

How YOU Can Help Market Your Book



BEFORE publication . . .

Add your book's ALA Store page to your email signature

Add a link to your book's ALA Store page to your Twitter, Facebook, YouTube, and/or Instagram profile; use your book's cover image as your profile or cover image.

On your LinkedIn profile, add "author of . . ." to the "Professional Headline" and add your book as a "Publication" using this guide.

Let us know as far in advance as possible if you are attending any conferences or events. We can provide free customized marketing materials that will help you spread the word about your book.

Consider joining the [Goodreads Author Program](#). Find your book on Goodreads (if it's not there, let us know and we'll add it!) and share the link with your friends and colleagues.

AFTER publication . . .

Email your contacts (include colleagues, friends, associations you are part of and listservs you subscribe to) to announce your book's publication and make sure you include a link to the book's ALA Store page.

Post on Twitter, Facebook, Instagram, YouTube, and/or LinkedIn when your book publishes, linking to the press release or ALA Store page. Pin the post to the top of your feed for extra exposure.

Recommend that your library, organization, or institutional bookshop purchase copies of your book.

Get your library, organization, or institution to repost our ALA press release when your book publishes and/or include details in a newsletter or email update.

Add "author of . . ." to the byline of every article or blog you write (or presentation/talk that you give).

Create 3 to 10-minute video book talks for ALA staff to e-blast and post to social media.

Submit conference presentation proposals related to your book, including for poster sessions and seminars.

Engage in weekly conversation with social media communities related to your book. A list of recommended Facebook groups and their current followings appears on the next page of this document.



How YOU Can Help Market Your Book



Facebook Page

Following

Library Think Tank - #ALATT on Facebook	54.9K
Bossy Librarians - for library managers on Facebook.....	1.5K
Business Librarians - for business and finance librarians.....	638
Collection Development Support	3.3K
Creative Librarians - crafts, programs, activities.....	812
Digital Librarians & Developers in the Stacks - tech	601
Deeper Library Think Tank	4.5K
Flannel Friday - beyond-the-book children's experiences	4.6K
The Grown-Up Table: Library Programs and Services for Adults	5.3K
IFLA - LSN, Library Services to People with Special Needs	2.8K
ILLers; a Facebook Group for Interlibrary Loan Librarians	1.7K
Intellectual Freedom Fighters	487
League of Librarian Gamers - ALA GameRT	4.6K
Librarians in the Northwest	1.9K
Libraries and the Opioid Crisis	662
Librarians for Social Justice	407
Libraries & Social Media	14.5K
Libraries Step Up (in times of crisis)	5.2K
Library Cons and Fests	968
Library Coffee Shop Talk	723
Library Employee Support Network	9.0K
Library Marketing and Communications Conference Group	1.7K
ACRL Library Marketing and Outreach Discussion Group	5.3K
Library Management Group	10.4K
Library and Information Professionals	8.9K
Library related people	3.1K
MakerSpaces and the Participatory Library	5.1K



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Following

Millennial Programming Ideas.....	1.0K
Museums + Libraries.....	1.1K
Music Librarians.....	901
Advocate for Your Public Library: Paging America!.....	536
Programming Librarian Interest Group.....	29.4K
Readers' Advisory for Library Staff.....	3.2K
REFORMA Think Tank (for Latin American/Spanish speakers).....	876
Solo Librarians Network.....	707
STEM in Libraries.....	4.0K
Technology Training and Libraries.....	2.8K
Teen Librarians.....	6.1K
Teen Services Underground.....	9.1K
Teen Think Tank.....	1.5K
Tiny Library Think Tank.....	2.6K
Troublesome Catalogers and Magical Metadata Fairies.....	10.9K
Zine Librarians.....	1.1K

DROP US A LINE—we're excited to work together with you to make your book a success!

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