

Ten minute marketing

Got a spare 10 minutes to start promoting your book? These quick and easy steps will help spread the word about your book. If you have more time, we have a range of other resources to guide you through other ways of promoting your work.

- Add a link to your book page from the MUP website to your email signature and include the book cover.
- Download your book flyer from your book page on the MUP website and share it with your colleagues and friends.
- Share news about your book on social media. If you're on Twitter, tag the MUP account **@ManchesterUP** and we'll retweet you!
- Inform the PR Department at your institution that your book is now available. They should be able to promote it through their publicity channels for you.
- Check with your librarian that your institution has access to your book. Your book is available in a range of different formats through standard library aggregates and via Manchester Hive, our online platform. You can recommend your book directly to a librarian via your book page on the MUP website.

For more information about digital access, please contact **manchesterhive@manchester.ac.uk** and a colleague will be in touch.

Our TikTok account has received over 16,000 views since launching in 2021.

In 2021 our Twitter grew to over 35,000 new engagements.