

Upcoming 2026 Meeting

August 12

Jeff Bender

Social Media for Authors
& Literary Professionals

The HEIGHTS Community
Center

Doors Open at 6:30 PM

Meeting Begins at

7:00 PM

FREE for SLPA Members

\$10 for Guests

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How Readers Discover Books Today

By Casandra McCottrell

For generations, readers discovered books through bookstores, libraries, newspapers, and word of mouth. While those remain important, today's readers often begin somewhere else. They search online for information, inspiration, or answers to questions that matter to them.

Increasingly, those searches lead to YouTube.

Imagine two people. One spends three years writing a book. The other has never heard of the author. One is hoping to be discovered. The other is simply looking for an answer.

Their paths meet online.

A reader interested in the history behind a novel might watch a short video about the time period.



Someone considering a business book may look for practical advice before making a purchase. A parent might search for a children's author reading aloud before choosing a bedtime story.

They're not searching for a book. They're searching for an idea. That's where authors have a remarkable opportunity.

Every book begins with something worth sharing—research, experience, curiosity, imagination, or a story only its author can tell. Sharing those ideas online allows readers to discover the person behind the pages before they ever turn the first one.

The goal isn't simply to market a book. It's to become discoverable.

When readers connect with an author's ideas, they often become interested in that author's books.

Publishing has never stood still. From serialized newspapers to paperbacks, from radio interviews to television appearances, every generation has found new ways to connect writers with readers.

Today, digital platforms have become part of that evolution.

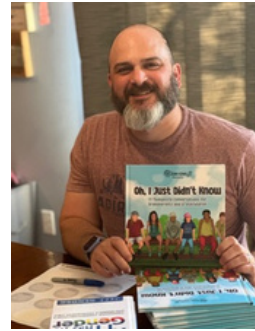
For authors, YouTube offers one more place where ideas can be shared, conversations can begin, and new readers can discover books they might never have found otherwise.

August Meeting

Social Media for Authors & Literary Professionals

led by Jeff Bender

In today's digital world, social media can be one of the most powerful tools for building your audience, promoting your book or services, and establishing yourself as a trusted voice in your field.



This interactive workshop is designed for authors, publishers, editors, literary agents, and other literature professionals who want to better understand how to use social media strategically and effectively. We will cover the fundamentals of setting up and optimizing your social media profiles, creating engaging content, identifying and reaching your ideal audience, and using platform-specific best practices to increase visibility and engagement.

The session will include real-world examples, practical tips you can implement immediately, and a substantial Q&A component, giving participants the opportunity to receive guidance tailored to their unique goals, challenges, and platforms.

June Meeting Recap

A big thank you to Bob Baker for an incredibly engaging presentation, "Turn Your Book Idea into Multiple Income Streams."

Bob shared practical strategies to help authors discover multiple income streams from their books, ideas, and expertise. His presentation sparked thoughtful questions, lively discussion, and inspired attendees with actionable ideas they can begin exploring right away.



"Your book is more than a book—it can become the foundation for multiple income streams."

— Bob Baker

Thank you, Bob, for generously sharing your knowledge with SLPA members and guests!



Admission and Membership

Meetings on the second Wednesday of every month

In-person meetings at
The HEiGHTS
Register for Zoom access.

Admission and Membership
Admission is FREE for members.
Membership is \$60 per year.
stlouispublishers.org/join
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SLPA NEWS & VIEWS
Editor: [Casandra McCottrell](#)
Designer: [Patrick Jones](#)

