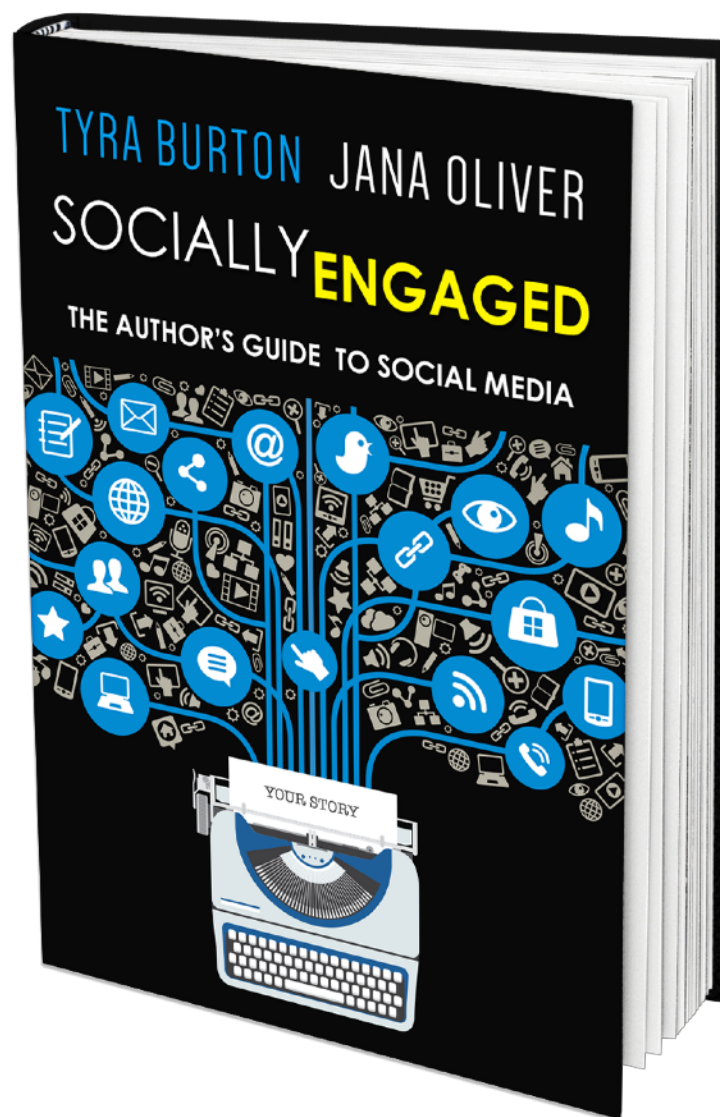


SOCIALLY ENGAGED

The Author's Guide to Social Media



About the Book

GENRE (S)

NON-FICTION: WRITING, SOCIAL MEDIA

PUBLISHER

PRISM PUBLISHING

Today's successful author needs a strong online presence, but how do you choose which social media platforms work best for your books and build your readership?

Blurb: Marketing professor Tyra Burton and award-winning author Jana Oliver tackle tough Social Media questions with real-world examples, as well as insights to help you build your brand and expand your fanbase.

- * How Social Media helps you increase sales
- * Creating an Author Brand
- * Using Analytical Tools to determine if you're reaching your readers
- * Creating Engaging & Shareable Content
- * Word of Mouth & Influencers
- * Copyright & Trademark Basics
- * Getting the most from Google, Facebook, Twitter & Tumblr
- * Building Brand with Pinterest, Goodreads & Amazon

About the Author

Tyra Burton



An award-winning senior lecturer of marketing at Kennesaw State University, Tyra is a gamer-girl, gadget geek at heart. An innovator in the classroom, she has taught students for over twenty years on topics ranging from Advertising to Mythology. She developed both the undergraduate and continuing education courses in social media marketing for KSU.

Tyra Burton is a social media strategist and co-author of *Socially Engaged: The Author's Guide to Social Media*. A frequent workshop presenter and panelist, Tyra has presented at the annual conferences for Novelist Inc., Romance Writers of America (RWA), and the Atlanta Food Expo. Tyra was the social media columnist for RWA's eNotes in 2015 and recently wrote for NINK. Her first fiction book, *Penduli Station*, was co-authored with Sherrie Fillion. Currently, she is working on a follow-up social media book as well as paranormal romance and fantasy series.

She loves dark chocolate, Jameson & Ginger Ale, and Ireland. She is mom to two dogs, Bandit and Shadow, and one cat, Clover. Her and her husband live happily in their house in the woods with their socially engaging fur babies.

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