

Quick Reference: Promoting Your Book Virtually

The COVID pandemic may have changed how you are thinking about self-promotion—everything from bookstore readings to academic conferences have moved from the physical realm to virtual platforms. This quick reference covers a few of the digital methods available to you to draw attention to your book. For more tips, visit this [post on our Penn Press blog](#), and feel free to let us know if you have any new ideas to share!

Virtual Events

Local bookstores, academic societies, libraries, and campus departments have become increasingly adept at hosting online panel discussions and book talks—feel free to ask them if your book would be of interest to their audiences and how you can participate. You can also reach out to colleagues with similar or overlapping research topics to propose panel discussions. If you are more entrepreneurial in spirit and would prefer to do-it-yourself, consider the information below a place to start!

- Live video events are frequently either streamed on social media such as Facebook or Instagram, or held on meeting/webinar platforms such as Zoom or BlueJeans. Some of these platforms are cross-compatible and can simultaneously stream your event on multiple sites. When choosing which platform to use, consider your ideal level of attendance, the technological comfort and capabilities of your target audience, and your desired amount of audience participation. [Zoom's Frequently Asked Questions](#)
[BlueJeans' Overview](#)
- Links to the event can be distributed on social media, placed on your and/or your event host's websites, or sent out through email. Keep in mind that publicly accessible event links can be victim to "Zoombombing", when non-participants join your virtual event to disrupt it. Some ways to deter Zoombombing are password protecting your meeting, limiting the public places where your meeting link is posted, and muting and disabling screen sharing from your audience members.
- Ticketing websites like Eventbrite or TicketLeap allow you to estimate your event's attendees ahead of time, or limit attendance through reserving tickets. These sites also keep your event link private to non-ticket holders, and collect the email addresses of attendees, which can later be added to your and/or your event host's listservs.
- Multiple videoconferencing apps, as well as YouTube, offer automatic closed captioning with varying rates of accuracy. If you would like to ensure your event is audio accessible, you can discuss hiring a sign language interpreter or captioner with your event host.
- Recording your event allows it to be watched at a later time. It also allows speech during the video to be slowed for clarity as well as for viewers to take breaks.

Notify the Marketing Department at Penn Press of your virtual events in advance so we can include them in our event listings on our blog. We may also be able to share video from recorded events: send us your links!

see next page for more tips =>

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Try to place an op-ed or guest blog post

Now is the perfect time to try to place an op-ed with a news outlet—especially if you can connect your book and research to current events—whether COVID-19 itself or one of the many aspects of our society that it touches. Of course, newspapers and high-profile websites aren't the only place to make your voice heard right now—and you also don't have to tie your subject matter to current events if there's not a natural connection. Consider writing a guest post for an outlet specific to your field or your subject matter, allowing you to promote your book to a more targeted and specialized audience.

Some outlets in which Penn Press authors have recently appeared include:

- [The Washington Post's Made By History blog](#)
- [The Way of Improvement Leads Home blog](#)
- [Government Executive](#)

And remember, the Penn Press blog is always open to submissions!

Guest on a podcast

Podcasting is well-suited to remote collaboration. If there are podcasts in your field or related to your book's subject, pitch them and see if they'll have you on!

Some podcasts on which Penn Press authors have recently appeared include:

- [Tales from the Reuther Library](#)
- [Cross + Word podcast](#)
- [Know Your Enemy Podcast](#)

Check the Marketing Guide for additional tips on pitching to and recording for podcasts.

Give social media a shot

Social media can be a wonderful tool for increasing your personal audience and the reach of your work. And it's never too early or too late to start building an online brand for your book and for yourself as an author and scholar.

You can find some tips on building a professional social media presence here:

<https://www.waldenu.edu/programs/resource/how-to-use-social-media-professionally>.

If you're already active on social media, mention your book in your Twitter/Instagram bio or Facebook "About" section and you can promote your book by getting involved with online conversations about related topics.

If you're not active, though, don't feel pressured to join! Although social media can be one way to reach an audience, it is not the sole determinant of a book's success.

Expand your virtual brand

Ensure your book is mentioned in your biography wherever it appears, for example:

- departmental website
- blog posts
- event announcements
- social media profiles

If you are on social media, look for ways to tie your book and your expertise to current events, and listen to what others are saying about ongoing changes in academia and in your fields in particular. With more people than ever turning to social media, you have the opportunity to get your research in front of new sets of eyes.