

MARSH



MYERS

SOCIAL MEDIA RESOURCES FOR AUTHORS AND ILLUSTRATORS

BUILDING YOUR OWN AUTHOR / ARTIST WEBSITE:

Weebly: <https://www.weebly.com>

Get access to customizable webpage designs and useful tools to build your website and grow your ideal business. Easily build a free website to help you get discovered and grow your customer base in style. Start today with our powerful free website builder which include multiple free templates, add-on apps and excellent customer service.

Wix: <https://www.wix.com>

Design and build your own high-quality websites. Whether you're promoting your business, showcasing your work, opening your store or starting a blog—you can do it all with the Wix website builder.

Wordpress: <https://www.wix.com>

This is one of the most popular website building tools in the world. It is also one of the more complex and might present difficulties for those who are inexperienced.

CRAFTING EFFECTIVE ONLINE MESSAGING:

Heartwired: <https://heartwiredforchange.com>

Human decision-making is influenced by how people are heartwired — the mind circuits and connections that tie together their emotions, identity, values, beliefs and lived experiences. Heartwired is designed to help you put this deeper understanding to work in your efforts to create social change.

MANAGING YOUR SOCIAL MEDIA:

Hootsuite: <https://hootsuite.com/platform>

Hootsuite is a comprehensive online tool that allows you to schedule, promote, curate content, monitor interactions, integrate apps and build teams to help your social media success. The site integrates with over 35 popular social media networks, including Facebook, Twitter, YouTube, LinkedIn, Instagram and Pinterest.

Loomly: <https://influencemarketinghub.com/loomly/>

Loomly is a powerful social media management platform with a clean, intuitive interface. It offers four pricing tiers after a 15-day no credit card trial. They range from a \$20/month Base plan for those with 10 or fewer social accounts up to the \$228/month Premium Plan, allowing up to 26 users and 60 social accounts.

Tweetdeck:

Tweetdeck includes a comprehensive dashboard allowing you to see the tweets in an account's Home feed, your Notifications, Messages, Activity, and Mentions. These change in real time. You can also add columns showing other items, such as Lists, Collections, Likes, Followers, Scheduled Posts, and more. You can make alterations to a scheduled Tweet before it's published. You can also quickly add images and GIFs to your messages. TWITTER ONLY.

ONLINE BOOK, AUTHOR AND ARTIST EVENTS:

Marsh Myers Author Website: <https://www.marshmyers.com/events.html>

My author's website includes a comprehensive and easy-to-navigate Events page. This resources includes book fairs, author events, online events, conventions and more. Regional items deals mostly with the Pacific Northwest.

2020 Social Media Holiday Calendar: <https://makeawebsitehub.com/social-media-holiday-calendar/>

Here are 181 social media holiday ideas to inspire you to create popular posts and content on your social media platforms!

Select Book Events by Publisher's Weekly: <https://www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/82087-select-book-conferences-fairs-and-festivals-in-2020.html>

Stuck in a book rut? Want to find more people who enjoy your favorite author or fandom? Fear not! Book conventions and fairs have continued to be a large and growing part of the publishing world. And whether you are a publishing insider or simply a book nerd, you should be able to find something to suit you in this list of events in 2020.

LitHub: Literary Events for 2020: <https://lithub.com/your-2020-literary-events-calendar/>

For planning all your literary needs.

TOOLS FOR CREATING GREAT VIDEOS AND PHOTOS:

Ripl: <https://www.ripl.com>

Create branded videos and images in minutes, then instantly post to all your social media accounts at once. A subscription service, \$14.99 per month, but very versatile.

Snapseed: Available through your App Store

This app by Google is our post-production work-horse, allowing fine tuning of an image but limiting filters altogether. What we like about Snapseed is its versatility. It lets you make minute adjustments to a composition, from bumping up the contrast to sharpening select details. This is a great app, perfect for making a good shot just a little better. Cost: Free.

Pixlr Express: Available through your App Store

Produced by Autodesk, a software company which specializes in digital imaging, Pixlr Express offers a variety of adjustments, effects, borders and type options. Like Snapseed, you can adjust levels in small increments in many cases, although the effect options don't allow for this. The app also allows you to make photo collages, stickers and other fun items better suited to social media. Cost: Free.

Camera+: Available through your App Store

This app has become more versatile as time's gone on, with new filters, effects and rendering options being added on a regular basis. It has a whole arsenal of filters available and will even allow you to layer effects – but of course this could cause a careless photographer to over-render an image and end up ruining it. Still, Camera+ works well, especially with smart device cameras. Cost: \$4.99.

Repix: Available through your App Store

This is a fun app with a variety of crazy effects, but it may not be the best option for a serious photographer – unless your beautiful landscape really needs starbursts or glowing fog in it? If you're using Repix on a smart phone or tablet, you can render effects with a swipe of your fingertip. Like many apps, however, this one claims to be free but once you download it you'll find that most of the effects need to be purchased separately. Cost: Free, but with paid upgrades.