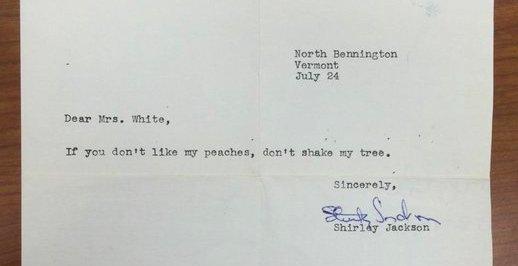
## ***Further Examples***

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1. Tweets

* *Sloane Crosley demonstrates how jocular and voicey tweets can grow your following:*
* **Sloane Crosley (@askanyone):** I have sprung from the womb of someone who e-mails in fluorescent comic sans. (53 Likes, 17 Retweets)
* **Sloane Crosley (@askanyone):** Next time your boyfriend forgets your birthday, remember that a guy in solitary confinement sent Amanda Knox flowers. (311 Likes, 63 Retweets)

* *Neil Gaiman directly promotes his upcoming book in an enticing way. Like most authors, he re-tweets his publisher’s promotional tweets as well as re-tweets interviews, guests posts on blogs, etc.*
* **Neil Gaiman (@neilhimself):**Less than 60 days until THE VIEW FROM THE CHEAP SEATS is published! 500 pages of me talking about the things I love. [promotional link] (81 Likes, 11 Retweets)
* *Jen Lancaster promotes her upcoming book in a way that is unobtrusive and humorous but also effective at stirring interest:*
* **Jen Lancaster (@altgeldshrugged):** 92,157 words later, the new memoir is complete and I can finally take a shower. (238 Likes, 13 Retweets)
* *Margaret Atwood often re-tweets on news and cultures, but she also creates contests and hashtags to engage her audience:*
* **Margaret Atwood (@MargaretAtwood):** OK #TwitterFiction, here we go. It’s [her short story] a found object made of the descriptors culled from previews of plane movies. I wrote it on a plane. ☺ (54 Likes, 29 Replies)
* *Celeste Ng demonstrates that it’s not always about your book – it’s about your personality and voice.* ***Pictures often get more engagement*** *– but we’re not including many because of space constraints here):*
* [**Celeste Ng @pronounced\_ing**](https://twitter.com/pronounced_ing)**:** Couldn't remember the name "GQ" so I said "Man Vogue" and my husband actually understood what I meant, AMA (5 replies 6 retweets 203 likes)
* [**Celeste Ng @pronounced\_ing**](https://twitter.com/pronounced_ing)**:** Feeling this so hard today. (8 replies 292 retweets 1,256 likes)



* *R.L. Stine*

*has a fun recurring twitter segment where he shares ridiculous/funny/crazy news stories under the hashtag #truehorror:* [*twitter.com/RL\_Stine*](https://twitter.com/RL_Stine)

* *Angie Thomas tweets about activism, pop culture, and her books – plus she found her agent from a Twitter hashtag Q&A session:* [*https://twitter.com/angiecthomas*](https://twitter.com/angiecthomas)

**Example Facebook Author Pages**

1. Facebook

* [www.facebook.com/danielsilvabooks/](http://www.facebook.com/danielsilvabooks/)
* [www.facebook.com/LindaFairstein/](http://www.facebook.com/LindaFairstein/)
* [www.facebook.com/MichaelConnellyBooks/](http://www.facebook.com/MichaelConnellyBooks/)
* [www.facebook.com/authorJaneGreen/](http://www.facebook.com/authorJaneGreen/)
* [www.facebook.com/marykayandrewsauthor/](http://www.facebook.com/marykayandrewsauthor/)
* [www.facebook.com/lauralippman/](http://www.facebook.com/lauralippman/)
* [www.facebook.com/annaquindlen/](http://www.facebook.com/annaquindlen/)
* [www.facebook.com/AliceHoffmanAuthor/](http://www.facebook.com/AliceHoffmanAuthor/)
* [www.facebook.com/JulieKlamAuthor/?fref=ts](http://www.facebook.com/JulieKlamAuthor/?fref=ts)
* [www.facebook.com/AndrewSolomon.author/](http://www.facebook.com/AndrewSolomon.author/)
* [www.facebook.com/GilbertLiz/](http://www.facebook.com/GilbertLiz/)
* [www.facebook.com/GretchenRubin/](http://www.facebook.com/GretchenRubin/)
* [www.facebook.com/JhumpaLahiriAuthor/](http://www.facebook.com/JhumpaLahiriAuthor/)
* [www.facebook.com/junotdiaz.writer/](http://www.facebook.com/junotdiaz.writer/)
* [www.facebook.com/isabelallende/](http://www.facebook.com/isabelallende/)

## **Facebook Post Example**

This post utilizes multiple images and tags the publisher:



## **Example Author’s Instagram profile**

1. Instagram

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