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Industry Updates

Tobi Lampard, Creative Saskatchewan

- not much new to report for the Creative Industries Production grant
- the website has been updated
- Production grant is for the production of the physical book (July 10, January intake)
- There is also a market access grant, but you have to be invited to attend a market event (July 10, January intake)
- Business development and research grant (July 10, January intake)
- Tobi is open to having a phone call or a face to face meeting to handle any questions regarding eligibility guidelines
- There is one new question on the application form (#2); first, make sure you are using the correct form, and secondly, make sure you read the form carefully and answer the questions asked
- When you look at question #2, consider your specific activities and outcomes and how they align with Creative Saskatchewan's mandate (realize diverse commercial opportunities...) and goals
 - be specific

Q: If you are applying for the production grant, what is recommended in terms of having a marketable book?

- Outline past success, and project future success? Past nominations and past awards are helpful, or if you don't have any, what will you be applying for? Which potential awards or accolades will be a match for the award you are applying for? Demonstrate intent to apply, and intent to market (commercialization)
- Marketing and export grants can get you to sales and marketing conferences, you are encouraged to look at that because it can speak to your commercialization
- Market export grant can be used for author tours. Authors are also encouraged to apply to market export grant – they should work together with publishers to decide who will make that application
- All CS grants cover up to 50% of expenses
- Research grant can include attending conferences to learn more about rights, how to build company profile, etc.

Courtney Bates Hardy, Saskatchewan Book Awards

- Received 188 submissions last year; approximately 84 different books over 14 categories, including the Prix Du Livre Francais and the Young Adult Literature
- 42 jurors were recruited to consider between 3 and 27 titles
- Shortlist announcement took place in February, partnered with the Saskatoon Public Library and Regina Public Library to simultaneously announce them

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- Shortlist readings including Vertigo Reading series and Writes of Spring in Regina, and 3 readings at McNally Robinson in Saskatoon (one of which was a French reading, which was largely sponsored by Les Editions De La Nouvelle Plume)
- 300 people attended the Awards ceremony, including dignitaries such as acting deputy mayor of Regina Mike O'Donnell, MLA Laura Ross, 3 representatives from the NDP, newly appointed Poet Laureate Brenda Schmidt, and the host was multi SBA winner James Daschuk
 - Slight increase in ticket price (to \$75) to ensure that ticket price covered all costs
 - Voice over and AV and French translations were provided by SBA board member Lea Beaulieu Prpick
 - Rather than a 50/50, a silent auction took place as a fundraiser, which was more successful than 50/50s were in the past
 - All of the shortlisted authors books were available for sale at the ceremony, thanks to a partnership with McNally Robinson
 - Local bilingual band Etienne Fletcher performed at Awards Ceremony (this is the second year that there was a featured musical performance)
 - In addition to Book Arch, decor also included the Wall of Words
- This year, two Awards, the Young Adult Literature Award and the Indigenous People's Publishing Award were unsponsored at the time of the ceremony, although a new sponsor was found in Houghton Boston for the MC sponsor
- Joyce Wells, the first executive director of the Book Awards, was invited to present the unsponsored Young Adult Literature Award, which created a connection that will hopefully result in a full sponsorship in 2018
- Now that the Awards Ceremony is over, focus on promoting shortlist and winning authors
 - Readings at Festival of Words in Moose Jaw, and at the Legislative Library in Fall, as well as River Volta reading series in Saskatoon for Fall readings
- Fundraising will take place in Fall
- Partnering with other organizations is helpful to SBA to increase our audience
- Please take part in SBA survey, even if you didn't attend the Awards Ceremony
- SBA just completed their AGM, where a new board was voted in
- SBA worked with Andrea Martineau as the Event Coordinator, which was a happy collaboration
- 2018 will be the 25th Anniversary of Book Awards
- Call for Entries will be available in the summer, and submissions will be accepted starting in September
- Children's literature will be offered in 2018, which covers 2 years
- Submissions close November 1st, with the shortlist announced in February
- 25th Awards Ceremony will take place on April 25th, 2018 at Conexus in Regina

Social Media, Newsletters, and Other Up to the minute Ways to Sell Online

Arthur Slade

The Great White Whale of Selling Books Through Social Media And Other Means...

- Full presentation available at: www.arthurslade.com/spg

The Social Media Trap

The question we get asked over and over again is which social media platform is the right one? How do you do them all? (Answer: Don't!) Do we really have to do social media? Unfortunately, as publishers, you do.

Social Media

You're yelling at a crowd of people who are thinking about squirrels; your book is probably not going to be more exciting than a squirrel, but people can't look at that all the time; a book can be something a little more nuanced. There are more than 1 billion people on Facebook (and they're all sharing photos of their latest meal...). How do you communicate with these people, and how do you not turn them off from your message?

One of the biggest things is not saying the same thing over and over again, and not boring people. Selling a book should be secondary – make it entertaining first, and have a presence outside just selling your book.

Facebook Personal Page

1. Good for Communication
2. Be a Sharer
3. Time Consuming
4. Create Real Relationships
5. Join Groups

Probably the most important thing is having lots of friends – it's hard work to get a lot of facebook friends. A personal page is really good for communication, to reach out to readers. Always try to be a sharer – share information (how did I write this book, what is interesting about this book, but also 'how do you write a book').

Facebook is time consuming. Perhaps counter intuitively, Facebook is really good at creating real connections; it's most powerful function is reaching individuals, rather than mass contact. The power of Facebook is finding that group that is interested in you and what you are creating. With a personal page you can join lots of groups that align with your interests.

Facebook "Page" (Business Page)

1. Not as easily interactive

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2. 6.5% organic reach (164.19 likes)
3. Advertising/ Newsletter Signup
4. How to Get People Onto a Fan Page

The Facebook page itself is not as seamless as the personal page (it lacks a feed of other people's information – it's just your stuff, and you try to send people towards it). People can send you a message, but the interface is clunky. Facebook has changed their algorithms, so whenever you post, only 6.5% of the people who like your page will see it naturally. Facebook did this because they want you to pay for ads, to boost your post so that all your fans can see it. Post boosts cost at least \$5, and goes up from there (the charges are based on the number of impressions the post receives).

Art got people to "like" him by sending out personal messages to his followers, asking them to "like" his page. Facebook pages are effective for advertising (you need this business page to advertise on Facebook), and for newsletter signup. When your fans share your ads/posts, that's how you can reach people that you don't already know.

It's difficult to track sales through Facebook engagement, but it's still worthwhile effort.

Anytime you want someone to take an action (ie buy a book) you have to have 7 touches or hits. This can be something as easy as an add or a Facebook post, but it's tricky to reach these 7 touches without boring them.

Posting on Social Media

- a simple and short message is best
- include an eye catching photo that accents topic
- is there a call to action? "Click the link" "Buy this book" (if you tell people to do a specific thing, it can increase engagement by as much as 5 to 10%)
- Be conversational. You're talking to people interested in your product
- Is this post "your company" and "is your company" the post? So Zen
- Art's posts are apolitical, but that is a personal choice – some people choose to post their politics

Facebook Live

This is a recent development for Facebook, and is in direct competition with YouTube, by design. Facebook Live has excellent reach – we all can become TV stars! All you need to do Facebook live is a Facebook account and a phone. It's really effective, but it's easier/better if you have a stand or tripod for your phone. It helps to have somebody interview you as well. People can comment during the live feed, which you can respond to as part of the live feed. It's great for book launches, interviews, etc., and these live segments can also be repurposed. You can download the video, then upload to YouTube, or your own website – it's your video, you can do whatever you want with it. If you can put it in other places, you've already done all the work.

With Twitter, most people don't see your post. When you post things 2 or 3 times, people are used to seeing the same things again and again. If Art has a book launch, he might tweet as many as 6 or 7 times that day with the same information. You sort of have to guess if you're likely to lose people,

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but if you post too much on Facebook it'll get in people's feeds and that can be irritating

Facebook Advertising

1. Complicated
2. Precise
3. Expensive
4. Powerful

(www.selfpublishingformula.com)

Facebook ads can give you lots of information (age, gender, location, interests, etc.) on who clicks on your ads, which you can use to tailor your advertising to the most effective markets

it is expensive, the least amount you can pay is \$5, and it goes up from there – also, if you set the wrong parameters, it would be wasted money

Twitter

1. More of a sharing culture
2. Low Engagement Rate
3. Don't be afraid to repeat...

Art has a lot of followers on Twitter, but that's again down to his hustle (and all the people he follows too). Twitter provides a graph of impressions (how "impressive" you've been). People used to show they would like something by retweeting, but now they can just "like" it. The goal when you are tweeting is to get people to retweet it. However, as with Facebook, only 5% of people are going to see a tweet ("organic engagement rate"). People who use twitter a lot hate boosted post, and might unfollow you if you use boosted posts (this can happen on Facebook, but it doesn't happen as often). You can repeat the info on twitter, but don't repeat the exact same tweet

The Joy of Instagram

Instagram is a great way to share a moment on other social media platforms. Instagram is really about photographs (although not in the same way as Pinterest). Instagram is about sharing original content. There's a lot of really amazing stuff on instagram, but it's also a useful tool for connecting on other social media platforms.

www.pexels.com (free images for posts available, paid content as well)

How to be nice to people on the internet and sell books

1. Have fun
2. Be a sharer
3. Find an interesting fact about your books
4. Don't talk about your books **all** the time
5. Choose Your Presence
6. a. Don't Worry if you don't post
b. Set a specific time for social media
7. Create Individual relationships (you'll get acolytes!)
8. See it as a water cooler place for readers

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9. Don't talk about your books all the time
10. Don't be afraid to brag once in a while

All the other social networks

(YouTube, LinkedIn, G+, blogs, etc.) are also out there, and could be other ways of reaching out

Hootsuite and Buffer

These are social media management apps, and there are other similar ones that help you save time and manage multiple social media. They can allow you to post to several social media at once; some allow you to schedule posts (like on book launch day, you've got everything handled in advance so you don't have to worry about it). Buffer doesn't look at all your tweets and facebook, but it's a great way to share your social media post to twitter, facebook, and google+. It's a little bit leaner than hootsuite.

www.canva.com

An easy way to put social media images together. You can have multiple people working together to approve things. Images are so important with social media, this is a huge resource

"Newsflash" – Online Reviews Are Important!

Amazon is a great big gorilla

www.authorearnings.com

Why Online Reviews Matter

How to get reviews...

Try Review Grabber... (<http://authormarketingclub.com/>)

This will help connect you with people who are trying to move up in the reviewer ranking, so you can make a connection and ask them to review your book. Reviews help your book's ranking, even if you don't sell a book (of course, better reviews are better for your ranking).

Email is the best promo for direct sales to readers

1. Direct one on one communication
2. Biggest fans
3. Highest conversion rate (about 40%)
4. Your list belongs to you
5. 25 – 60 % reach
6. Beta (ninja) readers

Ways to Get subscribers

Have a giveaway as a reward for signing up

www.arthurslade.com/contact

Add people to your newsletter:

1. Colleagues/Professionals
2. Sign up sheets
3. Facebook advertising

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4. www.instafreebie.com
5. Contests
6. Sign up forms on website and email

Other value of newsletters

- Beta readers (people who read your book early (for free) but promise to post a review)
- Advertising pool
- Tracking of "likes" & locations & history

Algorithm advertising plan (concentrating on Amazon)

Amazon's algorithm goes on a 90 day cycle – you've got 90 days to make an impression. The first 15 days are when Amazon makes a decision on where your book is going to be placed.

People to Follow

1. Tim Grahl (<https://bookkaunch.com/>)
2. Nick Stephenson (<https://www.yourfirst10kreaders.com>)
3. Mark Dawson (<https://selfpublishingforumla.com>)

Programs to Use

1. Mailchimp
2. Get Response
3. Constant Contact
4. Convert Kit
5. Mailer Lite
6. Mail Jet

Slander and Libel and Defamation, oh my!

Luanne Schlosser, Associate, Miller Thompson LLP and Jordyn Allan

Defamation and Privacy Law: what is defamation, what is a breach of privacy?

What is defamation?

- a communication that is false (either written or spoken (or even gestures)) that harms another's reputation
- the communication has to lower the reputation of the plaintiff in the eyes of a reasonable person
- the communication has to be published and they have to refer to the plaintiff

Forms of Defamation

- Libel (Written defamation)
- Slander (Spoken defamation)

Threshold for Defamation:

"The law of defamation must strike a fair balance between the protection of reputation and the protection of free speech..."

- In Canada, we have a low threshold for what is considered defamatory, but we also have a number of defences (justification, fair comment, privilege, and a new one (2009))
- Balance between protection of reputation and protection of freedom of speech
- Internet and social media create many "potential publishers"
- No foresight or familiarity with defamation and privacy laws
 - Pro: Access to information; open discourse
 - Con: Exceptionally easy to destroy a reputation

Defences to Defamation

1. Fair Comment
2. Truth (Justification)
3. Privilege (Absolute and Qualified)
4. Responsible Communication

Test for Fair Comment

1. comment must be on a matter of public interest
2. comment must be based on fact
3. comment must be recognizable as comment
4. comment satisfies objective test: could any person honestly express that opinion on the proved facts?
5. Even if comment satisfies the objective test, defences defeated if the plaintiff proves that the defendant intended malice

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Truth

- Truth may hurt
- Defendant has to prove the statement is true, based on balance of probabilities

Privilege

- Absolute privilege
- Must be able to speak freely in justice and political system

Qualified privilege

- Where remarks may otherwise be defamatory, but communicated to 3rd party without malice and well motivated reasonable
- Duty to communicate and recipient has legitimate interest to receive the information

Responsible Communication

- Qualified privilege does not exist for media or online publications
- Responsible communication bridges the gap. Allows publishers reporting on matters of public interest to use defence in situations where reasonable steps were taken to ascertaining the truth, but facts ultimately wrong
- Modelled after UK defence
- In Saskatchewan we have a provision in the Libel and Slander Act which contains similar defence

Dr. Graham's case indicated that editors are responsible for ensuring fair and accurate reporting (ie preventing libel)

Take Away:

- Verify information
- Avoid single sourced and second hand information
- Verify allegations
- Seek both sides of the story – articles to be objective and balanced
- Publishers, editors, and writers can all be held liable

Developments in the Law of Defamation

Appellant Ecosociete vs. Banro Corp

- Ecosociete published a book titled Noir Canada
- Commented on the international mining practices of Canadian corporations
- Banro commenced defamation action in Ontario against the publishers, authors, editors and researchers
- Ecosociete sought to stay the action in Ontario
 - no real and substantial connection

Tort of Defamation

- Crystallizes upon publication of libellous materials
- In Canada, publication occurs when libellous materials are read by a third party

If you can determine that material has been published in a jurisdiction that is favourable to you (a

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real and substantial connection), you can start action in that jurisdiction

Intersection of Privacy and Defamation

- Even if everything you write is true, you must still consider the subject's right to privacy
- Privacy law is relatively new to Canada; in the past, it has piggy backed on other laws like defamation or trespass
- The basic concept is that a person has a right to be left alone by other people
- Defamation law is concerned with providing recourse against false statements; privacy is for true information, and keeping it from public eyes
 - This hinges on public disclosure of private facts

Niemela v Malamas

- Involving a website posting defamatory information about the lawyer
- The lawyer sued Google for defamation and for breach of privacy the snippets that were posted on Google
- The court ruled that the claim was squarely in the realm of defamation, and it is not a good idea to cherry pick hoping for a favourable outcome
- In this instance, Google was not found to be a publisher (in this instance, a computer randomly chose the info, and so it was considered a passive entity)

Invasion of Privacy

- Saskatchewan has the Privacy Act; it allows for individuals to sue civilly for the invasion of privacy
- You can be sued if you are wilfully and without claim of right found to be violating privacy

Defences

1. Consent (best defence, can be written or implied)
2. Right of Action dies with the person whose privacy was violated
3. Public Interest
4. Good Offence
 1. Pseudonyms
 2. Contractual representation and warranties
 3. Due Diligence

The risks are that a publisher could be sued pursuant to the act, and you could be liable for damages or have an injunction granted against you (no more publishing, and you may be forced to recall existing material), or you can have an order where all profits from the invasion would be transferred to the target of invasion of privacy (unless you can settle out of court)

Good Offence – Pseudonyms

- Changing identifying details
- May not be enough if other details can reveal who the subject is
- Especially difficult in memoirs

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Famous Case: Gwen Davis Mitchell

Novel: Touching

- If it's reasonably foreseeable that there is going to be a linkage, it could be a disaster
- “brother sister” test – if the brother or sister of the person being written about could identify it in any way, then it's not disguised enough

Good Offence – Use a disclaimer or written acknowledgement

Famous Case: Augustine Burroughs

Novel: Running with Scissors

- Burroughs settled a defamation suit filed by a real family in his “memoir” which he actually called a book
- His memory of events differed from that of the family
- Wrote disclaimer at the beginning of the book that events may differ

For memoirs, it's a good practice to try to get consent for anyone that might be written about; otherwise, it's potentially a breach of privacy and you might be facing action

Good Offence – Document Fact Finding

- If you're interviewing anyone for memoir, it's always good to have a tape recording, or failing that at least good notes
- Research facts and cross reference

Good Offence – Appropriate Provisions in Publishing Contract

- Representation and warranties from author
- Indemnification from author for defending defamation and privacy based claims and breach of privacy representation/warranty
- Consult a publishing lawyer to review manuscript
- Authors can negotiate with publishers to be co insured

Insurance

- Media liability Insurance Policy
- Errors and Omissions
- Social media/facebook jurisdiction: as long as a page is not reposting (just hosting) information, it's not considered publishing
- If opinion can be supported around surrounding facts, it can be covered by fair comment (reasonably supported by the facts) – “I recall”, “I remember” are not sufficient for supporting surrounding facts
- Could negative reviews considered defamation? Since it's opinion and as long as you are not misconstruing the facts of the book, you are probably fine
- With social media posting, and the fact that everyone can be a publisher, it can be difficult with jurisdiction (therefore, it's unlikely people will start a suit because of a tweet or facebook post, simply due to the sheer cost)

How to Get People to Attend Your Events

Zoe Grams, ZG Communications

Begin with the Event

- Good events beget good events
 - if you're building your reputation, people are much more likely to attend future events
- What makes an event successful?
- Attributes of Good Events
 - For Publishers and Authors
- A crowd
 - an **engaged** crowd
- Potential for future opportunities
- Relationship building w/ Author & Audience
- Atmosphere
- Payoff between cost/sales
- Payoff between success/sleepless nights
- - For Audience/Readers
- Engaging and Attention grabbing
- Atmosphere
- Relationship building w/ Author & Audience
- Comfort
- Something to talk about
- Something to remember

Additional Attributes

Venue

- when the venue you are hosting your event has a personality that is going to draw people in, that's valuable
- it's not that if you have it somewhere interesting that people will definitely come, but you should think about a holistic experience (gardening book at botanical garden, cookbook at tea shop)

Beyond Readings

- you're competing with not only other events, but Netflix, the weather, fatigue, so what can you offer that puts your event over the top?
- Is there a way you can have an interactive component, food, games, or an activity that gives people a really tactile and interactive experience

Added Extras

anything you can do to enhance a fairly traditional experience can be good in building good

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will, and it makes people feel excited and special when they leave

How Big is Big Enough?

- Venue (Again)
- Use Atmosphere to your advantage
- Remember Tertiary Benefits

Promoting Your Events

Partnerships

- one of the biggest tools for marketing events
- spend time developing and cultivating, even when you don't have specific books to promote
- it can be anything – you help them and later they help you; actual co branded, co sponsored event, it could be establishing a series of opportunities together, or launching a campaign
 - Organizations
 - Publishers
 - Event Venues
 - Causes
 - Established Events & Series
- bread and butter of successful events
- next steps include identifying what kind of organizations might align with the kinds of books you are working on
- providing free promotion with nothing in it for you is often the best way to start a relationship

Utilizing Networks

- more and more people are coming to events in groups, so if you can combine your event with a chance for people to catch up with their friends or make it an actual outing, that will help
- think about who your allies are
 - Why Networks are so powerful
 - Word of Mouth
 - Cross Promotions
- if you want opportunities for partnerships and cross promotions, you need at least 8 weeks
- having that conversation that far in advance allows you to do bigger things as well

Social Media

- social media takes a lot of work to see a payoff, but it's still absolutely essential
- benefits will be incremental
- play to your strengths (using Facebook according to your comfort level)

When to use & what to use

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Key to your decision:

- Core demographic
- Current capacity on platform
- Time to success ration
- Key Tools: Facebook Events + Groups, Hashtags
 - it can be useful to create a Facebook event for your event **if** you think the people will attend your event use Facebook
 - no one wants to see a Facebook event with only 7 people attending
 - it can be better to send people to your website, or you could use a jpeg or PDF to promote your event
- Facebook Pixels: a code you can put in your website so that Facebook can track people who visit your page, so you can market directly to them
- if you are going to spend money on facebook ads, make sure you are spending it properly or well, or it will be wasted
- Facebook Event Page Etiquette: if you're going to have an event, you need to be posting regularly in it (every few weeks, at least); reviews, interesting news, etc. Hype
- Hootsuite can help you identify useful hashtags – again lots of work for low payoff, but it's still a good habit to get into
- be aware of how much time you spend on twitter, particularly in regards to the genre or niche of the book you are trying to market

Social Media Ambassadors

- Who are the influencers?
- How can you utilize their networks?
- Toolkits for support
 - pre write tweets, templates, ThunderClap
- Networks to Activate As Required

Offline Promotions

Marketing Collateral

- the cost of design and printing is not where the significance lies; it's in the cost of distribution

Poster Campaigns

- posters can be incredibly valuable, but you have to see a poster many times and see other marketing before you follow up
- posters can demonstrate that you do events, that you're out in the community, that you're providing programming

Collateral

Word of Mouth

Verbal Reminders in Relevant Venues

- leverage your partnerships here

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Out of the Box Promotions

- Ideas and Experiments
 - You can reach more people more often if you “interrupt” people's ideas of advertising; in terms of branding your press and your house, if you're being seen as being innovative or doing something different, that's beneficial in the long run; there's also something to be said for good work for the sake of good work
- New Promotional Ideas
- Interactive Marketing
- Campaigns That Market Themselves

At least once a season, think about what you can do on a marketing level that challenges you to do something different and engages a different audience

Branding/Tertiary Benefits

- Why Good Marketing is So Important
 - good events are not just one offs; they build the brand of your organization
- Where Can you Better Build your brand?
- Reputation
- Remember Motivation

Audience Building

- Email Capture
- E Blasts and First Announcements
- Feedback
 - at every single event, have feedback forms or at least have a fishbowl for business cards to do a draw for a door prize – capture emails, but make sure you are mindful of CASL!
- media can really drive events, but it's not as successful as on the ground direct outreach that you can direct; it's also risky to rely on this for marketing

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How to Help Your Authors Market Their Books

Zoe Grams, ZG Communications

*Or How to Help Your Authors Help **You** Market Their Books*

The Importance of Author Support

- Can't be Overstated!
 - there needs to be a passionate, dedicated, switched on author at the helm of a marketing campaign
 - having someone who is on your side and responsive has never been more important
 - it has never been more important for authors to think of themselves as marketers
- Drives Event Attendance Specifically
- Increases Out of Season Sales
- Author Benefits too
 - can build their reputation as hardworking and willing to make connections and market their books
 - more and more it's the “soft skills” and the added extras that people are looking foreseeable
 - it's important to make this clear to new authors, but also to authors who have been in the industry for a long time – things have changed significantly over the years!

The Dream Author

- Extensive Networks (Or Can Build)
 - even if they don't already have networks, it helps if they are willing to try to build them
- Media Contacts
- Responsive to Emails + Suggestions
 - this is a two way street
- Enthusiastic
- “No Task Too Small”

Considerations

1. Communication
 - At the heart of every positive collaboration
 - Clear role definition
 - Accountability
 - Relationship building

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2. Timing

- Can't be overstated
- Begin the conversation early (6 months+)
- Check availability
- Use a timeline
- Schedule regular check ins

3. Strengths

- authors, yours, and the books
- Mitigate weaknesses before campaign starts
- balance optimism with experience

What to ask for

- Utilizing Networks
- Absolutely essential
- Contacts for:
 - Events
 - Endorsements
 - Social Media Promotion
- E Blasts and Follow Ups
 - have authors post about their events at least once a week
 - at least 3 eblasts to contacts; sometimes you can split those based on demographics
- Amazon Reviews

Social Media Support

- posting regularly
- Recruiting “Ambassadors”
 - find 30 50 people who are really excited and give them specific tasks to do (Amazon reviews, good read review)
- Utilizing Ready Built Platforms
- Eager Author? Research + Support

Events & Bookstore Relations

- Expectations Essential
 - etiquette, and who's doing what
- Drop In Signings
 - constant vigilance! Running across a book on holiday
- Other Event Attendance
- Event Planning
- Friends + Family Support
- City Visits/Constant Considerations

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Really the more hands on and open an author can be to hands on events, drop ins, and signings, the better. Authors can do things that help books build reputation, even if those won't sell books **that day**.

Media Relations Support

- More Is Not Always Better
 - be very specific about what the asks are going to be
- Share Contacts + Ideas
- Clarify Follow Ups
- Extended Materials Support
 - press kits, Q&As, as marketer it's your job to figure out what the best hooks are, but authors know the most about their book

What You Can Do To Help

- Rethink how author questionnaires are delivered – parse out what you are asking and spool it out over a larger period of time
- Ask in Stages (After the Essentials)
- Revisit Key Points
- Request Press Materials in Advance
 - Talking Points
 - Interview Questions
 - Excerpt Suggestions

Communication... Again

- Make Expectations Clear on Both Sides
- Create Marketing Overview Document
- Write Responsibilities for Each Party
- Update on Progress
 - follow up, and accountability
 - regular check ins are important, even when things are slow (or especially!)
- Celebrate
 - be a colleague, and more than that, be an ally
 - the level of motivation that comes from little gestures of thanks is exponential

Author Toolkit & Timeline

- Contents May Include:
- Pre Written E Blasts and/or Social Content
- “How Tos” for Launches
- Reminder/ Summary Timeline (general)
 - A summary of what happens when, deadlines
 - can be generic, based on weeks
- Arch of a Campaign
 - giving people an idea of when work ramps up, and setting expectations, is really

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helpful

- Suggestions for Independent Promotion

Offer Resources

- Marketing Collateral
- Social Media Designs
- Social Media Support + Amplification
 - if someone is doing social media, follow them, amplify them when you can, and thank them

Timelines can be really helpful for explaining “why” to authors – eg publication date vs. Release date – explains logic of decision, makes the importance of deadlines clear, helps build the relationship, and gives a primer in the industry

Event Support

- On the day presence
 - so the author can enjoy their event and focus on hosting/marketing
- Ideas, tips and recommendations
 - how long a reading should be
 - what authors can do to make an event more interesting
 - encourage authors to practice readings standing up
- What and How To Host
- Making it easy to buy books
 - if an author is doing an event, a tacit agreement is that it is your responsibility to sell books – take that burden off them

Next Steps

- As Always, Ideas Vs. Resources
- Create Timelines + Add Key Check In Dates
- Develop Author Marketing “Course”
- Develop Author Toolkit
- Frontload Marketing Collateral

Resources

- Hootsuite
- Canva: neat, free online design program. Very intuitive, and you can make beautiful graphics for posters without using InDesign – this is the next best thing
- Unsplash: a beautiful collection of Creative Commons (0) photographs that are completely free and can be used for commercial purposes
- Boomerang: an email plugin that helps set reminders
- Google Cal: suggest authors share calendars so that you and they can easily see each other's availability

Industry Update

Ron Sirois, Saskatchewan Teachers Federation

- The Saskatchewan Teachers Federation (STF) has been working with a contract under the Ministry of Education since 2013 to evaluate learning and teaching resources to support curricula
- Resources are being evaluated in both official languages
- There is direct access to the STF members, so calls to members goes directly and generates interest quickly
- If a resource is recommended by the evaluators, the resource circles back to the Ministry of Education for final approval, after which it becomes a recommended resource officially
- What is a recommended resource? It's a starting point for teachers – it's not a strait jacket, nor a guarantee. If you are on the list, the work has been done to create a correlation to the curriculum
- The reason that the project was given from the Ministry to STF, is that there was some breakdown in the Ministry's process, which they recognized – delays were occurring, which resulted in frustration
- STF has the ability to work with the Stewart Resource Centre – a library that has been in existence as long as the Federation, and it tends to house not just recommended resources but other resources that support learning
- Resources that are submitted to STF for evaluation, even if they are not recommended for curriculum, they are still available and accessible at the Stewart Resource Centre
- There are hundreds of curricula out there, but until only recently there was a pause on curriculum development in Saskatchewan
- In the past there has been some limited curriculum development in very specific fields of discovery
- To find the list of currently working criteria, take a look at Many Pathways to Learning (<https://www.stf.sk.ca>)
- There are various version of French, so it's not as though the resources in English are simply mirrored in French
- Curriculum Site (<https://curriculum.gov.sk.ca>); has a French side as well, with distinctions between immersion and Fransaskois
- Curriculum is not linked to outcomes, because of how massive and unhelpful that would be – instead, it's linked to units of study
- Things can land in a great number of topics
- If someone were to submit a resource after having identified a connection, then the material is given to the evaluators – if they can identify the connections, then we feel it's likely going to be a useful resource
- After the recommendation is created and annotated, it is submitted to the curriculum
- Regardless of whether a resource is accepted or rejected, it'll be in the Stewart Resource Centre
- There can be a lag in evaluation, but the second that something is approved it goes up on the

SASKBOOKS

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website

- The list of approved resources no longer appears as a printed list, but it is accessible by module
- “borrow from STF button” is a recent inclusion, which will make it easier for teachers to evaluate approved material
- There are a number of ways educators will use the site – it's a resource
- Right now the only way to determine if your book has been recommended as a resource is to drill down into the categories
- It is in the long term plans of STF to implement more refined searching capabilities (“eat the elephant one bite at a time”)
- Criteria: Published within the past five years speaks to currency, Canadian and Saskatchewan content is privileged, linkage to curricular outcomes (more connections creates a more favourable result – just linked to ELA is not as good as linked to ELA, Science, Social, etc.), authority and credibility (eg cultural appropriation),
- If a lag is encountered now, STF can put out a greater call for evaluators if necessary
 - material can undergo between 2 and 6 evaluations – sometimes they need to dig a little deeper
- 2 copies could help, but Stewart Resource Centre doesn't want boxes and boxes of books – there is limited space there, so be mindful
- ARCs can also be submitted to STF if you think it might fit curriculum, as long as there is limited scope of change for material for publication, but it can also cause problems if it's in a very rough or unfinished states, since the evaluators might hesitate to recommend it