

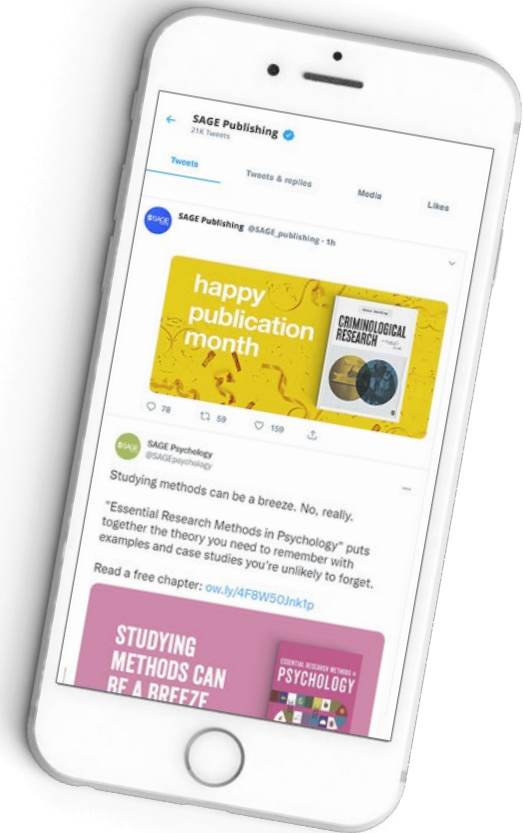
# Tips and timeline for promoting your SAGE book on social media

# Sharing information about your book on social media – before publication

Authors often ask about the timing of announcements for their book on their own social media channels. You can post about a book project from the time you have a contract with SAGE, and here are a few guidelines on what to consider.

- To enhance the impact of messaging about your book, timing is important.
- If you share information at the right time, you can build interest in a book whilst prompting readers to buy.
- As publication dates can move it's best to avoid sharing specific dates until confirmed at publication. For this reason, we list month of publication rather than specific date.

- **Timeline:** The following pages outline a suggested timetable and wording for posting about your own book via your social media channels.
- **Key Milestones:** This is a suggested timeline only, you don't need to complete every step. The bold points are the most important, so if you prefer to only post about the book a few times, these are the key milestones.
- **Copy:** If you're not sure how to talk about your forthcoming book, we've included some copy suggestions. We hope these help as a starting point for you to update your followers on the publication of your book.
- **Retailers:** SAGE works closely not only with Amazon, but also with many other retailers (such as Blackwell's, Wordery, Books Etc, Waterstones, Bookshop.org), so you can encourage people to find your book at a variety of booksellers.



# Book promotion timeline



## 5 months before publication

- Share link to the book page on the SAGE website.
- Post an image of the cover.

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*Pleased to share the news that my new book TITLE is publishing in 'DATE'.*

*Excited to share a link to the page on my publisher's website about my new forthcoming book, TITLE.*  
<<link>>



## 4 months before publication

- Share link to the book on Amazon/other booksellers
- Post an image of the cover.

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*My book is available to pre-order on Amazon/booksellers now!*

<<link>>



## 2 months before publication

- Share link to your author page on Amazon (if you are creating one).

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*Check out my new author page on Amazon <<link>>.*

*Looking forward to the publication of my new book TITLE. Only 2 months to go!*



## 6 weeks – 1 month before publication

- Share a photo of you checking your proofs with links (as proofs are sent as PDFs, it's a good idea to print 2-3 pages to be able to photograph them).
- Alternatively, just a post to say you are checking proofs of your book will suffice.

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*Busy checking the proofs of my book. Great to be working on this.*

*For more information:*  
<<SAGE website>>

*Pre-order now*  
<<Amazon/bookseller>>



## 2 weeks before publication

- Share link to preview of the book on the SAGE website. There is a 'Share' button on your book's page on the SAGE website (underneath the image of the cover).

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*A free sample chapter of my new book TITLE is now available to view on the SAGE website.*

<<link>>



### When you receive your author copies

- Share a photo of your book when you receive it.

.....  
*Delighted to receive my author copies of my book TITLE in the post today.*

*<<link to Amazon/booksellers>>*



### On external publication\*

- Share a link to the book on Amazon/booksellers.

.....  
*My book is published and is available now!*

*<<link to Amazon/booksellers>>*

### After publication

- Share any good comments you get about the book. This can be re-tweeting a comment, sharing a link to the reviews on the SAGE website or Amazon or links to any book reviews.

.....  
*Delighted to share this endorsement/review of my book – thank you for the comments!*

*<<link to Amazon/booksellers/review>>*

### \*When is the external publication date?

This is set at 2 weeks after we receive stock of the book into the SAGE warehouse.

SAGE will make the book available from the SAGE website straight away, but booksellers will generally not start selling until the external publication date. It's hard to accurately predict this too soon (as we do not know how the printers will schedule the books on to the presses), so it's best to check this date (on Amazon or another bookseller) when you receive your author copies as it will be correct at that point.

# Social Media Images

- Your editor will provide you with a set of images created by our design team to be used on social media to promote your book
- The images will feature a set of pre-/ on- / post-publication messaging
- You will receive these images from your editor when the cover design is finalised

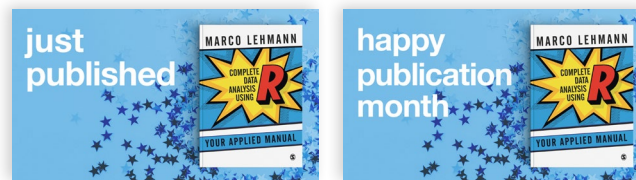
## What do they look like?

They will be created in complimentary colours to your book cover and follow the social media platform's specifications:

- Header banners 1920 x 640 pixels.
- Twitter posts 1100 x 620 pixels

## How can you use them?

- Header: Upload to your Twitter account, via 'Edit Profile'
- Post: Add images to your Twitter posts, via 'Media'
- Other uses: Drop images in your PowerPoint slides



For more tips and information visit  
our dedicated **Author hub**

**[sagepub.co.uk/book-author-editors](https://sagepub.co.uk/book-author-editors)**