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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](#)



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.



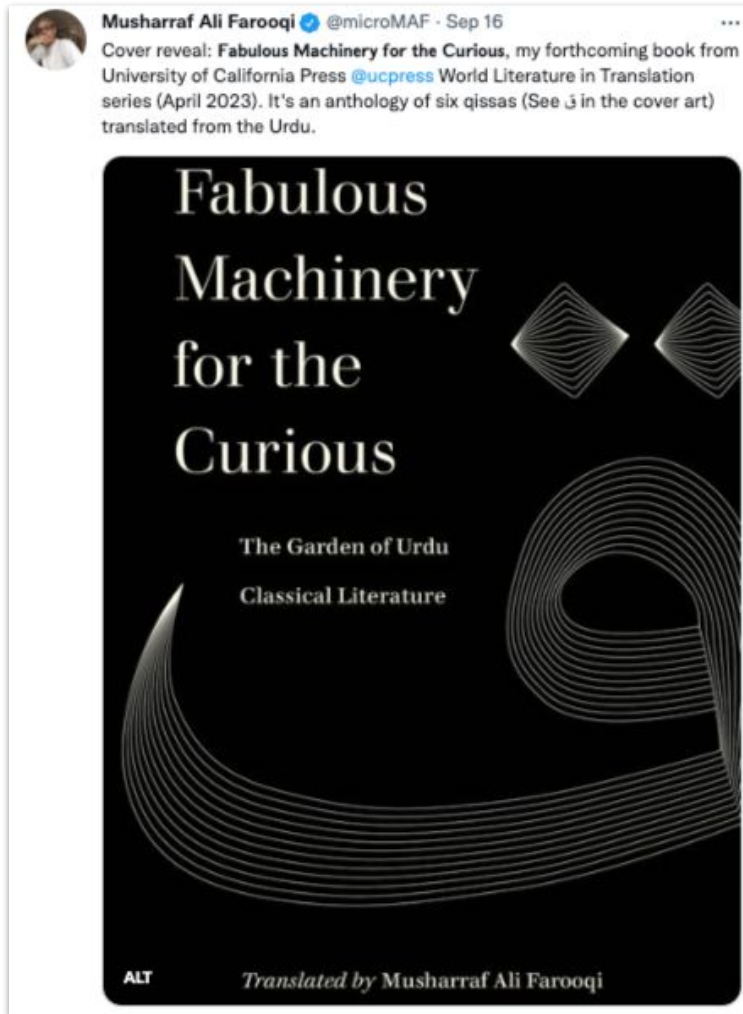
Add a Pinned Post

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



Cover Reveal

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



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.

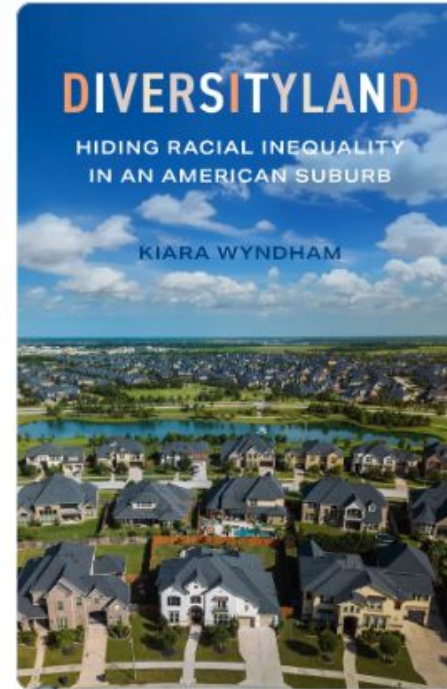
You can also design a graphic using Canva.



Kiara Wyndham @kiarawyndham.bsky.social · 1mo

So excited to share that Diversityland: Hiding Racial Inequality in an American Suburb is available for pre-order!

Use code UCPSAVE30 to save 30%. www.ucpress.edu/books/diversityland
@ucpress.bsky.social



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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

...

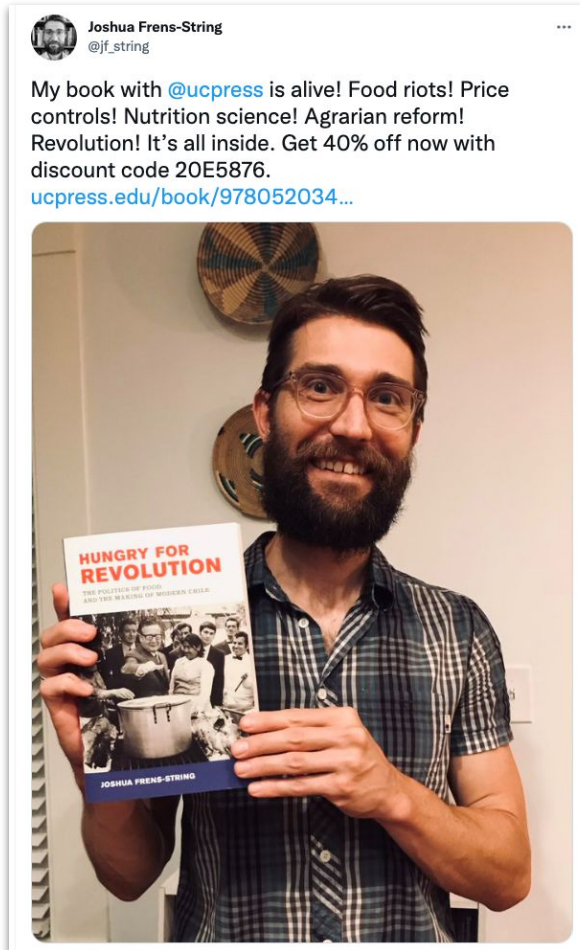
Wow it's finally here 🤯 Author copies arrived in the mail today & I'm overwhelmed.

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 on your book flyer, or any special promotions we're running (such as a 40% conference special).



Pub Day Thread

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

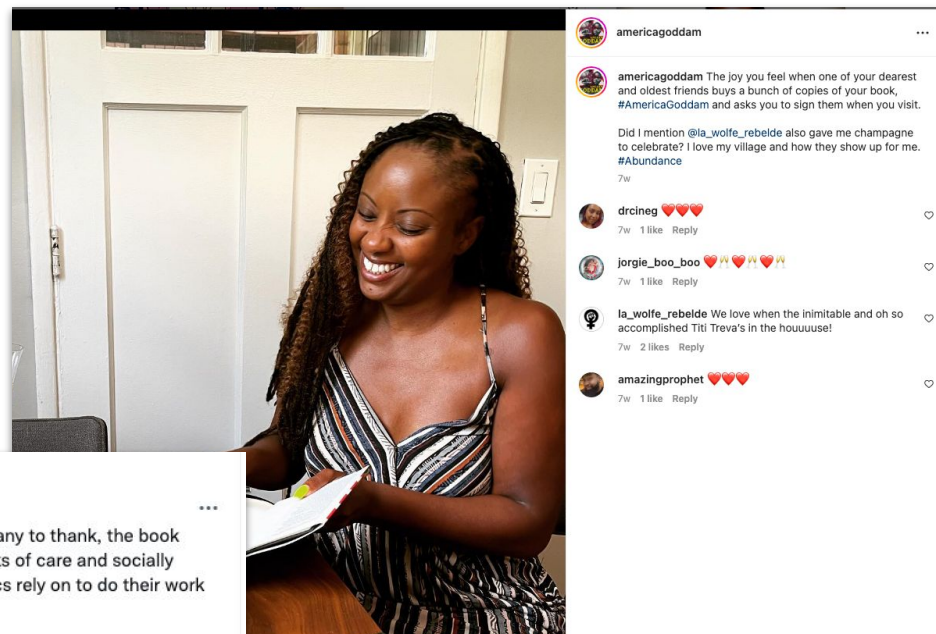
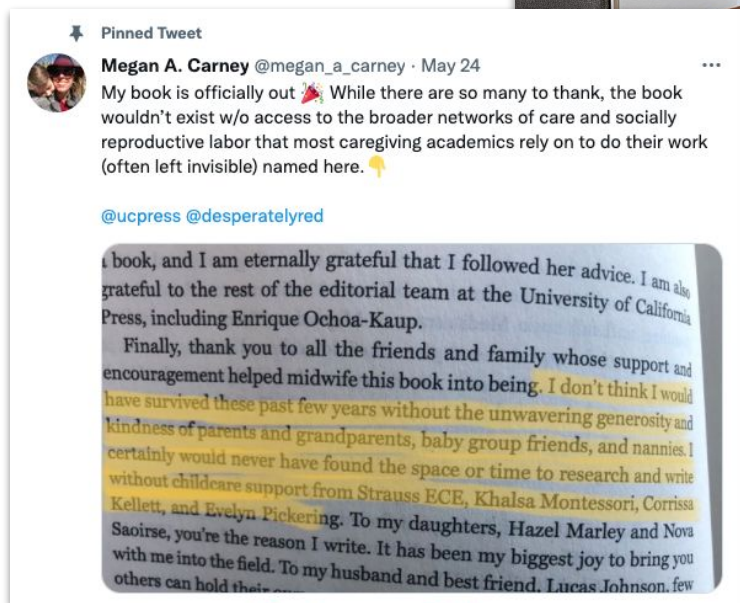
[Click here to see the full thread.](#)



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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

Saturday, 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

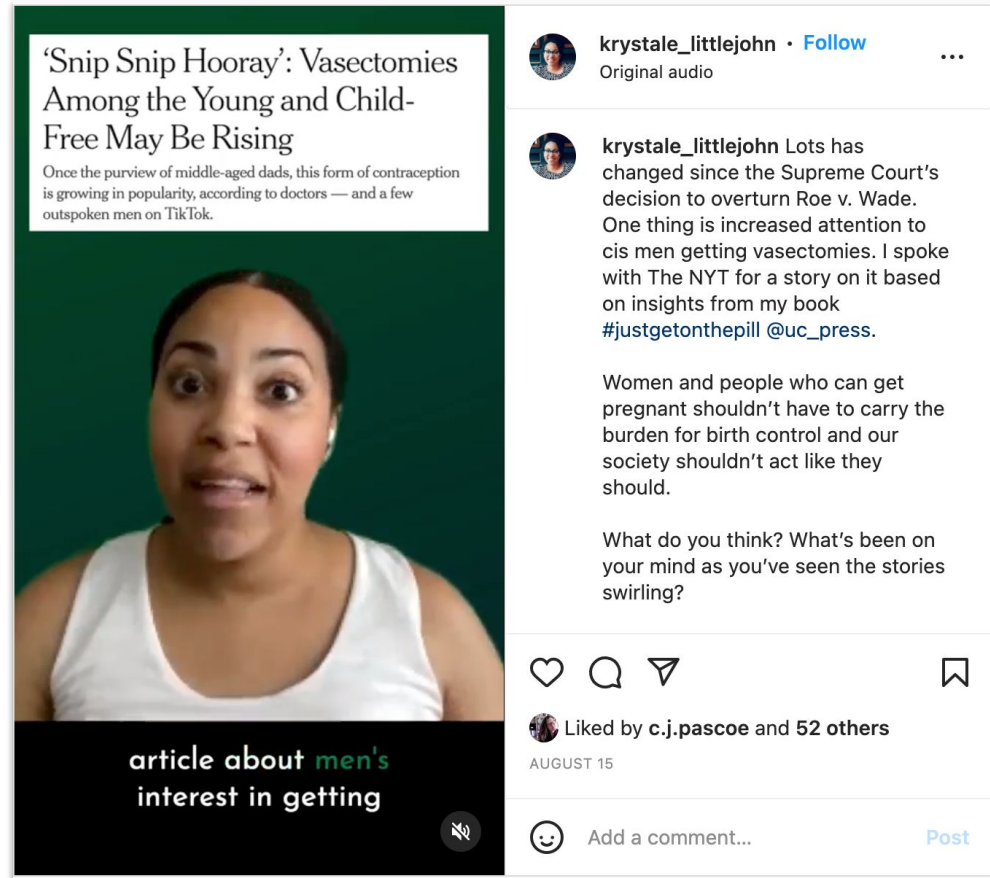


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Author Video Content

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

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



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.](#)



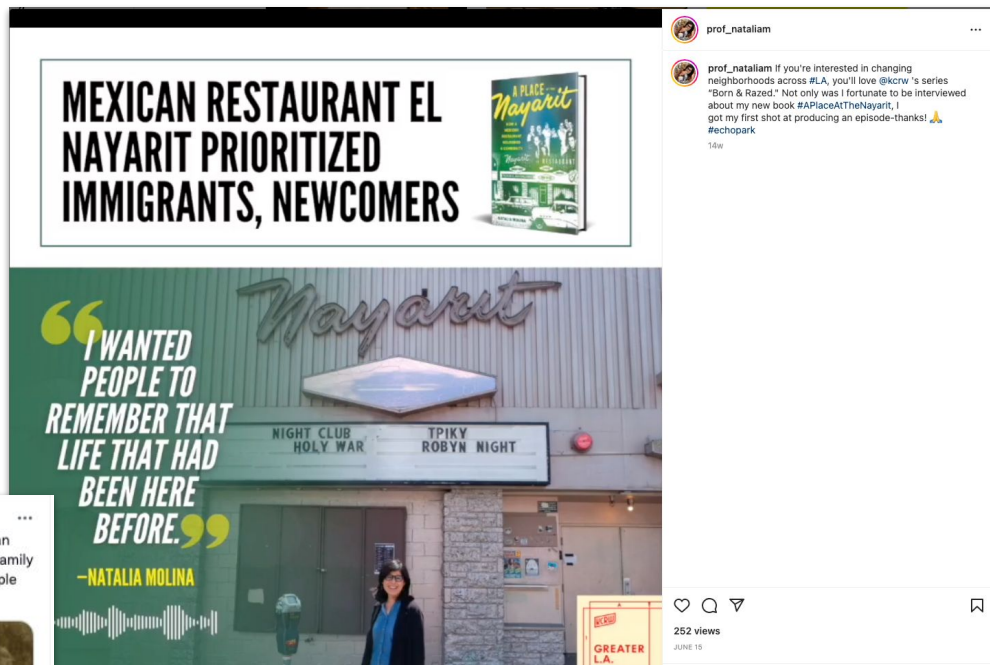
Encourage Your Networks to Help Spread the Word

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



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.



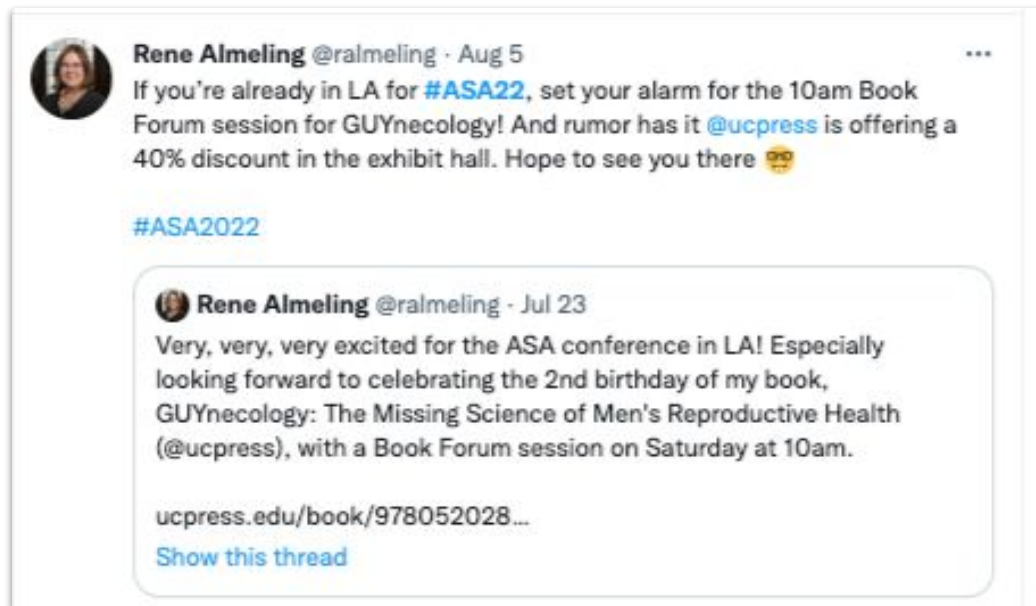
Leverage Awareness Days & Hashtags

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



Promote Your Conference Session

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



Share a Booth Selfie

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! ***



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Share Your “Book in the Wild”

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



Share Awards & Recognitions

Take a moment to celebrate you wins.



Christy Thornton @llchristyll · Aug 9

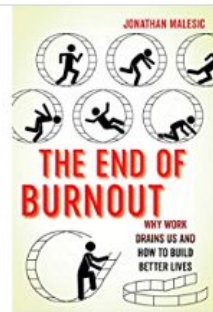
It was a whirlwind trip to [#ASA22](#), but it was so cool to be there in person to accept honorable mentions for both the Immanuel Wallerstein and Barrington Moore awards for *Revolution in Development*. Thank you to CHS & PEWS!



Jonathan Malesic @JonMalesic · Jun 20

My book was named one of Amazon's best business & leadership books of 2022 so far.

Take that, Verified Purchaser whose one-word, one-star review was, simply, "Sucks."



★★★★☆ 82

Burnout: Why Work Drains Us and How to Build Better Lives
Burnout: Why Work Drains Us and How to Build Better Lives



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Thank you!

UC Press Marketing, Sales, and Publicity





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