



Simon & Schuster Children's Publishing
Author & Illustrator Welcome Kit

Welcome to Simon & Schuster Children's Publishing!

We're proud to welcome you into the Simon & Schuster family, where we feel honored to publish a wonderful list of award-winning, bestselling, and groundbreaking new books for the young and the young at heart.

Whether you're an author or illustrator and whether your book is a picture book, young adult novel, or anything in between, we have a strategy to help your book reach its readers. Within this packet you'll find an overview of all the work our team does and the different ways our marketing, publicity, education & library, and digital marketing teams will be promoting your book. Additionally, we've prepared a separate "Social Media Best Practices" guide full of resources and tips to help bolster your social media presence and promote your book online.

At the end of the packet, you'll find an FAQ section that addresses common questions and provides ideas for how to help promote your book. Should you have additional questions about the publicity or marketing plans for your book, please contact your editor, who will be able to assist you.

We look forward to sharing your story and getting your book into the hands of readers.

All Best,

The Simon & Schuster Children's Marketing & Publicity Team

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INTEGRATED MARKETING & PUBLICITY STRATEGY

Every title we publish receives marketing, publicity, education & library marketing, and digital marketing support. From the creation of advance materials to wishing your book a very happy #bookbirthday online, our teams are constantly looking for ways to promote each and every one of our titles.

Below is an introduction to each team and what they do and how we work together, with more details in the individual sections for each department.

Marketing and Publicity at Simon & Schuster!

- **Marketing:** Manage marketing plans, coordinate across internal teams, sales support, trade and consumer advertising and promotions
- **Publicity:** Media, events, and blogger outreach
- **Education & Library Marketing:** Educator & librarian outreach, conference planning and promotion, advertising, and awards
- **Digital Marketing:** Organic consumer promotion across digital channels, including social media, email marketing, websites, and influencers

MARKETING

WHAT DOES MARKETING DO?

The marketing department coordinates between different teams—including publicity, education & library marketing, digital marketing, sales, and editorial—to make sure everyone has what they need to promote your book in-house at Simon & Schuster. Marketing also manages outreach to the larger bookselling and publishing community and direct to consumers via different types of promotion.

We work closely with different teams to pull together integrated marketing and publicity plans and ensure that our sales team has everything they need to sell your title to their accounts.

HERE'S AN OVERVIEW OF THE MARKETING THAT WILL HAPPEN FOR YOUR BOOK:

COORDINATION WITH SALES

Marketing works in conjunction with our sales department to best position your book—in stores (physical and online) and in libraries and schools to get it into their customers'/readers' hands!

The sales department is divided into a few different categories:

- **National Accounts:** Large retailers dedicated to books, such as Amazon, Barnes & Noble, and Books-A-Million
- **Field Accounts:** Independent bookstores and other smaller retailers across the country
- **Mass Merchandisers:** Big box chains with lots of different departments, such as Target, Walmart, Costco
- **Educational Wholesalers:** Distributors that sell directly to schools and libraries
- **Special Sales:** Nontraditional book outlets, such as Pottery Barn, Urban Outfitters, museums, zoos, and subscription boxes
- **International Sales:** Internationally exported editions of our English language books

ADVANCE MATERIALS

Advance materials are utilized by marketing, publicity, and sales to garner early reads, send to reviewers, and more before a finished book is ready. Advance materials include:

- **Jacketed F&Gs:** Early unbound printed materials that give a good sneak preview of what the book will look like; these are primarily created for picture books, but can also be created for heavily illustrated titles for older readers
- **Cover Proofs:** Sample of covers

- **Bound Galleys/Advance Reader's Copies (ARCs):** Early bound versions of books, primarily for middle-grade and YA titles

These advance materials are provided to all our sales account managers, who in turn share them with their accounts—putting your book directly into the hands of buyers for accounts.

Digital versions of these materials are also made available through Edelweiss (a system used by sales and booksellers to order titles) and NetGalley (a system used by booksellers, media, educators, and influencers to read and review books early).

CATALOGS

All titles are featured in our seasonal digital catalog, which can be found in two places:

- **Edelweiss:** This is a system our sales team uses and that accounts rely on to learn about new books and offers from publishers
- **Simon & Schuster Digital Catalog:** Our own digital catalog that is created seasonally and distributed to both Sales and Education & Library accounts

PUBLICITY

WHAT DOES A BOOK PUBLICIST DO?

Consider the Simon & Schuster Children's Publicity Department your best cheerleaders in regard to getting your book out into the world. We will make sure that your book gets into the hands of book reviewers and local/national media contacts.

The publicity department handles review coverage for all of Simon & Schuster Children's Publishing (including print, television, radio, and online), responds to media interview and review copy requests, and submits books for publicity-related awards. Publicists pitch authors and titles for a wide array of media and share confirmed press hits with editors weekly.

Please note that the publicity department does not handle appearances that are booked directly by schools, libraries, or educational conferences (which are often honorarium-based) or education related/state award submissions (which are handled by the education & library marketing department) or marketing materials (which are handled by the marketing department).

If you have a personal publicist or speaking agent, please provide your editor with the appropriate contact information as soon as possible. We want to be sure that we are working in tandem with your representatives and not duplicating efforts.

Your main contact will always be your editor, so please direct any publicity-related questions directly to them.

HERE'S AN OVERVIEW OF THE PUBLICITY THAT WILL HAPPEN FOR YOUR BOOK:

CATALOG MAILING

Your book will be included in Simon & Schuster Children's Publishing's seasonal catalog. This digital catalog is sent to more than 500 media outlets nationwide. The media outlets on this list range from small children's literature newsletters and newspaper columns to educational and trade journals, to national magazines like *Parents*, *Entertainment Weekly*, and *People*, to TV and radio producers at programs like NBC's *TODAY*, *CBS This Morning*, and National Public Radio's shows (*All Things Considered*, *Morning Edition*, *Fresh Air*), etc.

This digital catalog mailing happens well in advance of publication dates so that publications and shows with longer lead times will have plenty of advance notice of our books.

F&G, GALLEY/ARC, & FINISHED BOOK MAILINGS

Next, advance review copies (F&Gs or galleys) are mailed to our prepublication review list (please note that this mailing is currently being done electronically). This begins 3–6 months prior to the publication date. F&Gs/galleys of all books published by Simon & Schuster Children's Publishing are sent in advance

of publication to the major review journals (*Publishers Weekly*, *Booklist*, *School Library Journal*, *Kirkus Reviews*, *Horn Book*, etc.); the major parenting and/or teen magazines, depending on the age range of the book (*Parents*, *Seventeen*, etc.); the top newspapers (*The New York Times*, *USA Today*, *The Wall Street Journal*, etc.); and major entertainment sites (EW.com, etc.). The editors of these publications consider your book for print and/or online coverage.

Most of these publications review books either the month prior to publication or within the month of publication. Copies of any resulting reviews from any of these or other consumer publications will be sent to you by your editor.

Note, during the Covid 19 pandemic most review publications prefer digital review copies but we provide printed materials upon request.

DIGITAL REVIEW COPIES

A digital review copy is an advance reader's copy (ARC) that doesn't need to be mailed. It is made available for uploading as a file via NetGalley or Edelweiss to a Kindle, tablet, laptop, or desktop, and is the preferred method for many media/review outlets, especially during the pandemic.

Prior to your book's publication date, your book will be made available for review digitally on Edelweiss (for picture books, middle-grade, and young adult books) and NetGalley (for middle-grade and young adult books). If you have contacts you'd like to receive a digital copy of your book for review, please share their email addresses with S&S.

The publicity department monitors requests for digital review copies on an ongoing basis, but we do not automatically approve every request, especially if the reviewer is unknown to us. If you know of a reviewer who has requested a digital copy, please let S&S know, so we can make sure we approve the request.

YOUR PERSONAL MEDIA CONTACTS

We are delighted to send review copies of your book to media contacts you may have of your own. These can include people you know personally who work in the media (journalists, producers, reviewers, bloggers) you know and/or who have covered your previous books, or contacts at alumni magazines.

In order for us to mail review copies to your personal media contacts, please send your list with the complete contact name, title, name of the publication or program, and a complete mailing address (including street, city, state, and zip) to your editor. We prefer to receive these lists digitally (a spreadsheet is preferred!). And, if submitting information for your alumni magazine, please provide your year of graduation and degree.

VIRTUAL APPEARANCES

Please note that the below sections refer to in-person appearances and travel. At this time, based on COVID-19 guidelines, most of our events are [virtual only](#). This includes bookstore and school events. Also, due to hybrid and remote learning, school visits may not be an option at time of publication.

BOOKSTORE SIGNINGS

You are welcome to be in touch directly with your local independent bookstore or local Barnes & Noble to explore a possible book signing on your own, **but please be sure to let S&S know of any confirmed public signings that you arrange**. The publicity department will coordinate with the sales department to ensure that books are ordered for your event. We cannot guarantee that books will be available for events that are not on our radar.

Please note, any events that you schedule **MUST** be scheduled on or after your book's publication date. Most bookstores require at least 4 to 6 weeks' notice in order to properly promote an event and get books ordered in time.

We encourage you to introduce yourself at your local indie bookstore prior to publication. TIPS: Stop by the store and introduce yourself and say that you have a new book/novel coming out from Simon & Schuster Children's Publishing and that you're a local author (briefly describe the book, if so inclined). Also be sure to tell the bookseller the on-sale date for your upcoming book. Mention that if the store would ever like to host a book event or have you come in to sign stock, you'd be thrilled to do so (and be sure to keep S&S in the loop once that is scheduled)! Feel free to leave a copy of your F&G/ARC or a finished book with your contact info (cell/email) inside, or a business card if you have one available.

Feel free to offer to sign stock when the books are available, as signed copies generally sell more swiftly. While not all indie stores will be able to host you for a public signing, many stores are open to "stock signings," which means signing whatever books the store may have on hand (or would like to special order for you to sign).

For Barnes & Noble events, the staff at B&N stores are happy to hear from local authors directly about a possible public event or stock signing. B&N stores handle coordination of their own events, book orders, etc. Please note that stores will be considering events based on their customer base and many other factors, such as how past events for similar books have performed. Also, not all B&N stores have the capability to host a public event. So please do understand that it is not guaranteed that if you reach out to your local B&N, the staff there will be able to accommodate an event. Additionally, you may feel free to reach out to your local B&N directly about the possibility of an informal stock signing. Please keep in mind that it is up to the store manager at each location to determine if they can use signed stock. And be sure to give them enough time to order books. B&N suggests always calling the store first rather than stopping by. It is possible that the store might not have stock of your book on hand or have the ability to order copies, so calling first is always the best option.

TIPS: When you call B&N, you can ask to speak to the store manager or a staff member from the children's department and introduce yourself as a local author and say that you have a new book/novel coming out from Simon & Schuster Children's Publishing and that you're a local author (briefly give an elevator pitch for the book). Also be sure to tell them the on-sale date of your upcoming book. Mention that if the store would ever like to host a book event or have you come in to informally sign stock, you'd

be thrilled to do so (and be sure to keep S&S in the loop once that is scheduled)! A listing of B&N stores can be found here: <https://stores.barnesandnoble.com/>.

BOOKSTORE-ARRANGED SCHOOL EVENTS

Many independent bookstores have relationships with local area schools and can also help authors to set up nonpaid events. School events are a great way to get your book in front of a dedicated audience of your target readership. A PowerPoint presentation is usually recommended for these school appearances. Bookstores will often send the school preorder forms so kids/families can purchase books before your event and will also bring books to the school to sell on-site. If you are willing to do school events and to be contacted directly by bookstores to organize events, please make sure S&S has that information so that they may include this info in the seasonal author grid.

You are also welcome to be in touch directly with your local independent bookstore to set up nonpaid school events on your own, but as with in-store events, please be sure to let S&S know of any confirmed school events. Publicity will coordinate specifics with the sales department to ensure that books are ordered for your school event(s). We cannot guarantee that books will be available for events that are not on our radar.

FESTIVALS

If you live in a city that hosts a local area book festival, you can inquire directly with the festival to see if there is an opportunity for you to participate. Please note that most festivals book authors 3–6 months in advance. The festival MUST take place after your book's pub date. If a festival informs you that the pitch must come from your publisher, please inform your editor, who will share the request with us. Note: Simon & Schuster does not cover fees or travel for festivals unless initiated by Simon & Schuster.

TRAVEL

The publicity department does not cover any travel or related expenses for appearances that are not initiated by Simon & Schuster or approved in advance.

AWARDS

The publicity department handles awards submissions for media-related awards, such as the *Publishers Weekly* Best Children's Books of the Year, *Kirkus Reviews* Best Books of the Year, and *Los Angeles Times* Book Prize, as well as consumer-related awards, such as the Edgar Awards, National Book Awards, Parents' Choice Awards, and NAACP Image Awards. We are in touch with the various award administrators and take care of submitting all appropriate titles to these award committees for consideration. Please note that educational, library, and state awards are handled by the education & library marketing department. There are also awards that authors can submit to on their own. If you have questions about which awards are covered, please contact S&S. Note: Simon & Schuster does not cover fees for local awards submissions. SCBWI members should coordinate any award submissions with S&S.

THEMED/HOLIDAY PITCHES

Each season, the publicity department sends media pitches for various holidays/themes throughout the year (such as, but not limited to: Black History Month, Valentine's Day, Women's History Month, Pride Month, Halloween, Holiday Gift Guides). All applicable frontlist books will be included, and the list sent to our top children's reviewer list. Please note that pitches do not guarantee coverage. This contact list

includes children's book reviewers with online consumer media outlets, regional newspapers, parenting publications, bloggers, and select national media contacts across the nation who cover these themes. While these same contacts will have received our seasonal catalog already, this is an additional reminder and opportunity to request review copies.

*A media pitch is an attempt to get a journalist/editor or media outlet interested in our books, so that they decide to cover them or include them in group roundups. Media outlets will often select a book for coverage without informing the publicity department first.

EDUCATION & LIBRARY MARKETING

WHAT DOES THE EDUCATION & LIBRARY MARKETING TEAM DO?

Simon & Schuster's dedicated education & library marketing team brings passion and expertise to these important markets.

Our department represents your book at various educator and library conferences throughout the year (and country!), organizing in-booth promotion, author programming, and other opportunities for educators and librarians to learn about Simon & Schuster's great books.

We also have established relationships with educators, librarians, and industry leaders who champion children's books, who we reach through special mailings, in-house previews, and conferences.

HERE'S AN OVERVIEW OF THE EDUCATION & LIBRARY MARKETING THAT WILL HAPPEN FOR YOUR BOOK:

EDUCATION & LIBRARIAN CONFERENCES

Please note that the below sections refer to in-person appearances and travel. At this time, based on COVID-19 guidelines, most of our events and conferences are [virtual only](#).

Your book may receive representation at several major education & library conferences, reaching tens of thousands of educators as well as school, academic, and public librarians. Our department has staffed booths and author programming at top conferences around the country, including:

- **American Library Association (ALA) Midwinter:** Approximately 10,000 school, academic, and public librarians attend each winter (<http://www.ala.org/>)
- **ALA Annual:** Approximately 20,000 school, academic, and public librarians attend this show each summer (<http://www.ala.org/>)
- **Public Library Association:** Held every two years; draws approximately 8,000 public librarians (<http://www.ala.org/pla/>)
- **Texas Library Association:** Approximately 7,000 Texas school and public librarians (<http://txla.org/>)
- **National Council of Teachers of English:** Approximately 6,000 English teachers and professors, elementary through college (<http://www.ncte.org/>)

*Note: we have a close relationship with the conference managers at all major organizations and pitch our authors and illustrators for conference programs and events. Authors interested in participating

should contact their editor rather than pitching themselves directly to a conference organization. If you are approached by an educator or another author to be a part of a conference pitch or panel, please let your editor know *before* you accept.

OUTREACH TO EDUCATORS & LIBRARIANS

Our team is continually engaging with and pitching our books to teachers and librarians across the country. One of the ways we do this is by promoting titles at the conferences listed above, but we're also in touch with them throughout the year via mailings, in-house previews, and our monthly newsletter. Some of the ways we'll promote your book are:

- Inclusion in a seasonal mailing of all titles to influential teachers & librarians
- Inclusion on a seasonal checklist of all titles to influential teacher & librarian reviewers
- Submission to all appropriate award committees including national, ALA, and state children's choice awards.
- Feature in our monthly Children's Teacher & Librarian Newsletter, reaching thousands of subscribers
- Feature on SimonandSchuster.net, our website dedicated to teachers & librarians

AWARD SUBMISSIONS

Our team handles awards submissions for all educational and librarian-related awards, such as the numerous American Library Association awards (Newbery, Caldecott, Printz, Sibert, Belpré, Coretta Scott King, APALA, Geisel, and Stonewall, to name a few). We also submit annually to more than 200 state awards. We are in touch with various award administrators and take care of submitting all appropriate titles to these award committees for consideration. Please note that media-related awards are handled by the publicity department. Any award questions should be directed to your editor.

Note: Simon & Schuster does not cover fees for local award submissions. If you have questions about which awards are covered, please contact your editor.

SCHOOL VISITS

School visits are a great way for authors and illustrators to get in front of large groups of readers at once and to start building relationships with teachers and librarians. If you're interested in participating in school visits, we recommend:

1. If you have a website or social media presence (Facebook, Twitter, etc.), you should promote the fact that you are available for school and library visits.
2. Contact your local schools and public library and let them know that you are a published author who is available for appearances.
3. For a fellow author's advice on school visits, check out: <https://www.writersdigest.com/publishing-insights/the-dos-and-donts-of-making-school-visits-a-writers-survival-guide> or <https://www.writermag.com/improve-your-writing/writing-for-young-readers/author-school-visits/>.
4. When you set up a visit, ask the host to take photos or video of your appearance to use for future promotion. After the visit, ask the host for a quote/recommendation that you may use to

promote your appearances. You should also ask if they'll have books for sale, just to confirm. There's information on where and how they can order books on the Plan an Author Appearance page linked below.

5. For additional information on author appearances to share with a host school or library, visit <https://www.simonandschuster.net/Plan-an-Author-Appearance/How-To>.
6. Host schools and libraries may order books directly from Simon & Schuster at a discount. For more information, visit: <https://www.simonandschuster.net/Plan-an-Author-Appearance/Ordering-Books>. Hosts may also choose to order from a wholesaler or local independent bookseller.

DIGITAL & SOCIAL MEDIA MARKETING

WHAT DOES DIGITAL MARKETING DO?

One of the key responsibilities of the digital marketing team at Simon & Schuster Children’s Publishing is to manage and grow a constellation of influential social and digital channels, then leverage these channels to create awareness for our books and authors.

HERE’S AN OVERVIEW OF THE DIGITAL MARKETING THAT WILL HAPPEN FOR YOUR BOOK:



SOCIAL MEDIA

Social media can be a powerful promotional tool, and we use our channels to raise consumer awareness of our books and authors in a variety of strategic ways. At Simon & Schuster Children’s Publishing, we have two main social verticals through which we reach readers and consumers with information about and content related to our books: Simon Kids and Riveted by Simon Teen.

Depending on the age category of your book, social promotion will include:

- #BookBirthday Tweet from @SimonTeen or @SimonKids Twitter
- Amplify author activity on Riveted by Simon Teen (@SimonTeen) or Simon Kids (@SimonKids) social channels
- Amplify media and review coverage from consumer outlets

Owned Channels Cheat Sheet:

Brand	Categories Covered	Handles
<p>Simon Kids</p> 	<p>Picture Books Middle Grade Chapter Books Board Books Licensed Books Ready-to-Read Books</p>	<p>Twitter: @simonkids Facebook: facebook.com/simonkids Instagram: @simonkids YouTube: youtube.com/simonkids PopJam: @bookhive</p>
<p>Riveted by Simon Teen</p> 	<p>Young Adult</p>	<p>Twitter: @simonteen Facebook: facebook.com/simonteen Instagram: @simonteen YouTube: youtube.com/simonteen TikTok: @simonteen</p>

*Confidential. All items subject to market change.

SIMON KIDS

Via our Simon Kids channels (@SimonKids on all platforms), we aim to engage a primary audience of parents and grandparents, as well as a secondary audience of educators, booksellers, and the publishing industry at large, around our picture books, middle-grade books, chapter books, board books, and licensed titles. We do this largely through lifestyle photos and videos, thematic book roundups hosted on SimonandSchuster.com, and amplification of media coverage.

READ & LEARN WITH SIMON KIDS ON YOUTUBE

Read & Learn with Simon Kids is a video series we launched in 2020 to help bridge the distance-learning gap for parents and educators by providing kids with educational and entertaining video content in the form of read-alouds, drawing tutorials, and creative exercises from our authors and illustrators. These videos are self-recorded and all authors and illustrators who publish board books, picture books, Ready-to-Reads, chapter books, and middle-grade books with Simon & Schuster are welcome and encouraged to participate. If you're interested in creating a Read & Learn video for us, please reach out to your editor, who will let the digital marketing department know and pass along any instructions to you.

RIVETED BY SIMON TEEN

Riveted by Simon Teen is a Simon & Schuster Children's community for teen and adult readers of young adult literature, centered around a website (RivetedLit.com) and social channels (@SimonTeen on all platforms). Inspired by media outlets like Refinery29, Bustle, HelloGiggles, and others, Riveted by Simon Teen aims to generate conversation about books and reading while also building awareness of our titles and authors among our audience.

We do this by engaging fans and followers around entertaining, relevant blog and social content daily, as well as giving our audience the opportunity to read entire novels and exclusive extended excerpts for free as part of our monthly Free Reads promotion. Your book will be featured on the Riveted by Simon Teen website in the following ways:

- Cover reveal during #RivetedRevealsWeek
- Lists, roundups, and quizzes posted to RivetedLit.com, promoted across social channels and in the Riveted by Simon Teen weekly when thematically relevant
- Excerpt featured on RivetedLit.com and promoted across channels
- Monthly on-sale roundup on RivetedLit.com
- Monthly Free Reads roundup on RivetedLit.com

SIMON & SCHUSTER WEBSITE:

Every book published by Simon & Schuster Children's Publishing has a title detail page on our corporate website, [simonandschuster.com](https://www.simonandschuster.com). These pages are generated approximately 8 months prepublication and are used frequently by the digital marketing department to drive consumers to learn more about or purchase books via our social media channels.

In addition, Simon & Schuster Children's Publishing has two landing pages on simonandschuster.com through which we promote our titles and authors: simonandschuster.com/teen is focused on young adult books, while simonandschuster.com/kids is focused on picture books, middle-grade, chapter books, and board books. These category hubs are updated on a monthly basis.

FREQUENTLY ASKED QUESTIONS

Who should I be in touch with about marketing and publicity questions?

Your editor is your best contact for any and all questions! They will be able to forward your question over to someone on the marketing and publicity team as necessary.

When will my book be available for preorder online?

Preorder links are created after cover images and metadata feed out online. You can ask your editor when that feed date is scheduled for.

Simon & Schuster feeds data out to retailers and other partners on a seasonal basis. Online retailer pages for your book will appear approximately 6 months before publication. Your editor will be able to tell you when to expect your book to appear online and can help answer any other questions.

What can I do to help promote my own book?

There are many things one can do! Here are a few suggestions:

- **Author Questionnaire:** There is an author questionnaire form on the author portal which can help identify opportunities for your book. It is a very comprehensive form, but here is the information that is most helpful to us:
 - *Background Information about the Book:* what inspired the book, interesting stories or anecdotes regarding the writing or publishing process, etc.
 - *Personal Contact & Biographical Information:* Your current contact information, place of birth, countries resided in, and other biographical info that might be pertinent
 - *Media Contacts/Information:* Prior media coverage/experience, media vehicles (Do you have a podcast? A regular newspaper column?), media contacts (Do you have a direct relationship with a reviewer or producer?), industry media contacts (*Publishers Weekly*, *Shelf Awareness*, etc.), and book retail contacts who could help spread the word about your book.
 - *Active Social Media Channels:* Any social media accounts you have, especially those which you actively update and plan to use to promote your book.
- **Create an Amazon Author Central Account:** Setting up an Amazon Author Central Account helps ensure that all your books will be linked together on Amazon, which means they will appear in searches together more frequently and it will be easier for readers to find all your books. For more information about Amazon Author Central and how to set up an account, go to: <https://authorcentral.amazon.com>
- **Claim Your Goodreads Author Profile:** An author profile on Goodreads allows you to make sure your books are linked correctly, makes it easier for readers to find more information about you and discover your other works, and gives you more ways to interact with these readers directly

if you'd like. You can do this by taking reader questions to answer, posting updates leading up to the on-sale date, and more. Claiming this profile is especially recommended for YA authors, since that community of readers is active on Goodreads. Find more information and how to set up your account here: <http://www.goodreads.com/author/program>

- **Network in Your Community:** Prior to the book's publication date, start networking within your community. Get to know your local booksellers and librarians. Local connections are invaluable when it comes to setting up book signings and events, and this also encourages booksellers to pay special attention to hand-selling your titles in their stores. Don't wait until your book is on sale to befriend your local booksellers, become a regular patron of your local store.
- **Local Events:** Research neighborhood events such as book festivals and find out how you can get involved. Be sure that any "off-site" (an "off-site" is an event that takes place somewhere other than a bookstore) can accommodate the sale of your books by partnering with a local or chain bookstore.
- **Community Newspapers and Websites:** Make connections with the editors and reporters at your community newspapers. Local newspapers are often interested in highlighting the talents and accomplishments of their readers. Op-Ed columns are another great PR tool for certain books. If your book topic or area of expertise is timely, controversial, and lends itself to an Op-Ed letter then we encourage you to write and submit one to your local paper.
- **Promote Your Appearances:** Don't forget to reach out to your fan base about your bookstore signings. Including the store, date, and time on your website, Facebook page, etc., is a great way to promote the event and let your fans know where to find you.
- **Get to Know Local Teachers and Librarians:** Contact your local school librarians and public library to let them know you are a newly published author who lives in the community and is available for school and library visits. You can typically find their contact information on their websites. Feel free to share our author appearance resource page with the host of your visit for assistance with ordering books, etc.: <http://www.simonandschuster.net/Plan-an-Author-Appearance/How-To>

How do I get Simon & Schuster to amplify what I'm doing on social?

We want to support our authors on social whenever possible. If you are doing or posting something interesting on social media and you want us to promote it, tag us on the relevant platform @SimonTeen or @SimonKids.

For something that's really special and you want to *guarantee* we see it, email your editor with a link to the post plus a brief description of how we can help, and ask them to forward it to the digital marketing team.

We strive to create balance on our channels in order to maintain high levels of engagement, so we can't amplify everything, but we will try our very best. Never feel shy about tagging us, but reserve emailing your editor about social activity for special occasions.

How can I interact more effectively through social media?

Our digital marketing team has created a **Social Media Best Practices Guide** to help you navigate this very question! Your editor can share this with you if they haven't already. It will help you determine how to best use social media to promote your books and will provide tips, tricks, and other helpful information about building an effective presence online.

When will my book be promoted on Simon & Schuster social media channels?

We can't commit to specific timing for social media promotion, but typically we begin promoting titles around the on-sale date. However, if you want to tag our accounts in any prepublication promotion you're doing, we can amplify at any point prepub and beyond. The only exception to this is that we can't amplify sweepstakes.

Do I need a website?

Every author should have some sort of online destination where fans, booksellers, and/or educators can easily find them by googling. You can purchase your name URL from a domain registrar like GoDaddy.com, usually for less than \$20. (If you have a very common name, this might not be possible, but try some variations on your name until you find one you like that is also available.)

Your website does not have to be flashy. Services like WordPress, Squarespace, or Wix have templates and tools that will allow you to create a simple website with all the information you need for free or a relatively nominal fee. The priority should be that it is easy to navigate and has all the most important information about you, your books, and how to contact you.

Once again, we're excited to welcome you to Simon & Schuster Children's Publishing. We hope the information contained within this packet will help answer any questions you may have and arm you with the knowledge you need to help promote your book on and offline. Please be in touch if you have any additional questions.