Getting the Word Out: Tools for Author Engagement

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Building Blocks

- Author questionnaire & network
- Audience definition
- FAQ and promotional information
- Descriptive copy & other packaging
- Social media coaching
Blueprints

- E-newsletters
- Marketing collateral
- Social media and sm advertising
- Blog participation
- Press release and media lists
Beyond Basics

- Customize media pitches, work with authors on op-eds, etc.
- Monitor public dialogue for topical connections
- Research potential course use
- Support author activities, events, presentations
Keep in mind . . .

- Consistency > quantity
- Focus on an author’s strengths
- Build on momentum
- Rinse & repeat