

RESOURCES FOR FACULTY AUTHORS – PROMOTING NEW BOOKS

Have a new or recent book? Below are recommendations from University Communications on ways to amplify that publication.

Start with your publishers' marketing department. Work with them to secure book reviews and interviews. Ask them to contact reporters, radio programs and book review outlets on your behalf or ask for a list you may contact.



Make sure your publisher is aware of any events, such as book signings or lectures, or interviews you do on your own so they can share on their own platforms.

Contact wmnews@wm.edu and ask for a current list of local media to reach out to. Ask media if they feature local authors or if they publish a periodic listing of books by local authors.

Shamelessly plug. Include your book in your biography (departmental website, LinkedIn, etc), in your email signature, note in blog posts, event announcements, social media profiles, etc.

Submit background on your book to the W&M News faculty book list that is updated once per semester.

Keep up with current news that might pertain to your topic, looking for opportunities to speak with the press as a topic expert or for chances to write an op-ed for publication. Include "author of [insert book title(s)]" in your titling information when you do news interviews.

Tell campus bookstore, W&M Libraries, Williamsburg Regional Library and local bookstores you patronize about your book to possibly order and stock it.

W&M Libraries can spotlight your work on the libraries' website, blog and social media channels. Complete this quick [questionnaire](#).

Notify personal, departmental, professional organizations, etc.

Share on your LinkedIn and other social media channels.

Contact your graduate and undergraduate alumni magazines.

Pitch author talks, book signings, moderated discussion groups or reading groups to your department or University Libraries, historical or related organization, local and regional bookstores, conferences or events in your field of study, local libraries.

Submit your book to book fairs ([Virginia Festival of the Book](#); [Williamsburg Book Festival](#); etc.).

Submit your book for consideration for awards.

ADDITIONAL RESOURCES:

W&M Libraries: <https://guides.libraries.wm.edu/pubpromotion>



