

Social Media Guidelines for Authors

Below you will find some tips on how to start using Social Media, such as LinkedIn, Twitter, Facebook, Google+ and YouTube.

[LinkedIn](#)

LinkedIn connects the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

How to get started with LinkedIn?

Create your account under your real name so that people will recognize you.

- Complete your resume and history with all of your credentials and accomplishments.
- Be sure to include links to your book page on <http://www.kluwerlaw.com> and [KluwerLawOnline](#), [KluwerArbitration](#), [KluwerCompetitionLaw](#) and [KluwerPatentLaw](#), your blog, Twitter account, etc. LinkedIn provides a number of fields for professionals to include all manner of information such as patents, certifications, published materials, etc.
- You may also want to add a link to your LinkedIn profile in your email signature.

[LinkedIn Groups](#) are a very effective tool for quickly locating and becoming a part of the online discussion in your specific subject area.

- Groups can be located through LinkedIn's search tools
- Once you have been accepted into the group, you can post discussion items, updates and links to other items such as your blog.

Wolters Kluwer and LinkedIn: Subscribe to our LinkedIn Group [Wolters Kluwer Law](#) and follow [our Company](#)

[Twitter](#)

Twitter is a unique social networking tool that enables the exchange of news, quick thoughts and interesting information for your "followers." Twitter can be an effective tool for keeping in regular contact with your audience by providing brief updates or advertising more extensive updates on other platforms, such as your blog.

- Messages are delivered in the form of 'tweets' and are limited to a maximum of 140 characters
- Your followers can "re-tweet", meaning if they like your news item or your book they can easily pass on your message to their network, expanding your reach to potentially include multiple networks of followers.

How to get started with Twitter?

Set up an account with your username - this will be your "twitter handle" and always starts with "@"

- Your handle should be “@FirstNameLastName”
- It is important to use your real name, to ensure that others recognize you
- Search for colleagues and peers - follow them and invite them to follow you
- Start tweeting news about your research, interesting news items or things you have read, updates to your blog, updates on your book or plans to attend a conference.
- Be sure to add interest and value to your tweets by commenting the items you include
- One very effective tool for Tweeting is a site called Tinyurl.com. For links to items lengthy URL's, Tinyurl.com will generate a much shorter URL, allowing you to use more of the 140 characters to comment on the item being linked.

Wolters Kluwer and Twitter: Follow us [@KluwerLaw](#)

Facebook

Facebook is the leading social network worldwide and can be a very effective tool for creating an online profile, locating others with mutual interests and communicating with potential readers.

How to get started with Facebook?

Create/ Use your Facebook account with your real name

- Search for Colleagues and peers and invite them to become your ‘friend’. As you build up your profile others will invite you to become their friends and your community will quickly develop.
- Populate your Facebook page with your activities, links to your blog, your publications on <http://www.kluwerlaw.com> and [KluwerLawOnline](#), [KluwerArbitration](#), [KluwerCompetitionLaw](#) and [KluwerPatentLaw](#), other items of interest, etc. Your friends will be notified as updates to these activities occur.

Create a Facebook fan page for your book including cover picture and the link to the book's page on [springer.com](#) or [springerlink.com](#) where readers can view a preview

- Invite your friends to become a fan and send comments about your book
- Also Include any reviews or news items related your book as they occur

Wolters Kluwer and Facebook: Like Our [Wolters Kluwer Law Facebook page](#)

Google+

This is Google's Social Network. It offers a mixture of features that one might be familiar with from Facebook and Twitter.

Google+ offers a unique range of features intended to connect you with others, and provide channels for interaction, not just “following.” These include:

- Circles: help you manage those you are connected with.
- Streams: these are akin to newsfeeds from those you have added to circles.
- Status updates can be longer and include images and videos. You also have the option to share your updates with only specific circles or make them public.
- Hangouts: a video chat service where multiple people can join a conversation.

There are many other features within Google+, and more being added on a regular basis. Those listed above will help you get comfortable with the most basic uses of the platform.

How to get started with Google+?

You can join by logging in with your existing Google account or by creating a new one. Say a little bit about who you are and what you're into. Choose a profile photo, throw in some fun facts, and even add some bragging rights. Your Google+ profile helps friends and family recognize you across Google.

Once you've joined and completed your profile, and you begin connecting with friends, colleagues, and acquaintances by adding them to circles. Google starts you off with some generic circles, but you can create custom circles that suit your social life.

You can also choose to follow thought-leaders or others that you want to hear from, but may not know personally.

Also, read the streams of content that others are sharing, and consider posting your own updates.

Wolters Kluwer and Google+: Connect with our profile [Wolters Kluwer](#)

YouTube

Another very effective tool for expanding your online brand is to create an audio or video broadcast on current topics in your subject area. These can be easily created with a well-equipped laptop computer and then posted to sites such as YouTube or iTunes for simple and free dissemination. Because these are a different media than text entries, they will typically show up separately in Search results providing yet another avenue for discovery

How to get started with YouTube:

Using a webcam equipped laptop, create a 2-minute video discussing your most recent research or commenting on current topics in your field.

- Post the video to YouTube and be sure to include as many relevant keywords as possible in your description. These will be found and returned in Search results.
- Post links to your video -- or even better, embed the video itself in your personal website, blog and Facebook page using the simple tool that YouTube provides.
- Tweet the link to your new video.

Record an audio podcast discussing your research or other current topics

- Post your podcast to iTunes
- Post links to your podcast in your personal website, blog and Facebook page.
- Tweet the link to your new podcast.

Wolters Kluwer and You Tube: Subscribe to our [Wolters Kluwer YouTube Channel](#)

For more information about Social Media opportunities, please contact marketing@kluwerlaw.com