



Hi Author Learning Center,

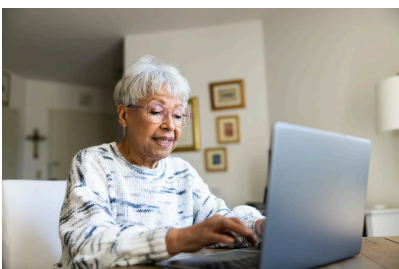
In this week's issue of *Noteworthy*, we're covering Tip #4 in our "**Practical Book Marketing for Authors**" series: **social media**.

We know social media can be intimidating, especially for authors that are less tech-savvy or don't enjoy sharing what is going on in their personal or professional lives in a public forum. While having a strong digital presence is important for authors, it doesn't mean you have to be active on every social media channel every day. The keys to success with social media are finding the right platform for reaching your target readers and engaging with them on a consistent basis.

Below are valuable insights and tips for identifying the best social media platform/s for you and your book, and for developing a content plan that will complement your other book marketing efforts and capture the attention of readers. With the right platform and strategies, you can effectively reach a global audience and build a loyal readership long-term.

Strengthen your digital presence and build an online following!

Featured Resources



Ten Tips for Navigating Social Media

Learn ten best practices for using social media when technology and social sharing are not your forte.

[**Learn social media best practices**](#)

Identifying the Right Platforms for You

Discover the top social media platforms for authors and the types of readers that can be reached on each.



Identify the best platforms for you

Making Social Media Manageable

In this *Ask Sheila* post, Sheila shares how to make your social media efforts both effective and efficient.

Discover how to keep it manageable



Developing a Winning Content Strategy

In this recorded webinar, Beth Kallman Werner reviews how to create engaging and authentic social content.

Develop a content strategy

UPCOMING LIVE WEBINARS:

Sept. 16: How the Author Learning Center Can Support and Enhance Your Author Journey - *with Sheila Manna, ALC's Author Education Specialist*

Sept. 17: One Book, Five Audiences: How to Change the Pitch Without Changing the Story? - *with Steve Piacente*

Sept. 22: 7 Secrets to Finish Your Nonfiction Book Sooner Rather than Later - *with Pete Nikolai*

Sept. 24: The 5 Elements of Plot - *with Jeanne Lyet Gassman*

Register for an event



Industry Insights

[Social Media for Authors: 2025 Data from 850+ Authors](#)

[Top 70 Writing Influencers to Follow in 2026](#)

[Best Social Media Platforms for Authors in 2026: A](#)

[Practical Guide from ALLi](#)





Contests & Events

[The Poetry Society Ntl Poetry Comp.: 10/31 deadline](#)

[The Bath Children's Novel Award: 11/30 deadline](#)

[Portland Book Festival: 11/2-11/8; Portland, OR](#)

[Texas Book Festival: 11/14-11/15; Austin, TX](#)

Ask Sheila

ALC's Author Education Specialist, Sheila Manna, writes a biweekly blog with answers to common questions asked by you, the ALC community. Check out the blog to see if your questions have been answered.

[Read the blog](#)

Got a question you can't find the answer to? Submit your question for a chance to have it featured and answered in a future blog entry!

[Submit a question](#)



Keep writing, keep dreaming. The Author Learning Center is with you every step of the way.



www.authorlearningcenter.com



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