SOCIAL MEDIA

The majority of customers hear about new products via their social media feed. If you have an account for any of the following channels, we suggest posting an announcement on your personal page.

Social Media Channels

- Twitter (https://twitter.com/)
- Facebook (https://www.facebook.com/)
- LinkedIn (https://www.linkedin.com/feed/)
- Google+ (https://plus.google.com/discover)
- Instagram (https://www.instagram.com/)
- Pinterest (https://www.pinterest.com/)
- Youtube (https://www.youtube.com/)

Tips

- Post an image of your book, visual posts tend to do better than text only posts
- Use hashtags. There are various educational hashtags on social media. Some include: #edchat, #earlyed, #literacy, #ece, #edpolicy, #edreform – we recommend using at least one relevant hashtag per post
- Aside from posting a photo of your book, we suggest posting when: you’re presenting your book at a conference/workshop/panel, any book launch/events, published book reviews, any op-eds or articles that you may have written, etc.
- Make the book your cover photo. We can help with this, if you’re interested, please reach out to Joy Mizan.
- Mention other handles! Include your organization’s handle, TC Press’s handle, as well as friends and colleagues. Posts are likely to be shared if they mention others.
- Don’t have social media accounts? Ask your organization to post to their social media channels. It can take years for a new account’s following to build up, so we don’t recommend starting a new account just for your new book.

TC PRESS BLOG

At TC Press, we’re working to create more content for our blog. If you’re interested in writing a blog post, please contact Joy Mizan. Below are some general guidelines to follow:

- Ideally, posts will be from 800 – 1200 words
- Aside from a standard post, we’re happy to feature Q&As, quizzes, timelines, lists, etc.
- If you plan to use any images, please ensure they are in the public domain or that you have permission to use. Public domain databases include: Wikimedia commons, Flickr (will state if image is public domain), Pixabay, etc.
- All blog posts will be sent to relevant outlets for reposting
PROMOTIONAL MATERIALS

We’re happy to provide you with a flyer (which includes a discount) to share with your friends and colleagues. In addition to this, we can offer an announcement (in html format) that you can share electronically.

We recommend sharing such material through an email announcements, list servs, at conferences, workshops, and other events that you may attend.

Some list servs, don’t allow images. Please reach out to Joy Mizan if you need help with creating copy. Please be aware that many list servs only allow members to post.

OTHER TIPS AND TRICKS

- Contact your organization’s Press department. Most of the time, they will send or post an announcement on their News and Media section. If they plan to do more outreach, please have them contact, Joy Mizan.
- Network! If you have a personal relationship with any journal or book review editor, please send them a note about your book. The Press will also be sending out review copies to key reviewers, but a personal note from a friend is valued more.
- Create an author account on Amazon Author Central (https://authorcentral.amazon.com/). On this site, you can add a photo, bio, and link all your works together. Creating an author profile, can help with discoverability on Amazon.
- Encourage friends and colleagues who have read the book to publish Amazon reviews.
- Become a GoodReads Author (https://www.goodreads.com/author/program). Here, you can connect with readers, post a bio/photo, as well as link all your works together.
- Host a book party for friends and colleagues.
- Send a notice to your alma mater’s alumni magazine. They will most likely add it to a future issue. If they need a copy of the book as well, please reach out to Joy Mizan.
- If you receive any media requests, please contact Joy Mizan. I will work with the publication/writer. We’re able to offer excerpts for placement.
- Visit or send a note to your local or college bookstore. Most college bookstores will want to feature their faculties’ books. So make sure to notify them. Local bookstores are also happy to feature local authors.

BOOK EVENTS AND LAUNCHES

If you’re planning a book event, please reach out to Outreach Coordinator, Michael McGann. For author events, we can offer a special discount if the organization orders a certain amount of copies. Please send a note as soon as an event is confirmed. The more lead time we have, the better we can promote your event and book.
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