

# Acorns: Social Networking Tips for Authors and Artists

## For All

- Find groups on social networking sites devoted to your niche. If you write about gardening, find groups for garden center owners. Reach out to people who seem interesting. Connect and introduce yourself but don't pitch them yet!
- Use the 90/10 rule...90% of your communications should be helpful shares, 10% pitches and work.
- Fan Pages? Use them sparingly. There are way too many out there right now to be meaningful.
- Messages should reinforce your unique selling proposition. What's that? It's what makes your work special.
- Don't know what to say? Here are some ideas:
  - ⇒ Meaningful links to industry news, articles, other people's blogs or posts (share the love!)
  - ⇒ Positive messages—quotes (some love that, some hate it, use discretion), uplifting messages, etc. People are naturally drawn to POSITIVE people!
  - ⇒ Ideas that demonstrate your expertise.
  - ⇒ Links to blog entries you've written, articles, etc.

## For Writers Posting to Revenue Sharing Sites (eHow, Suite, Others)

- Once articles are approved and live, save the URL, date, title and place published into an Excel spreadsheet or similar document.
- Post links with a short lead-in teaser to your major social networking sites.

## For Visual Artists (Painters, Photographers, Others)

- While it's true that you are selling artwork, search engines cannot recognize pictures when they search sites, blogs, etc for content. Be sure to tag pictures with keywords and write a short amount of text - about 150-300 words - on blog entries, etc.
- Watermark images for protection!