

IDEAS FOR SOCIAL MEDIA POSTS

Answers to reader questions
A poll for your readers to respond to
Giveaways: books, swag, critiques, a virtual school or
book club visit
Your favorite book, author, book cover . . .
Fan art of your book
Writing playlist
A “name my next character” contest
Your writing career Someday List
Your life goals Someday List
Your inspiration list
A map of your fictional world
Interesting things you’ve learned in your research
A mood board
A book aesthetic reel
A photo of your writing desk
Your bookshelves
Your TBR pile
Writing tips and advice
A book you’ve recently read and loved
Book quotes
Character profiles
Favorite writing snack or beverage
Good news from a fellow writer
An inspiring article on writing
What you’re currently reading

Book recommendations for various topics or genres
“What to read” recs (while readers wait for your next book)
International or special editions of favorite books, or
your own
Bookish goodies (candles, fancy pens, Jane Austen action
figures . . .)
Updates on your writing goals and progress
Pictures of your research notes or brainstorming
scribbles
Announcements of new cover art or events
E-book sales or downprices
Interview with your agent, editor, audiobook narrator,
cover artist . . .
Things that are inspiring you, or inspired your latest
project
Your backlist
Old writing projects you never finished
Early childhood or teenage writing
Abandoned story ideas
Encouraging quotes
A day in the life of a writer
Spring cleaning your office
Summer reading lists
Fall tea and pumpkin spice lattes
Cozy winter reading nooks
Other hobbies and interests
Your pets
Your family
A shout-out to your favorite librarian or bookseller

A gratitude post to a beloved teacher or mentor

A podcast or blog that inspired you

Your current writing struggles

Your writing space decor

Highlight of a booktuber, BookToker, or influencer

Questions for your followers (fave fictional character,
desired superpower, etc.?)

#SundayFunday

#MondayMotivation

#MusicMonday

#TipTuesday

#ThrowbackThursday

#ThankfulThursday

#FridayFunday

#FridayReads

#Caturday