

# Social Media Guide

**The Reading Groups for Everyone Noticeboard is brimming with offers for reading groups. It's a chance to apply for free books for your group but publishers are also often looking for feedback and reviews from groups in return for free copies. And publishers are increasingly looking for groups who will share and feedback using social media platforms such as X (Twitter) and Instagram. If you or your group aren't familiar with these programmes, this can seem daunting and could also put you off applying for some exciting offers. But it's very easy to use! We've put together a simple social media guide which will enable you to take part and get up to date.**

**Using social media is also a good way of hearing the latest news from us, and from publishers, as well as connecting with other readers.**

## X (formerly Twitter)

X is a place for sharing information as it happens, and for connecting with others in real time. One of the most important things to remember is that you are restricted to using 280 characters or less – so no essay writing with this social media tool!

If you're not keen on setting up your own X account, you could simply create one for your group. You don't have to use a photo of you or your members, any picture will do – it could be a picture of your favourite book for example. Here's how to get started:

- 1. Go to Twitter.com and sign up for a free account. Do so by entering your name, email address, and desired password in the provided space.**
- 2. Write a post. Type your message into the 'What's happening?' text box. Note that posts are limited to 280 or fewer characters; otherwise, the "Post" button will go into a minus. As you type, a countdown is offered to help you keep track of the character count of your tweets.**

- 3. To add an image to the post, click on the little box with the mountain scene in it. You can also add a link to another website in the text box.**

- 4. Use hashtags. The publisher will often ask you to use a hashtag on X. A '#' will create a hashtag. A hashtag makes a certain word easily searchable. For example one publisher asked groups to "Share your thoughts with us on X using #ManualforHeartache".**

You can also tag the name of the publisher, for example type @ProfileBooks. This will alert the publisher to your post. Don't forget to also add the following to your post: @readingagency, @reading\_groups, #readinggroups

- 5. Hit the post button. You did it!**

- 6. Search for us on X, @readingagency and @reading\_groups, and click 'follow' to receive updates including all our latest offers.**

- 7. You can find publishers and authors to follow by typing their names into the search bar. There's no limit on how many you can follow, so you can find all your favourites.**

- 8. Your X feed will start to fill up with posts from the people and organisations you follow. You can like a post by clicking the heart symbol, and if you want their post to also show up on your profile, click the repost button in the middle. You can also reply to messages with the comment tool!**

- 9. You don't need to post regularly to keep your account going; if you prefer, you can use it just to follow others, but it's always good to share your thoughts about the books you're reading!**



## Example Tweets

Not sure what to say? Here are some examples for inspiration...



## Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone. The first thing you'll need to do in order to use Instagram is download the app. There is an Instagram website but it's very limited – you can't upload new images there, only view them and like or comment on them.

You can download the Instagram app from the iOS App Store or Google Play Store.

Once the app has downloaded, you can create an account. You can sign up with Facebook, or sign up using your phone number or email address. You'll then be asked to create a username and password.

Next, you'll see suggestions of people you might want to follow. These suggestions are likely to be celebrities and brands. Tap Done when you've followed some people.

If you decide not to follow anyone yet you can tap Done and then tap Continue Anyway in the pop-up.

If you've followed all of the steps above, you'll now have created an Instagram account. Congratulations!

## How to share a photo

To share a photograph on Instagram, you can tap the square icon in the centre of the navigation bar.

From there, you can choose Library for photos and videos you've already captured that are stored on your phone, Photo to take a new photograph within Instagram, or Video to capture a new video within Instagram.

Videos can be three to 15 seconds long, and you can stop and start the recording simply by letting go of the big red record button and then pressing and holding it again when you want to record more.

Once you've chosen your image, tap next to go to the filters and image editing tools. You'll first be able to swipe through and apply filters by tapping on them at the bottom of the article. You don't have to edit the photo if you don't want to but you can play around and see what you like!

When you're happy with the edits you've made, tap next. You can now add a caption to your image, and include hashtags to help people find it.

You can also tag people, add your location, and if you've connected your Facebook, Twitter, Tumblr or Flickr accounts you can share the image there directly from within Instagram too, if you want to.

If you want to share your image with a select few people, you can tap Direct at the top of the page and select the Instagrammers you want to share it with.

Tap Share at the top of the screen and your Instagram photo has been shared!

## Example photos to share

Feeling shy? Just post a photo of what you're reading!



Or get a bit arty and interesting with the books...



And for the outgoing groups, smile and pose!



Don't forget to search for and follow The Reading Agency on Instagram to keep up to date with what we're doing.

## Facebook

If you're not already on Facebook, you've probably heard of it. Publishers aren't looking for reading groups to share content on this platform as much as Twitter and Instagram but you still might want to sign up.

Here's a guide for those who don't have an account yet:

<https://www.digitaltrends.com/how-to/how-to-use-facebook/>

If you already have a personal account you may not wish to use it for reading group activity. You can still like The Reading Agency Facebook page and keep up to date with all the news using a personal account, without sharing any of your information with others.