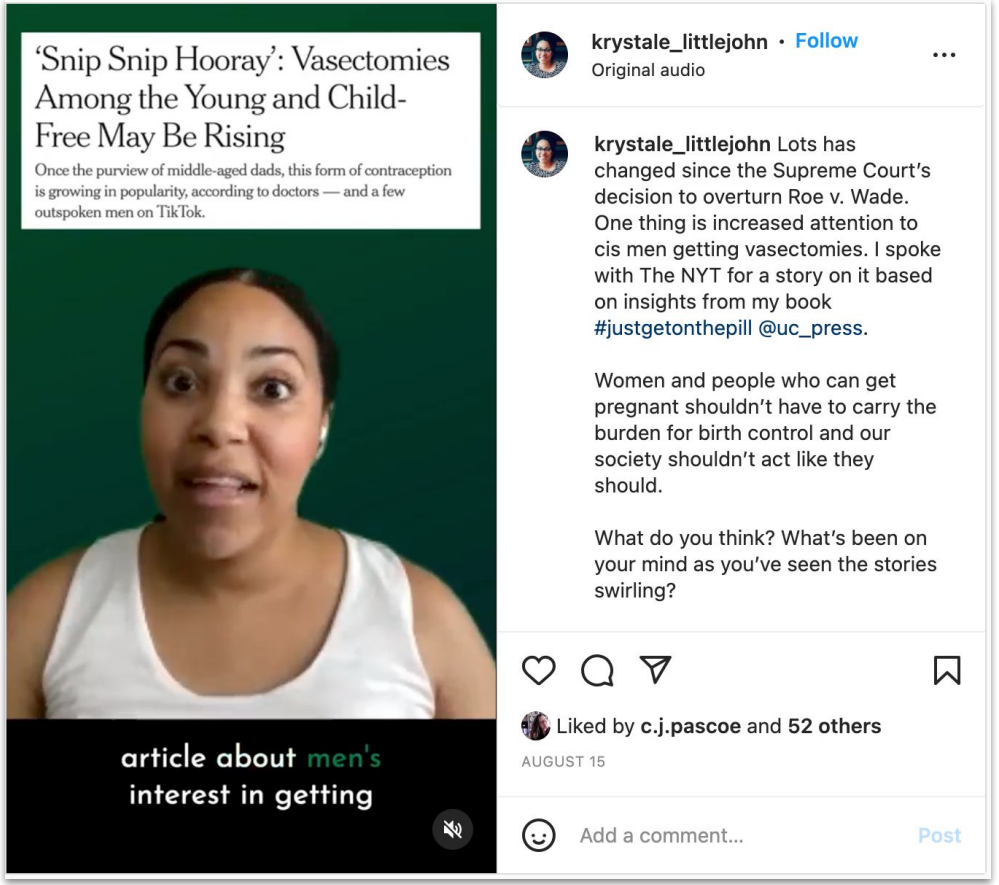


UNIVERSITY of CALIFORNIA PRESS

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.]



UNIVERSITY of CALIFORNIA PRESS

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.]



UNIVERSITY of CALIFORNIA PRESS

Encourage Your Networks to Help Spread the Word

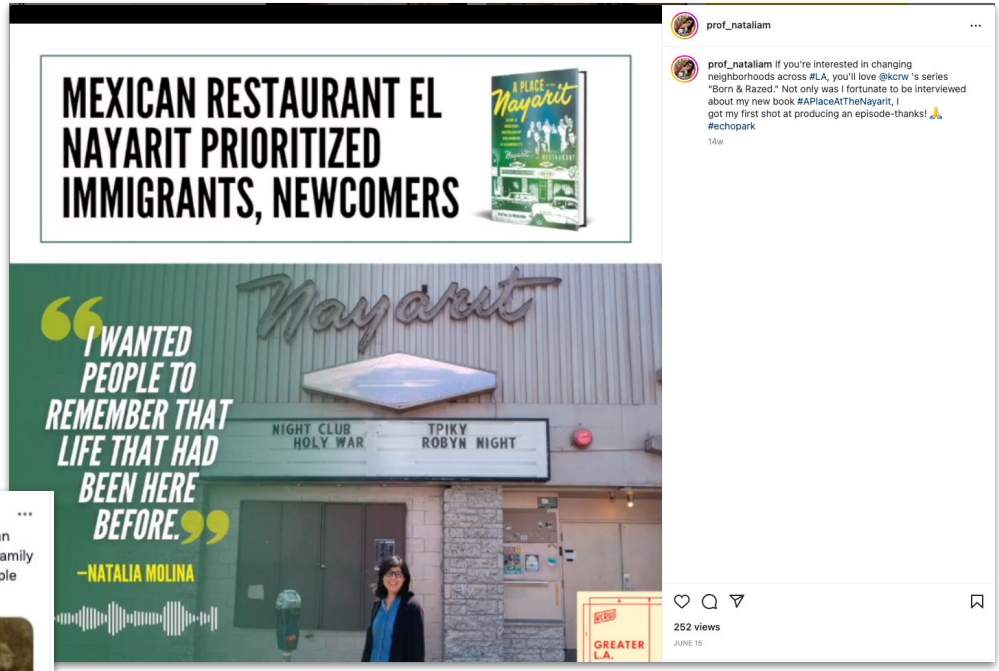
Ask your colleagues to help spread the word about your book by posting on their own accounts.



UNIVERSITY of CALIFORNIA PRESS

Share 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.





UNIVERSITY of CALIFORNIA PRESS

Leverage 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.



UNIVERSITY of CALIFORNIA PRESS

Promote Your Conference Session

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



UNIVERSITY of CALIFORNIA PRESS

Share a Booth Selfie

Visit our booth and post a photo of your book.



UNIVERSITY of CALIFORNIA PRESS

Share Your “Book in the Wild”

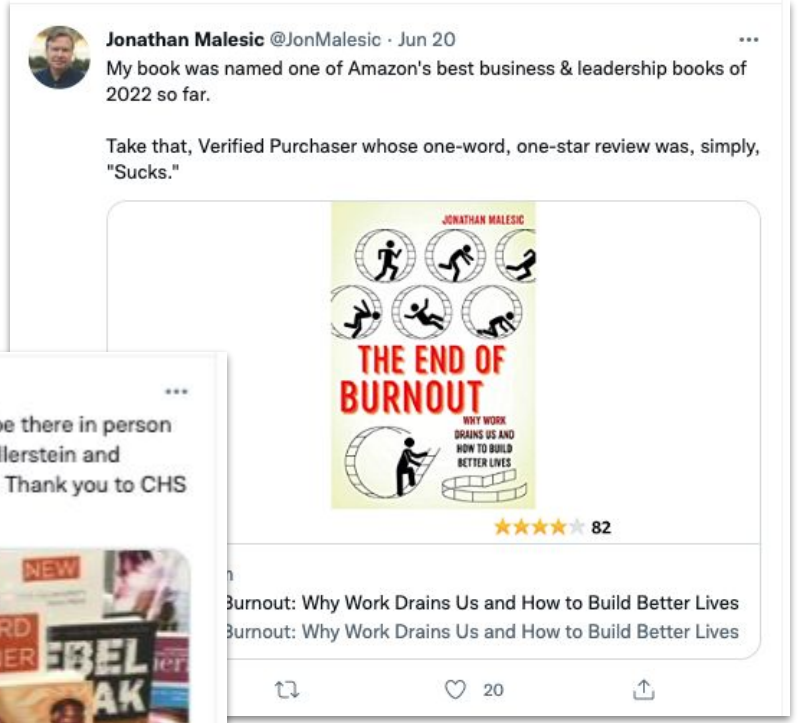
Did you spot your book in your university bookstore? Snap a photo and share on social.



UNIVERSITY of CALIFORNIA PRESS

Share Awards & Recognitions

Take a moment to celebrate you wins.





UNIVERSITY of CALIFORNIA PRESS

Thank you!

UC Press Marketing, Sales, and Publicity

UNIVERSITY of
CALIFORNIA PRESS



UNIVERSITY OF
CALIFORNIA PRESS