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Build Your Platform with Twitter and Facebook Handout / Resources

Build Posts that Get Results:

3 Parts to successful posts:

1. Message

Interesting. Not just title of your blog post. Use Key Words. Use exciting words: learn, discover, explore...

2. Link

Always include a link. To book buy page (Not always Amazon), web site, Amazon page, Goodreads Page, guest posts, articles you wrote, etc. This is your CTA (Call to Action).

3. Hashtag

in front of Key Words. And/or add at end. Examples: #ChristianBook #Jesus #Writing

Keep your Twitter & Facebook flowing w/ minimum time

Create once. Store in Excel. Reuse.

Use Excel to store Links, Tweets, and Facebook messages.

Saves time. Keeps tidy. Easy to add, rearrange.

Use different **Excel Pages** for:

- Links: for easy grabbing: All book buy pages - Amazon, Barnes & Nobel, Smashwords, book videos, etc. Links to all sites and pages.
- Blog posts – Columns for Title, Post date, Link to post, etc.
- Book Tweets
- All other Tweets
- Facebook messages

Scheduling Twitter:

- Free Buffer.com account – 10 posts
- Free Hootsuite.com account – 5 posts (used to be 30)
- PAID Plans: Twittimer.com Buffer.com Hootsuite.com

I use different scheduling service for different purposes. Buffer for book sale Tweets. Hootsuite for special events. Etc.

Copy / paste your already-created Tweets into Buffer or other scheduler.

Scheduling Facebook:

- On your Author PAGE (not your profile)
- Publishing Tools on left, then Schedule Posts, then Create Post. Set time and date to post.

Can use your same stored Tweet messages or can adjust, make longer.

Strategies for More Followers & Traffic

How to gain Followers on Twitter:

- Find your ideal audience at your competing authors or books and Follow their followers on Twitter
- Post often: 1 – 3 book Tweets per day plus other Tweets

Strategies for more Traffic on Facebook:

- Send Invites to Like your Page – under three dots, “Invite Friends”
- Like others and partner with friends
- Post FIRST to your Author Page, then share to your Profile
- Post during High Traffic times, such as start of lunch hour
- Offer more on your Author Page – they must Like your Page to get it.
- Do not worry about disappointing Unlikes – it’s honing your audience.

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Bio:

Dianne has placed 300 articles in print magazines, many more in online magazines, contributed to 22 books, and is the author of 6 print books and 7 more e-books. Writer / Producer / Director of award-winning short films.