



# Your Best Writing Life

## Is Social Media Still a Wise Investment for Writers

by Edie Melson

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### **The truth is this:**

Social media is hard work. It takes being intentional and keeping your goals in mind.

And those goals are what can get us in trouble. I think most people approach social media with the wrong goal in mind and that leads to frustration.

### **My 2 Bottom-line Reasons for Continuing to Participate in Social Media**

1. Personally, I believe social media is an extension of the writing ministry God has given. My primary reason for being on social media is to serve others and to build connections.
2. I believe God has called me to be a light in the dark. So the darker social media gets the stronger my call to stay there.

### **Social Media Benefits for Me:**

- I get a chance to serve and encourage my audience. I can post updates that provide valuable information and encouragement without asking for something in return. This builds trust and lays the groundwork that encourages them to search for me in other places (like bookstores).
- It gives me a place to connect with others who have similar interests.
- I have opportunities to interact with other writers. These interactions include:
  - encouragement from others and toward others
  - valuable leads on opportunities
  - opportunities to share and receive information about some aspect of writing
- It gives me opportunities to share the message(s) of my heart. I can do this through invitations to post on blogs, become a guest on podcasts, and in many other ways.





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### **What social media does NOT do for me**

Social media doesn't sell my books consistently or support my ministry financially. There isn't (nor has there ever been, as far as I can tell) a direct connection between advertising a product or service on social media and selling it. It's not possible to quantify the percentages sales based on who sees a social media update.

Why doesn't social media work for sales?

- Most people are on social media to be social. Sometimes they are looking for information, but in general, they're just at hanging out.
- An invitation to buy something is seen as an interruption. I don't know about you, but I get irritated by the paid advertising slipped into my browsing pleasure.
- The algorithms for most networks make it difficult to get visibility when someone selling something. Social media networks want to please their users and deliver the experiences they enjoy. Since most people are irritated by advertising, these networks try to limit anything that could be seen as a negative experience.

### **Bottom Line**

If a writer is on social media solely to sell, then it's going to be difficult to find value in being there.

However, if you're looking to make connections and increase your ability to serve your audience—as well as the other benefits mentioned above—I believe you will also find value in staying active on social media.



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### **Interested in Social Media coaching?**

Edie would love to help you decide if social media coaching makes sense for you.

Step 1: Email her at:

**[Edie@EdieMelson.com](mailto:Edie@EdieMelson.com)**

Step 2: Edie will email you an assessment in a Word document.

Step 3: Type in your answers (it's fine to leave some questions blank if they don't apply) and email it back to Edie.

Step 4: Edie will schedule a zoom meeting with you to share what you're doing right, what you can improve, and things you can do right now. If you're interested in hiring her, at the end of the meeting you'll have that option. Until then, everything is free.

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Edie Melson—author, blogger & speaker—has a passion to help those who are struggling find the God-given strength they need to triumph through difficult circumstances. Connect with her at [www.EdieMelson.com](http://www.EdieMelson.com)

