
Marketing your title





Wolters Kluwer approaches marketing as a holistic and global endeavor. We generate awareness through a variety of channels, including digital advertising, email campaigns, search engine marketing, partner advertising, and social media.

Wolters Kluwer also attends hundreds of society conferences in the US and internationally and supports three global sales teams.

Social Media Best Practice Recommendations

Congratulations, your product is about to publish! Here are some tips on how you can help effectively promote your work on Social Media.

Recommendation	Reason
Schedule posts over the course of the day	Posting all your content in one day/in a short amount of time cannibalizes your posts. People will see them as spam and the networks' algorithms will not promote them favorably. If you do want to post multiple times a day, never post more than once per hour
Use images	<p>Use properly sized images which are compatible with social media. 1080x1080 sized images are universally compatible with four main social channels (Facebook, LinkedIn, Instagram, & X).</p> <p>This is a must do! Posting with media (photos, videos, gifs) is looked upon favorably from the networks' algorithms. Furthermore, it is more user friendly- you are more likely to stop the scroll with an image than just text. Content with images receives 150% more reposts than those without and 65% people are visual learners. Check with your Acquisitions Editor before posting images from your product.</p>
Ask employees, authors, editors, interviewees/ers to share	While you do have a highly specialized audience, to gain more reach you need people to share articles and stories.
Use video if possible- always with captions	<p>See images- media is always important! If you are using video and the video has any voiceover/audio- you must have captions on.</p> <p>LinkedIn and X only accept .SRT files; Facebook and YouTube will autogenerate captions, but they need to be reviewed before publishing. If you can embed the captions into the video, it makes it easier for uploading, but an .SRT file is helpful for Search Engine Optimization.</p> <p>80% of people watch video on social media with no sound so don't miss this opportunity. Check with your Acquisitions Editor before posting video from your product.</p>
Reuse what you have and repost	It's ok to repost.
Use 3-5 Hashtags	Hashtags help get more eyes on your content. People use and follow hashtags to be part of conversations. You can use more than one (depending on the network) and recommend no more than 5.
Concise copy on posts	Keep copy short. Posts with 200 characters or less perform better than longer posts. Keep it short, highlight the important information, have a clear Call To Action (e.g. "Visit shop.lww.com to purchase").
Respond and reach out	Be social on social media. Monitor the platforms, answer inquiries as they come in and follow the hashtags you are using in your posts to weigh in on relevant conversations.
Check and recheck!	<p>Double check grammar, spelling and punctuation prior to posting. When in doubt request a colleague to proofread your post. Also, applications such as Grammarly can be helpful.</p> <p>Always view your posts and click the links once they have gone live, to double check for errors.</p>

