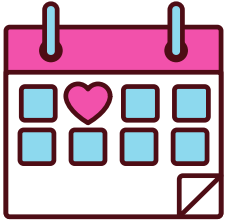


# FACEBOOK AUTHOR TAKEOVER CHECKLIST



**Set a Date & Time for Your Takeover Event**



**Decide How Long Each Takeover Timeslot will Be**



**Create Signup Sheet for Authors**



**Create Marketing Graphics**



**Setup Facebook Event Through Your Page or Group**



**Promote Your Event**



# FACEBOOK AUTHOR TAKEOVER TIPS

**Schedule your event around a release, time of year, or a theme.**

**Schedule your event enough in the future to have time to promote it.**

**Use your signup sheet to get info about authors you can use in promotion.**

**Create sharable graphics with your authors' books for promotion.**

**Give your authors co-host or admin access to event page so they can post.**

**Share promotional materials to authors so they can promote as well.**