



Tips and timeline for promoting your SAGE book on social media

Sharing information about your book on social media – before publication

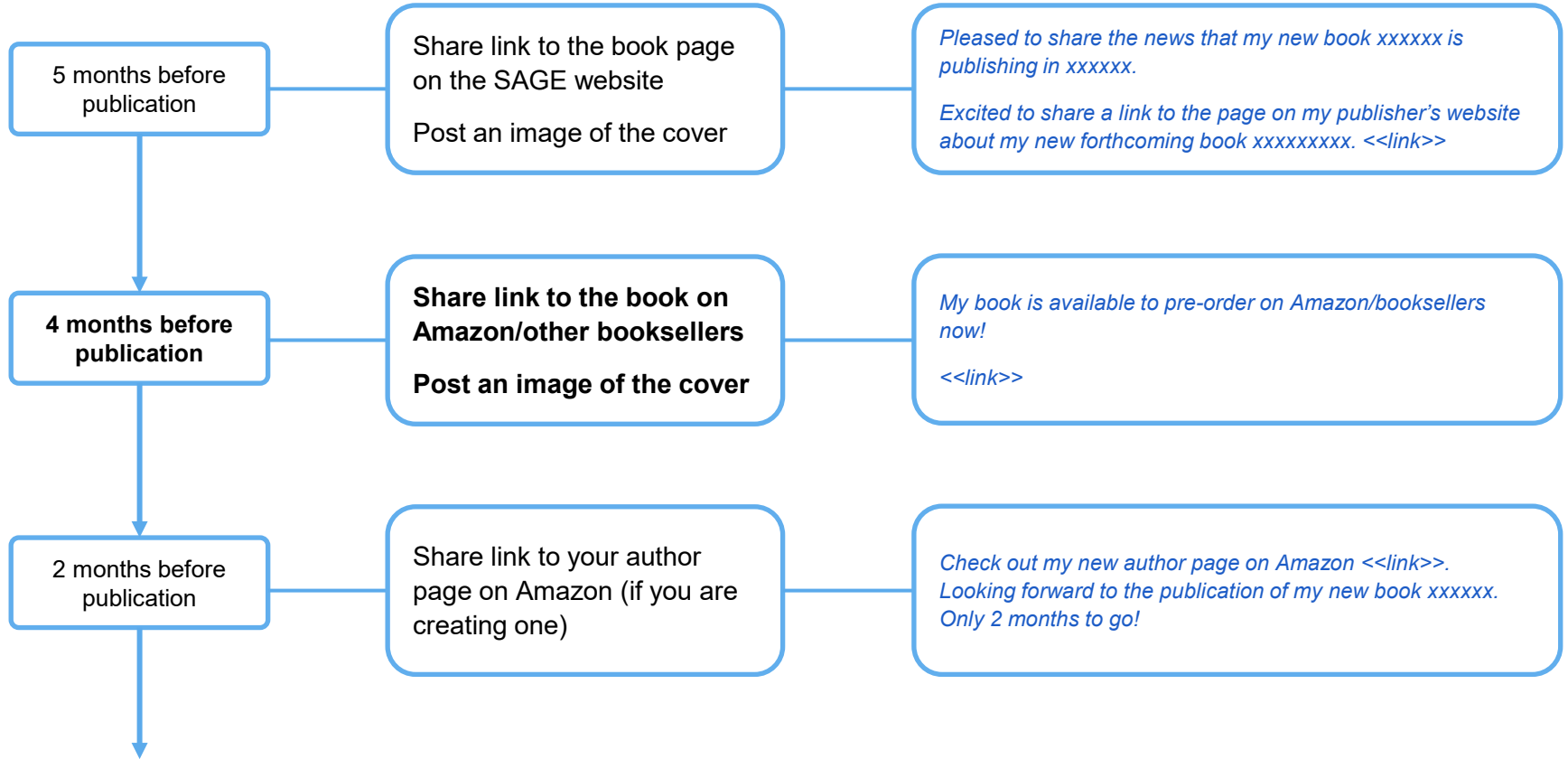
Authors often ask about the timing of announcements for their book on their own social media channels. You can post about a book project from the time you have a contract with SAGE, and here are a few guidelines on what to consider.

- ✓ To enhance the impact of messaging about your book, timing is important
- ✓ If you share information at the right time, you can build interest in a book whilst prompting readers to buy
- ✓ As publication dates can move it's best to avoid sharing specific dates until confirmed at publication. For this reason, we list month of publication rather than specific date.

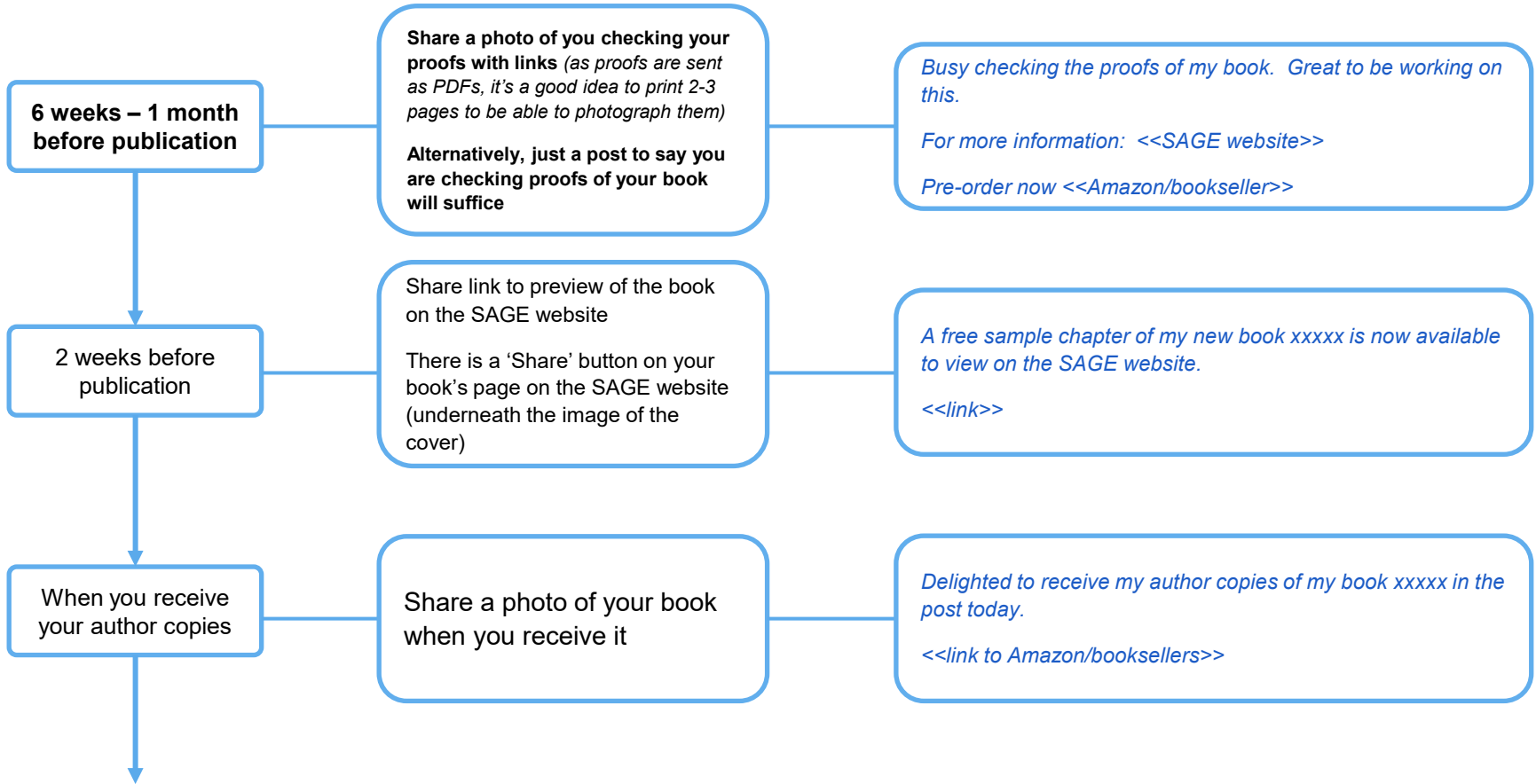
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- **TIMELINE:** The following pages outline a suggested timetable and wording for posting about your own book via your social media channels.
- **KEY MILESTONES:** This is a suggested timeline only, you don't need to complete every step. The **bold points** are the most important, so if you prefer to only post about the book a few times, these are the key milestones.
- **COPY:** If you're not sure how to talk about your forthcoming book, we've included some copy suggestions. We hope these help as a starting point for you to update your followers on the publication of your book.
- **RETAILERS:** SAGE works closely not only with Amazon, but also with many other retailers (such as Blackwell's, Wordery, Books Etc, Waterstones, Bookshop.org), so you can encourage people to find your book at a variety of booksellers.

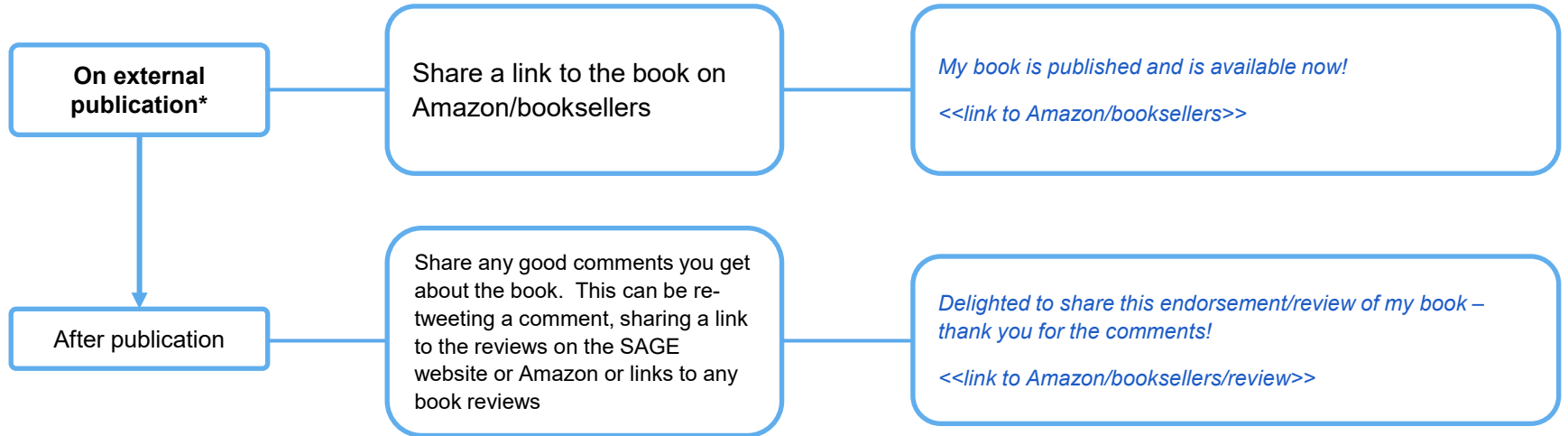
Book promotion timeline



Book promotion timeline



Book promotion timeline



*When is the external publication date?

This is set at 2 weeks after we receive stock of the book into the SAGE warehouse. SAGE will make the book available from the SAGE website straight away, but booksellers will generally not start selling until the external publication date. It's hard to accurately predict this too soon (as we do not know how the printers will schedule the books on to the presses), so it's best to check this date (on Amazon or another bookseller) when you receive your author copies as it will be correct at that point.

Social Media Images

- SAGE will provide you with a set of images created by our design team to be used on social media to promote your book
- The images will feature a set of pre- / on- / post- publication messaging
- You will receive these images from your editor when the cover design is finalised

What do they look like?



Header banners
1920 x 640 pixels

Twitter posts
1100 x 620 pixels

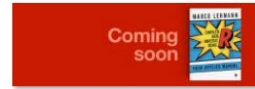
They will be created in complimentary colours to your book cover



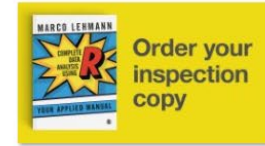
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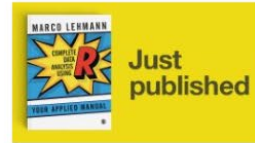
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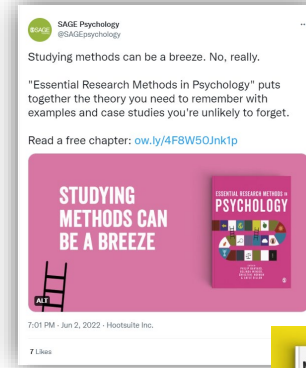
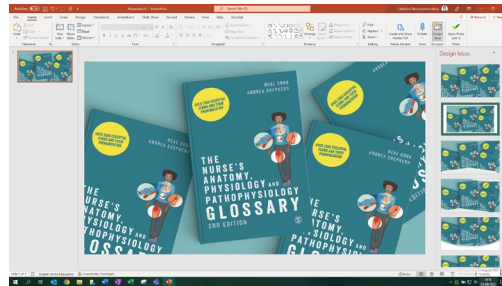
How can you use them?



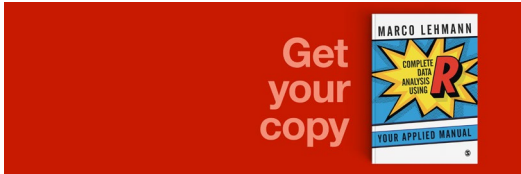
Header: Upload to your Twitter account via 'Edit Profile'



Other uses: Drop images in your PowerPoint slides



Post: Add images to your Twitter posts via 'Media'





For more tips and information
visit our dedicated Author hub

sagepub.co.uk/book-author-editors