

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large red speech bubble is centered on the page, containing the text.

Social Media 101 Handouts

Let's Act

Worksheet for Authors

- Who is your target audience for your book?
- What interests do you and your target audience share?
- How will you focus your content for your audience and these interests?
- Which social media platforms are most aligned to your audience and your ability to post? (Choose one to three for focus)
- What commitments are you willing to make to your social media platform?

Let's Act

Tools to help

- Hootsuite & Tweetdeck to schedule postings
- Top-hashtags.com to find trending hashtags
- Canva or Wix.com to create posts quickly
- Google trends to find out what people are searching
- Built-in Insights & Analytics tools on social platforms

Let's Have Fun!

Questions?

Follow Me On Social Media:

- Twitter: [@storiestobe](https://twitter.com/storiestobe)
- Facebook: facebook.com/jennagrinstead
- Instagram: Instagram.com/jennagrinstead