

Marketing your book using social media

The use of social media has exploded over the past couple of years and many of us use it regularly to keep in touch with friends and family, but there are many ways you can use it to promote your book too.

Blogging

Do you have your own blog? Could you post a message about your book or start a discussion around the central theme of your book? Please add the link to your book on the Ashgate website, www.ashgate.com/isbn/xxxxxxxxxxxxxx, or www.gowerpublishing.com/isbn/xxxxxxxxxxxxxx (insert your ISBN here, with no spaces or hyphens). You may have come across the [Ashgate blog](#) or [Gower blog](#) already. This will give you a feel for how a blog operates and keep you in touch with regular news and updates from Ashgate HQ. If you are new to blogging and you would like advice about setting up your own blog please contact [Elaine Hill](#). If you're not sure what to write, a blog is a type of online journal which other people can share and comment on. You might write about conferences you've attended recently, interesting articles on your subject, or topical news stories in your subject area.

Twitter is currently the most well known free micro-blogging website. Twitter allows you to post short messages of no more than 140 characters to your followers. If your followers like your message they will *retweet* the message to their followers, and in doing so, spread the word about your book.

You can follow Ashgate UK on Twitter

<http://twitter.com/AshgateUK>

You can follow Gower UK on Twitter

<http://twitter.com/GowerPublishing>

You can also follow your subject areas of interest at Ashgate on twitter.

<http://twitter.com/AshgateArch> (Architecture)

<http://twitter.com/AshgateAviation>

<http://twitter.com/AshgateHistory>

<http://twitter.com/AshgateHF> (Human Factors)

<http://twitter.com/AshgateICM> (Information and Cultural Management)

<http://twitter.com/AshgateMusic>

<http://twitter.com/AshgatePolitics>

<http://twitter.com/AshgateRef> (Reference)

<http://twitter.com/AshgateReligion>

<http://twitter.com/AshgateSclgy> (Sociology)

<http://twitter.com/AshgateSocialWk> (Social Work)

<http://twitter.com/AshgateVisualSt> (Visual Studies)

Ashgate and Gower twitter accounts will keep you informed about new books, conferences we're attending, book prizes, special offers, commissioning news, and special events. If you would like advice about how to use Twitter yourself, please contact [Elaine Hill](#).

LinkedIn is a networking site aimed towards business professionals. If you have your own profile on LinkedIn, you could mention your book too. Suggestions for how you might do this include:

- In the summary section you could add a sentence about the book, along the following lines: "My book "XXXX TITLE XXXX" is published by Ashgate: ashgate.com/isbn/xxxxxxxxxx or www.gowerpublishing.com/isbn/xxxxxxxxxxxxxx (insert your ISBN here, without spaces or hyphens);
- You could add a link to the book's page on Ashgate's website in the "website" section of your profile. You are allowed up to three different web links in this section;
- You could add your book to the "Reading lists by Amazon" widget;

For technical advice about how to do this please contact [Elaine Hill](#).

Facebook is one of the most well known social networking sites, even if you've never used it, you'll be familiar with the name and your students will be using it. The emphasis is on *social*, however there is the potential for you to create a facebook page for your book, or to mention your book on your own page and spread the word to your circle of friends. If you would like advice about how to use facebook please contact [Elaine Hill](#). Ashgate has a page which is linked to our blog and Twitter account, <http://www.facebook.com/ashgatepublishing>.

Wikipedia is an online free encyclopedia and is increasingly becoming a starting point for student research. This site shouldn't be used for promotional purposes but if your research provides a genuine contribution to the site and you can reference your book at the same time, that's fine. For example, many of our art books are the first to be published on a particular artist, so it is valuable to add them to the bibliography and further reading sections and include a link to the Ashgate webpage.

If your book is at the cutting edge of research in a new field and there is no existing entry on Wikipedia for your subject, you could consider creating one and including a reference to your book.

To sum up, Social Media is a fast growing form of communication and offers plenty of potential for promoting your book, but we're still learning, so please let us have your feedback. We'd love you to share ideas with us and let us know what has worked or not worked for you, so we can share this with other authors. If at any point you would like advice, please don't hesitate to contact [Elaine Hill](#), our eMarketing Manager.