



UNIVERSITY *of* VIRGINIA PRESS

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Promotions Guide for UVA Press Authors—What You Can Do to Help

*Especially during Covid, these opportunities are an amazing way to help spread the word about your book, and require only a minimal time investment. Please contact UVA Press's Director of Publicity Emily Grandstaff (egrandstaff@virginia.edu) with questions.

And please make sure to use the link to your book's page liberally to increase traffic!

Social Media / Online:

Social media and online platforms play an increasingly important role in publicity efforts. Even if you do not personally use social media, we will help you promote your book on our digital platforms, enabling you to benefit from digital exposure as an UVA Press author. That said, your direct participation in these discussions online can greatly enhance your book's reach.

Here are a few tips on what you can easily do to get the word out about your work and to help us do the same.

Social Media Engagement

Twitter | Facebook | Instagram: [@uvapress](https://twitter.com/uvapress)

As your book's publication date approaches, we encourage you to mention it on your social media platforms, or help us promote its release on our channels if you do not personally use social media by sending us relevant articles that tie into your book's topic. Please keep the following in mind:

1. Don't be shy about mentioning your book on Facebook and Twitter! Your personal networks contain built-in audiences of readers. Whenever possible, include the book's cover in your posts or images of you handling the physical book.
2. When you post about your book, tag UVA Press [@uvapress](https://twitter.com/uvapress). Mentioning us when sharing book related content enables us to link to, repost, and retweet your messages to bring your work to the attention of our respective audiences.

If you want to join social media with an eye toward promoting your book, our experience suggests that Twitter is the most engaging platform:

1. Join well ahead of your book's release to build your social media presence. Follow others, both scholars and institutions related to your professional activities

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2. Include information on your field, your book's title, and your professional interests in your Twitter bio
3. Pin a tweet to the top of your feed announcing your book with the cover and publication date
4. Tweet regularly on subjects relevant to your research and professional activities
5. Use hashtags, tag other scholars, and retweet articles/writing you believe in
6. Share images of you holding the first physical copy of your book, public domain illustrations from the book, or any interesting articles that relate to it

Email Signature and Online Profiles

Once your book is out:

1. Update your email signature by simply adding <Author of title + UVA Press book URL> to existing information. This is a crucial step and very effective!
2. Update all of your online profiles to include the book's title and, whenever possible, its cover:
 - academic department site
 - social network profiles
 - professional organization bios
 - bios on websites to which you contribute
3. Author website:
 - Let us know if you have or are building a personal website that focuses on you as a scholar and includes a section on the book. We'll happily fold it into our promotions and drive traffic to it!

Blog Posts

It's never too early to think about blog posts, which are a great vehicle for drumming up interest in your book! A few months before your book's publication, your acquisitions editor will send you our UVA Press Q&A, so we can feature an interview with you in the Author's Corner section of our website on the pub date: <https://www.upress.virginia.edu/authors-corner/>

In addition, jot down ideas for short pieces (500 to 1,000 words) related to your work as you revise your manuscript, so when it comes time to promote your book upon its release, you have outlines, or even content, ready to go. We will then discuss with you and share your post on our blog and social media at the time and well after publication, whenever your book intersects with events in the news.

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The post can be based around any of the following:

- anything related to the content of your book
- your work in light of contemporary events
- any cultural tie-ins (film releases; anniversaries; birthdays of historical figures)

Listservs

As publisher, it is difficult for us to share the press release announcing your book (as it can be seen as an advertisement), but if you are a member we encourage you to announce your new book to whatever listservs you follow. Please ask Emily for the press release if you would like to share that material, announcing that your book is now available through UVA Press.

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