

# Social Media Guide for Authors



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## When to post on Facebook

- People use Facebook **at work and at home**. Roughly three-quarters (76%) of Facebook users report that they visit the site daily (55% visit several times a day, and 22% visit about once per day) (Pew).



<-- loves silly human videos

@BellsDesign

- According to CoSchedule, the **best time to post on Facebook** is 1–4 p.m. late into the week and on weekends. Their data shows that sharing at 9–10 a.m., 11 a.m.–noon, and 4 p.m. may increase your traffic, while sharing at 9 a.m., 1 p.m., and 3 p.m. may increase your shares and clickthroughs. Your mileage may vary.
- HubSpot agrees: Facebook usage [peaks in the afternoon](#) at 1 pm-4 pm as users log in to help get them through the remaining few hours of the working day. And so does Quick Sprout, who says **early afternoon** is the optimal time to post on Facebook, and that 1 p.m. will get you the most shares. Generally, most places agree that **1-4 pm is the best range**. Kissmetrics says the best time to post on Facebook is noon.
- Look at your own **Facebook analytics** to see when people are engaging with your content.
- Post funny and /or upbeat content on **Fridays**. I would say do it on Monday, too, because Mondays are *not* "[Mondaylicious!](#)"

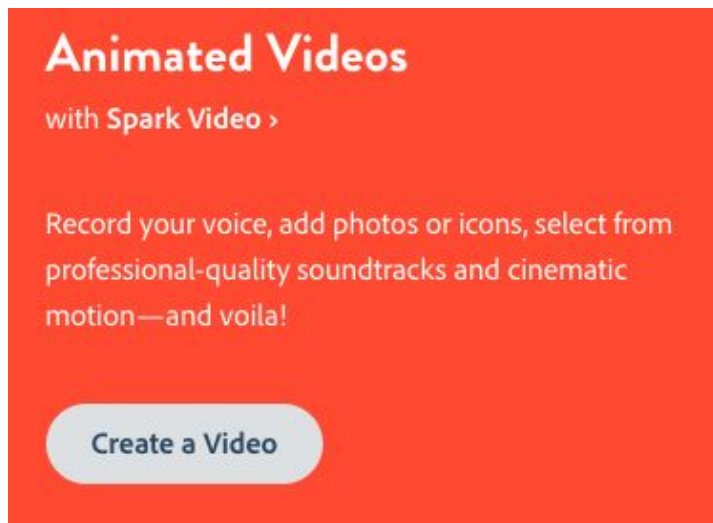
## Facebook tools:

### Video

- [Adobe Spark](#) for short slideshow-style videos. Just choose a template and get started— it's easy and intuitive to use. One of the nice things about Spark is that you

can easily use **book cover images** in your video, whereas with Lumen5, those images need to be huge, so I don't use them.

You can easily **switch your template** on the fly, and incorporate your own **images** or **video**—**just** make sure the license matches your usage, if it's not yours. You can search for **stock images** right in Spark, and **add music** from their selection of instrumental songs, or do your own **voiceover narration**. (“In a world... where one book competes against every form of entertainment... one writer... dares to make a video... of a goat devouring his book.”)



Adobe

- [Animoto](#) for **slideshow videos**. Starts at \$8/month.
- [Clips](#) is Apple's **mobile photo** and **video editing app** for visual content creation. You can record, edit, and upload visual content to platforms like Snapchat, Instagram, and Facebook. Includes automatic subtitling, filters, emojis, and a widget to add music. Free, and only for iOS.
- [Gifx](#) lets you combine your **videos** and **images** with **GIFs**.
- [Ecam Live](#) is a Mac-based tool that allows you to put up **Facebook Live videos** using their app, in a more seamless process with additional options. It's \$29.95, and according to [Darren Rowse](#), is a professional-level tool similar to those selling for hundreds of dollars.

You can schedule your broadcasts, add animated GIFs, pre-recorded video, text, and

overlays. You can also **share your desktop screen**, so you can show readers a book in progress on Scrivener or whatever you use. [For more info](#), listen to Darren's episode or read the transcript.

- [Lumen5](#): A web-based video creation platform that gives you a way to **turn a blog post into a video**. Enter an article link or your own text and start generating story blocks. Unless your blog post is really short, you'll be condensing the post into a kind of teaser, because your video should be kept to 1-2 minutes.

**Pros:** Lumen5 has a comprehensive **free stock photo** collection and **music** selection, especially for more dramatic scores, compared to Spark.

**Cons:** Overall, the app is pretty buggy, and there are still some frustrating aspects of using it. Also, to use your **own images**, like a book cover, that file has to be huge. And there's no way to go back and edit your text blocks, so you have to be sure you have it right the first time.

- [Lumyer](#): An iOS app that lets you use realistic animated effects for images. Creating a Lumy is simple—take a picture or select one from your library, choose and apply one or two animated effects and customize them. Add up to two effects to your pictures.
- [Pexels Videos](#): Completely free stock videos.
- [Ripl](#) for custom **animated posts** (for Facebook, Instagram, and Twitter). You can use up to eight images.
- [Videvo](#): completely free HD stock footage and motion graphics.

## Images

- [Canva](#) for images. Canva is free (unless you want to buy individual elements), and has a paid option. We have a growing set of [how-to guides](#) for Canva.
- [Adobe Post](#) is free, and you can select social media image templates, including Facebook. You can use the images you create in your Adobe Spark videos.

- [Cyfe](#), a data aggregating app that lets you create custom dashboards for social platforms and view your data in one place. It's free up to five widgets.
- [Librestock.com](#) to search for free stock photos
- Snappa has a great list of sites that offer [free stock photos](#).

## Other

- [Facebook Blueprint](#): A series of free, self-paced online courses and webinars. Blueprint eLearning can help anyone market more effectively on Facebook. Includes courses on ad targeting and many more.



Facebook

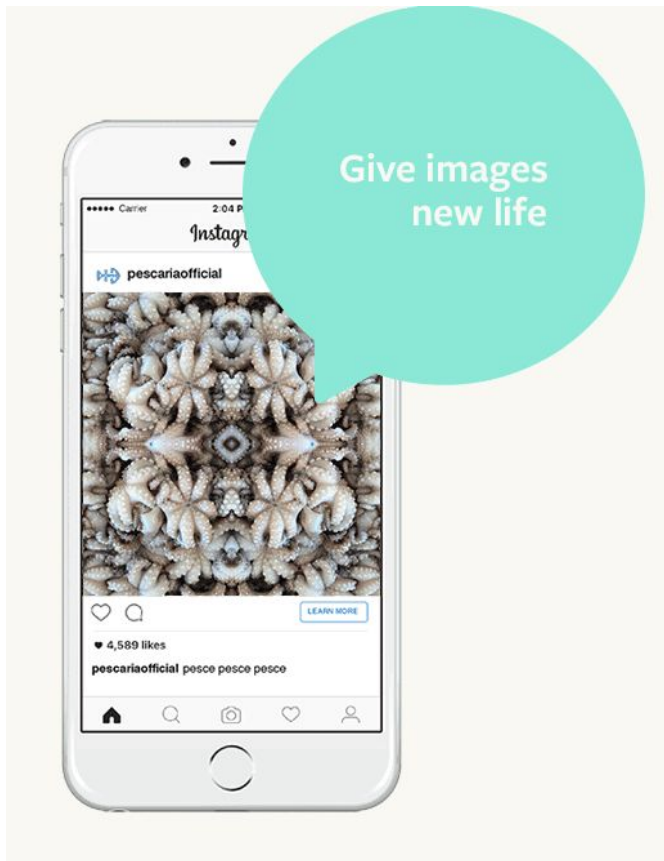
- CoSchedule's (free) [Headline Analyzer](#)
- [Poll for Facebook](#): A free service with customizable forms where you can include video and images.

## Ads

Tools for [creating mobile ads from scratch](#):

- [Boomerang](#): An Instagram video app that takes a burst of photos and stitches them together into a high-quality mini video that plays forward and backward (Instagram).
- [Layout](#): An app from Instagram for iOS. It lets you easily combine multiple photos into a single image. It's fun, it's simple and it gives you a new way to flex your

creativity. Take the pic of your book, open it in Layout, and rotate each image 90 degrees from each other and that's it, the images look like works of art (Instagram).



Facebook

- **Videoshop**: take existing catalogue images of your books on a white background, stack them using **Layout**, and turn them into a video using Videoshop.

**Hold up, there's one more page!**

**Thanks for reading!** Got feedback? Let us know at [marketing@curiosityquills.com](mailto:marketing@curiosityquills.com).

Your Curiosity Quills family

