

What you can do to help promote your book

Websites & social media

Use your existing digital channels and make sure they are up to date. Include a link to your book's page in your email signature, on your own website, in presentations, in your blog or anywhere you find opportunities to talk about your work.

Use social media to share your work – this can be done during the writing and production as well as after publication.

To get the best results from social media, post regularly and consistently if you are active on more than one channel.

LinkedIn

- ✓ Add your book to your LinkedIn profile, under Publications
- ✓ Update your headline and background photo to include your book (UCL Press can assist with social media assets)
- ✓ Increase your visibility and establish your authority by writing LinkedIn articles about relevant and trending topics
- ✓ Follow UCL Press and tag us in relevant posts so we can easily engage with and amplify your content
- ✓ LinkedIn groups can be an effective way to find other users with similar interests and take part in online discussions in your subject area. Once you're accepted into a group, you can post discussion items, updates and links to your research

Bluesky, Instagram, Threads & X

- ✓ Update your bio and header image to include your book (UCL Press can assist with social media assets, if required)
- ✓ Use 2-3 relevant hashtags in each post to boost visibility. These may include subject-specific hashtags. Examples include:
 - #OpenAccess
 - #OpenAccessBooks
 - #AcademicTwitter
 - #AcademicChatter
 - #ResearchTools
 - #WritingCommunity
 - #twitterstorians (for historians)
 - #educhat (for education)
- ✓ Follow @uclpress and tag us in relevant posts so we can easily engage with and amplify your content

Quora

- ✓ Quora is a Q&A website which allows users to ask and answer questions on virtually any topic. 300+ million people use Quora each month to share knowledge and learn more about the world around them
- ✓ Demonstrate your expertise and share your research by creating an account, completing your profile and answering questions
- ✓ Sign up for free at [Quora.com](https://www.quora.com)

Amazon

- ✓ Update and optimise your author page
- ✓ Make updates to the Amazon pages of your book by using the Author Central service, a free service provided by Amazon to allow authors to reach more readers. Add your biography, photos, blog, video and tour events to your Author Page. To log in to Author Central go to author.amazon.co.uk or author.amazon.com
- ✓ Ask your networks, contacts and friends to write honest reviews (reviews help to boost your book's visibility within Amazon search)

Conferences & events

- ✓ Make the most of any conferences that you attend by using opportunities to promote your book
- ✓ If you're presenting, make sure you include information about the book in your slides. UCL Press can provide flyers
- ✓ If there is the potential for further marketing activity at a conference you're speaking at or attending, please let us know in advance

Networks & contacts

- ✓ Talk to your department/faculty/university's communications team and let them know about your book and what promotional support might be available
- ✓ Check that your institution's library is aware of the book, and includes it in its collections. Email colleagues and collaborators - both in and outside your department - who are likely to be interested in your book
- ✓ If you have your newsletter or are an active member of any email groups, make sure that you post an announcement about your book