

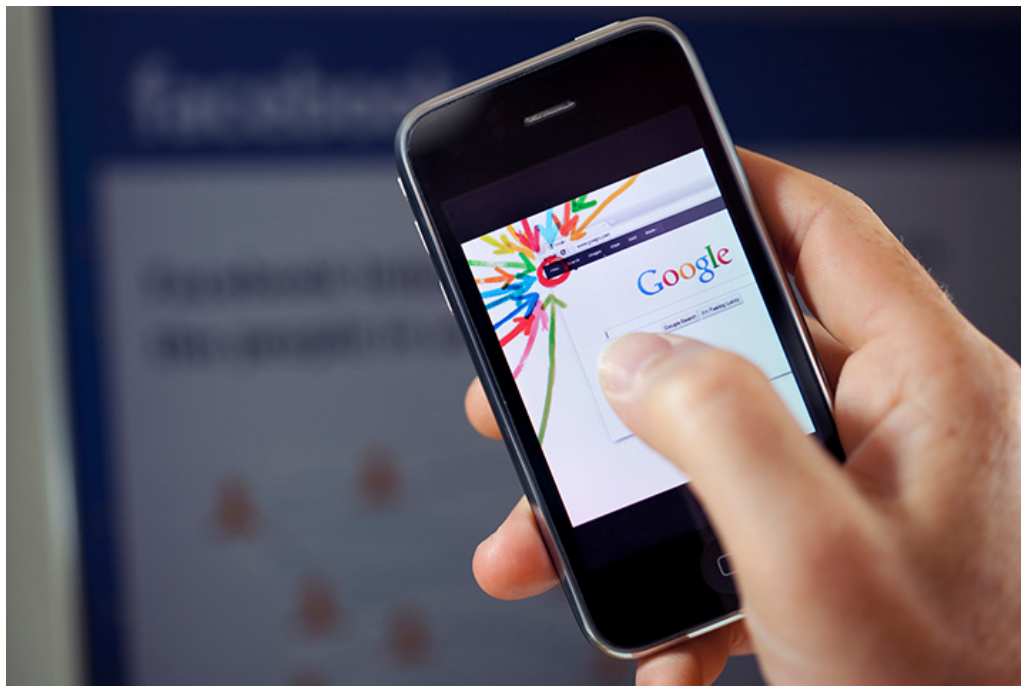
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Getting The Most Out Of Google+

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[< Previous](#)

Getting The Most Out Of Google+



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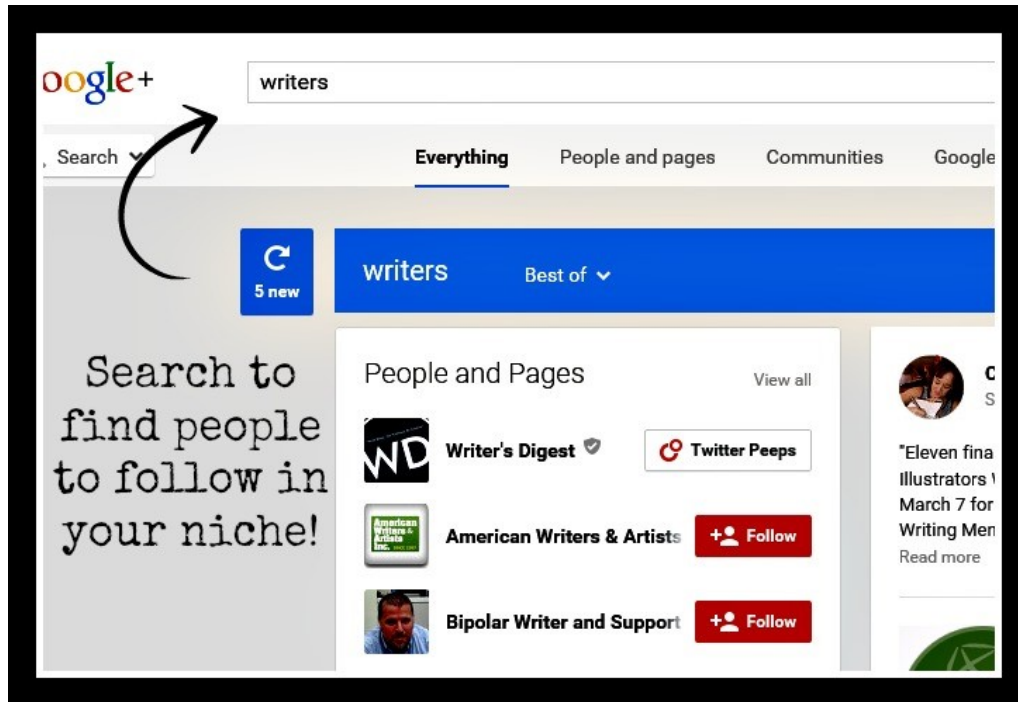
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attention to your book events. Some of the tips listed below will help you make the most out of your Google+ experience.

To forewarn those of you who aren't familiar with Google+, this post is designed for those who have some experience with the social media site, but feel as if you just don't "get it" or you haven't unlocked all of its features yet. So, let's get started!

1) Don't forget to follow and engage.



Much like Twitter, it's easier than you might think to find other writers on Google+. Simply search for terms such as "writing," "writer," or "author" and you will uncover a slew of fellow writers and authors on the social network.

Circling people is meaningless, though, if you don't spend a little time engaging with their content by sharing, "plusing," or commenting. With Google+, comments and interaction are much more meaningful than on Twitter, Facebook, or Pinterest, where it's easy to get lost in the shuffle.

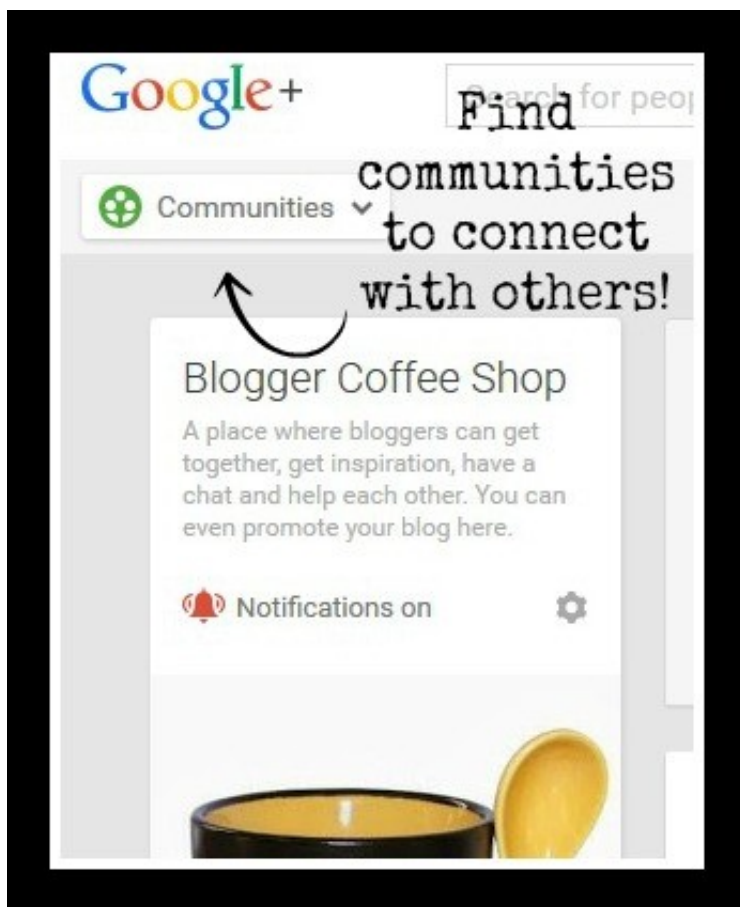
2) Utilize Communities

Writers, Here's What's Coming!

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- > bonniemilani on Writers, Here's What's Coming!
- > David Wind on Amazon, Hachette and Commodification

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- > April 2015
- > March 2015
- > February 2015
- > January 2015
- > December 2014
- > October 2014
- > September 2014
- > August 2014
- > July 2014
- > June 2014
- > May 2014
- > April 2014



The **communities feature** of Google+ is a wonderful resource for writers. Communities such as Blogger Coffee Shop and Speculative Fiction Writers allow one to ask questions about the writing process and gain support. I have also seen people ask questions about self-publishing, book covers, and everything else in between. Google+ Communities are the new hub of writing communities. You can find any group of writers you need for your niche.

3) Create events for book promotional dates, tours, etc.

> March 2014

> February 2014

> January 2014

> December 2013

> March 2013

> November 2012

> October 2012

> September 2012

> August 2012

> June 2012

> May 2012

> April 2012

> March 2012

> January 2012

> December 2011

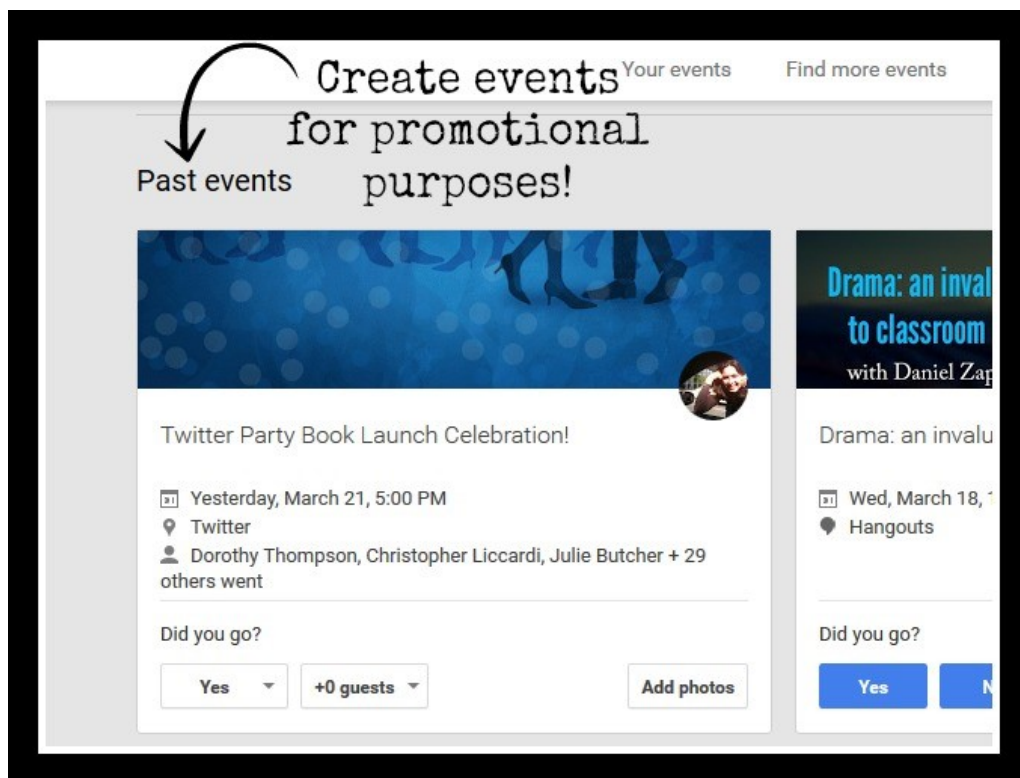
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I utilized events recently when I launched a **Twitter Party** event for an author with a new book coming out. It was the first time I had used this feature, and I was nervous about sending this event request to so many people I followed. The results? All positive. I received a lot of supportive remarks and a lot of people RSVP'd.

If you haven't used this feature before, I highly recommend it. It is very useful for book launch events or tours. Use it wisely, though, as it gets sent out to everyone you've selected to send it out to (I sent it to over 5,000 people I followed) and you don't want to be flagged as nuisance. So, make sure you are sending this to other writers and bookworms who will appreciate this event.

4) Create smaller circles of more engaged people to be able to send out niche specific posts.

Advertising

- > FindMyAudience
- > Interviews
- > Paul Agostinelli
- > The Book of Margery Kempe
- > The Writer's Dashboard
- > Uncategorized

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- > Entries RSS
- > Comments RSS
- > WordPress.org



One of the beneficial, but more “housework-related” features of Google+ is the ability to create **smaller circles** of people with whom you share your posts. I’ve clumped people into one or two categories of “following” or “writing” people. However, if you have a variety of people you share content with, some posts may cater to a specific crowd. With Google+, it’s very easy to build a circle of people who only receive certain kinds of posts.

5) Complete your profile and be active.

One deterrent to circling someone back is an **incomplete profile**. If someone doesn’t have a photo and they have shared nothing about themselves and have never shared anything on Google+, more than likely I will not follow them back.

Make an effort to have a photo of yourself on your profile and share a little bit about yourself. Better yet, make sure in your tag line you describe yourself as a writer. Many people search for people to follow based on various search terms that interest them, so if you want to gain the attention of other writers on Google+, use words like author or writer in your profile.

6) Don’t be overwhelmed by number of followers.

Last, but not least, what I’ve noticed about Google+ is just because you

have a high number of people who have circled you back, doesn't mean that you have a lot of **engaged people** reading your content. Indeed, if you have a core group of people who are engaged and share your content, then you are way ahead of the game. Don't get bogged down by the goal of having more than 1,000 people who have circled you back. If you have 100 who have circled a comment, or given a plus one, or share your posts and interact with you, then you don't have anything to worry about.

What I like best about Google+ is that it does engage writers. You can use more words in your posts and you can seek refuge in the community area to gain support. Whether you have just signed up or you have been with Google+ for a long period, it's always possible to enhance your experience and make it the best social network you use. There's a whole world of writers on GooglePlus. So don't miss out.

About the Author

Nicole Pyles is a writer and blogger living in the Pacific Northwest. In her free time, she loves to read and write about things that go bump in the night. She enjoys helping authors unlock their potential with social media and recently started hosting Twitter parties for the book promotional service Pump Up Your Book. Read her blog at World of My Imagination and follow her on Twitter and, of course, GooglePlus.

By schroedersthoughts | April 9th, 2015 | EBook Marketing Innovations, EBooks and Advertising, FindMyAudience, The Writer's Dashboard | 0 Comments

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