

The two social media accounts I have chosen to use are Twitter and Instagram. For me, Twitter is going to be more of an outlet where the audience can get to know the author, rather than just all information about the book. I will still promote my book to twitter and post important updates, but I will also be posting personal things. I am going to tweet every day, talking about my daily routine, some things I enjoy, and facts about how I started writing my narrative. For Twitter, I plan to promote this account by using interactive pictures, and things like gifs. I feel like gifs always grab someone's attention as they are scrolling through their timeline. Since Twitter lets you see how many people have interacted and clicked on your tweet, I will see which tweets people like the most, and post more of those style tweets. On Twitter, I will try to post about 8-10 times a day. I will try my best to spread them throughout the day, so my follower's timelines are not all spammed at a certain time. This will increase the probability of them actually reading and interacting with my tweets. On my twitter account, I will tweet the link of my Instagram, and telling my followers that the link to my narrative is in my Bio. Then I will pin it to the top of my profile, so it is the first thing people will see. Instagram will be more helpful if the audience wants to know more about the narrative, not the author. Since my story has a pretty unique subgenre, I can use many diverse hashtags to try and gain more followers for the account.

For my Instagram account, I plan to post about 5-6 times a day, also spread out throughout the day. Since the twitter is going to be heavily based around me, the author, I decided to make the Instagram more based on the narrative. For the Instagram account, I will post pictures always connecting back to my narrative, and captions to talk about it. Things I could tell my followers about my narrative could be more about the characters, how the story idea was created, or different fun facts about the narrative. One of the requirements is to make advertisements for narrative, I will create a couple of bright and eye-catching pieces of artwork that can be easily posted as a picture or a story. The dominant art that will take up most space will usually be words, with different styles of fonts and bright colors all around to make the art pop.

For both accounts, I will try to take advantage of hashtags, interacting with other social media accounts, and posting consistently, to gain more followers. For example, I could hashtag a range of things from medicine to romance. These will be extremely helpful when trying to find people that will enjoy the genre of the narrative. On every social media account, I will have my narrative linked for easy access for my followers.