

Social Media Strategies for Writers: Quick Cheat Sheet

A one-page reference to help writers stay consistent and purposeful on social media. Use it to plan your platforms, content, and engagement.

Platform	Strengths	Best Content Ideas	Posting Frequency	Engagement Tips
Facebook	Groups & Pages, community updates	Updates, event invites, group discussions	3-4x per week	Reply to comments; share others' posts
Instagram	Highly visual, reels popular	Book aesthetics, writing reels, snippets	3-5x per week	Use stories & polls
Threads	Conversational, short form	Writing tips, updates, quick thoughts	Several times per week	Start threads to spark convos
BlueSky	Emerging writer-friendly	Discussions, link sharing	2-3x per week	Engage early adopters; follow writers
TikTok	BookTok trend power	Creative short videos, humor, reader Q&A	3-5x per week	Engage via stitches/duets