



PATRON SAINT PRODUCTIONS, INC.

644 Greenville Ave. #234 ♦ Staunton, VA 24401 ♦ U.S.A.

Voice: (504) 342-4806 ♦ PatronSaintPR.com ♦ Fax: (504) 342-4157

601: Facebook, Twitter and YouTube: Social Media from the Ground Up

IBPA Publishing University West 2012

Outline

1. Social Networking Strategy

- Build a Generic Profile (Sample Profile at PatronSaintPR.com)
- Use a Checklist of Sites (Free Template at PatronSaintPR.com)
- Assemble Resources for Establishing Accounts (photo, resume, CV)
- Author Extras (Blurbs, Excerpt, Quotations, Cover Art, Contact Info)
- Establish Profiles Everywhere; Maintain Profiles You Have Time For

2. Facebook

- Only people can have a "profile"
- Establish a "page" for book or company.
- Do your marketing from your page, not your profile.
- Your profile can then "like" things posted on your page.
- 7-to-1 ratio of information to promotion.
- Stagger updates from tweets.

3. Twitter

- Establish a profile.
- Find other tweeters.
- 7-to-1 ratio of information to promotion.
- Stagger tweets from Facebook updates.

4. Linked-In

- Establish a profile.
- Expand your number of connections.
- Join groups and participate.
- Post job openings and hire from job postings.

5. Amazon

- Establish a profile.
- Connect your blog to your Amazon page.
- Upgrade the Editorial Reviews section on all your books.
- Post short reviews on as many other books as possible.

6. Other Social Networks

- Google+
- YouTube
- Yahoo
- MySpace

7. Book-Oriented Social Networks

- GoodReads
- FiledBy
- BookCrossing
- LibraryThing
- ShelfAwareness
- Shelfari

STEVE O'KEEFE is co-founder and chief operating officer of SixEstate Communications. Steve is a serial entrepreneur, writer, professor, and Internet pioneer. He wrote the bestselling book, "Publicity on the Internet," in 1996 and has taught Internet PR since the mid-1990s for IBPA Publishing University, Tulane University, and the Stanford Professional Publishing Program, among others. Steve is co-founder of the International Association of Online Communicators. He was president of AuthorViews (2004-2008), and executive director of Patron Saint Productions (2001-2011), where Steve launched online campaigns for over 1000 books and many of the world's largest publishing brands.