

Social Media Posts

By: Melissa Lee

4/25/24

6:00 AM EST

Cover Letter:

While figuring out what social media posts I would like to write I considered a few options. I am an aspiring author and I want to work for one of the big five publishing agencies. The audience that I would like to capture would be young adult readers; with this being said, I have written three Instagram posts. The photos that I have chosen for each of these posts would be as if you would swipe to see the next slide and the literature below it would be the context below the picture.

The purpose of post one is to direct Instagram readers/ bookstagrammers/ scrollers to see that Penguin Random House Publishing Agency has different books. I have chosen this post to be set in the Fall due to my interests are fall related, and these are the books that are interesting to me. I am hoping with this post it would direct the reader to Penguin's website and/or somewhere to purchase one of the books.

The purpose of post two is to direct Instagram readers/ bookstagrammers to my personal Instagram. As an author, I want to promote myself and engage more readers to see the novels that I am writing and encourage more traffic flow to myself. I have started writing this novel and I would love to have it finished by Fall of 2025. Now this might not get published then, but we will pretend that it will.

The purpose of post three is to direct Instagram readers/ bookstagrammers to the Penguin Random House website to see author events. This is very important for authors to meet and greet with their readers. It is also a great way to support our local authors, which I am from Toledo OH so this is very cool for me. As an aspiring author and wanting to work with Penguin Random House, it is interesting to see that I will be able to host my own book talk!

Social Media Post 1:





Are you looking for fun spooky reads for this fall season and Halloween? Penguin Random House publishers has all the books you want! Fairy, Witches and Vampires... Spooky vibes, Halloween, Crisp Leaves... @penguinrandomhouse

Which ones will you add to your shelf this season?

#PenguinRandomHouse #Halloween #HalloweenReads #spooky #witches #fallbooks
#HalloweenBooks #read #books

Social Media Post 2:



Oleander's Hidden Magic by Melissa Lee invites readers into a captivating world where mystery, magic, and small-town charm intertwine.

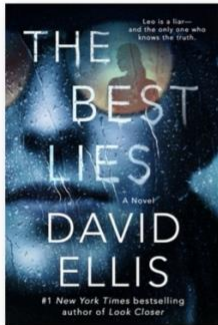
The story begins with Willow's haunting nightmare, setting the stage for a tale filled with suspense and intrigue. Set in the small town of Oleander, readers are immersed in its mysterious atmosphere, where secrets lurk around every corner.

As Willow and her friend Bella navigate the intricacies of small-town life, they also uncover the hidden magic that permeates Oleander. Willow, with her old magic legacy, and Bella, a lover of the occult, continue to explore the hidden secrets of this town.

As the story unfolds, readers are taken on a journey filled with twists, turns, and unexpected revelations. From Willow's Apothecary to Bella's bookstore, the entrepreneurial spirit of the protagonists adds depth to the vibrant tapestry of Oleander.

Join Willow and Bella as they unravel the mysteries of Oleander and discover the true magic that lies within themselves and their town. *Oleander's Hidden Magic* promises to enchant readers with its spellbinding narrative and promises of adventure lurking just beyond the horizon. Get ready for Melissa's debut novel coming Fall 2025. @melissas_library_ #newwitchbook #books #2025newdebut #halloween #fall

Social Media Post 3:



7/25/2024 at 7:00 PM

David Ellis

Author of *The Best Lies*

TOLEDO LUCAS COUNTY PUBLIC LIBRARY

325 N Michigan St
Toledo, OH 43604 USA

ADD TO MY CALENDAR

SHARE THIS EVENT ▾

Do you love reading books? Are you a physical book collector? Or maybe you're just a fan of book discussions? Penguin Random House Publishers hosts author events where you can meet the author and listen to them talk about their current book. *Sometimes they even let you get a signed book!* If this interests you visit <https://www.penguinrandomhouse.com/authors/events/> to see if there is an event happening soon close to you! For all my Toledo area friends, Check out David Ellis and his talk about his novel *The Best Lies*. @PenguinRandomHouse @DavidEllis @melissas_library_ #authortalk #penguinrandomhouse #supportlocalauthors