

## **Create And Master Your Facebook Author Page**

### **10 Benefits Of A Facebook Author Page**

1. Gather a Faithful Following
2. Further Spread Your Message & The Gospel
3. Acts As A Mini Website
4. Find Ways To Connect With Your Audience
5. Share Your Content
6. Promote Your Books, Blogs, Articles
7. Experiment With Writing Styles
8. Host Fun Giveaways
9. Interact Within A Fun Community
10. Promote Fellow Writers

# 1. Create

## How To Create Your Author Page

Your professional author page and personal Facebook account should remain separate. Your page will be managed from, but not connected to, your personal Facebook account.

1. **Log in** to Facebook
2. Bottom left sidebar: **Create A Page**
3. **Artist, Band, Or Public Figure**
4. Choose **“Author”** from drop down
5. **Type your name**, as it appears on books, articles, your blog, and business cards.
6. **Here is your new page!**

## Optimizing Your Facebook Author Page

7. **Lefthand side:** Click “Create Page @Username”, type in desired author name, click Create Username.
8. **Profile photo:** Ideal size is 180px by 180px. Don’t use a fuzzy image!
9. **Cover photo:** Ideal size differs from desktop to mobile. Ideal size: 828px by 465px. However, on desktop, your image will be cropped shorter. So if you choose to use text on it, be careful to not place it too close to the bottom or top, where it will be cropped. (More info and help: <http://louisem.com/52407/facebook-cover-photo-mobile-template>)
10. **Add Short Page Description**
  - **Your genre, story, what you write about, published books**
  - **Example:** “Into my hand was placed a mason jar full of pennies-a mason jar heavy with the weight of exactly 936 shiny copper pennies. It forever changed how I parent.”
11. **“...” > “Edit Page Info” under cover photo**
  1. Add an additional description
  2. Add email
  3. Add website
  4. I would recommend not adding phone number or address (unless you have separate ones for your writing business)
12. **Create “Sign Up” Button (for subscribers) under cover photo**
  - Click “Get In Touch” Then “Sign Up”
13. **Start gathering followers. Invite Your Friends!**

## 2. Post

### Finding Content To Re-share

- Re-sharing content helps promote fellow writers
- Gives your page additional “voices”, and perspectives that your readers may appreciate
- Populates your page with valuable content
- Increases engagement on your page, which increases your visibility

### Find pages who share like-minded content

#### Strategy 1:

1. Go back to your personal Facebook page
2. Left sidebar: “Pages”
3. Top left: “Top Suggestions”
  - Facebook will offer suggestions along with your interests

#### Strategy 2:

1. In the top search bar, type a category surrounding what you write about, and your audience is looking for.
2. Select “Pages” from top menu
3. Select “See more”
4. Click “Like” on several of these pages

### Ok, now to see and re-share their content

- Click “Pages Feed” on left sidebar. This page shows you all recent posts from the pages you have “Liked”
- Find posts that your audience will appreciate. Click “Share” on that post.
- A drop down will appear, click “Share...”
- From the top dropdown, select “Share on a page you manage”, and select your Author page.
- Type in a short comment, and click Post

## **What are the best types of posts to re-share?**

- Encouraging posts (avoid anything discouraging)
- Posts that your audience will connect with
- Memes! People love memes that they can relate to. They are highly likely to click “Like” and re-share, which spreads your page around.
- Funny videos
- Well-done, short read blog posts

## **Sharing Your Own Content**

- Your own blog posts. You can cycle through these
- Photos with short stories (people LOVE these!)
- Memes, if you have time to create them. Try a program called “Picmonkey”
- Facebook Live Videos. Write a short script of points to hit on. Announce when you’re going live ahead of time. Ask questions to encourage live engagement.

## **Scheduling Content**

Save time and sanity by scheduling posts ahead of time. I use “**Hootsuite**” ([www.hootsuite.com](http://www.hootsuite.com)), a free social media scheduling program. Schedule an hour a week to sit down and fill your schedule.

## **Post When Inspiration Hits - Share your day with your followers**

Download the “Pages” app on your phone to easily upload a photo and short story during the day, without opening up the laptop.

### 3. Invite

#### **Grow Your Following: Invite Those Who Engage!**

Now that you are consistently sharing content that people are Liking, Sharing, and Commenting on, it is time to invite them to Follow your page!

1. Under each post, you can see how people have engaged. Click on this list of names
2. To the right of their name, it will list whether this person already “Likes” your page. If they are not following, **you have the option to “Invite” them directly!**

#### **Find Blogging And Writing Networks**

Much like finding pages to follow, use the top search bar to find blogging and writing network groups to cross-promote.

#### **Above All, Spread The Good News**

Whether you have 5 followers or 5,000, you are a beacon of light to a lost world. You never know who’s eyes your posts will go before. Before you ever hit that “Post” button, consider how it represents the Gospel and encourages hearts.

“What you heard from me, keep as the pattern of sound teaching, with faith and love in Christ Jesus. Guard the good deposit that was entrusted to you—guard it with the help of the Holy Spirit who lives in us.” 2 Timothy 1:13-14