

JOIN THE SOCIAL MEDIA CONVERSATION

WITH Kendall Hunt

FOLLOW US



LIKE us on Facebook

Kendall Hunt Publishing Company Higher Education



FOLLOW us on Twitter

@KendallHuntHE



FOLLOW us on LinkedIn

Kendall Hunt Publishing Company



WHY SHOULD YOU ENGAGE?

Social media is a great tool for connecting with authors, potential leads, and colleagues. Utilize the platforms to promote your authors' products, the company's services, and yourself as a valuable member of the higher education publishing industry.

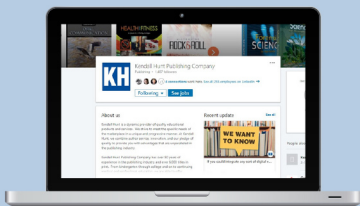
WHAT SHOULD YOU POST ABOUT?

- Features / highlights of KH products
- Insights into the KH process
- Case studies or testimonials from your current network
- Professional development opportunities or work trips (i.e. campus visits, a good book, conventions, etc.)
- Current events or news related to the industry



HOW SHOULD YOU INTERACT?

Remember that even on your personal platforms, you are representing yourself and the company so your content should be both professional and personable. Set a goal to comment, post, or share content on social media three times per week and be sure to follow KH authors and colleagues.



CONTACT KHHE MARKETING WITH ANY CONTENT IDEAS OR REQUESTS FOR POSTS ON THE KENDALL HUNT COMPANY PLATFORMS.



SOCIAL MEDIA CAN HELP BOOST SALES BECAUSE...

- It provides another touchpoint to foster existing KH author relationships
- It provides exposure for messages about the KH process, KH titles, and more
- It presents an additional channel for marketing existing titles
- It provides immediate, measurable results (i.e. clicks to the website, messages, comments, etc.)
- It allows you to connect with authors and potential leads publically
- It gives you complete control over the message you are disseminating

SPECIFIC TIPS TO PROMOTE SUCCESS

- Utilize hashtags (but no more than 2-3 per post) such as:
 #KendallHunt
 #KHAutor
 #75YearsInTheBooks
 #highereducation
 #highered
 #education
 #publishing
 #publishingcompany
- Include your affiliation with Kendall Hunt in the bio or "About" section of your professional profiles
- Share Kendall Hunt's posts and add your own comments or insights

EXAMPLES

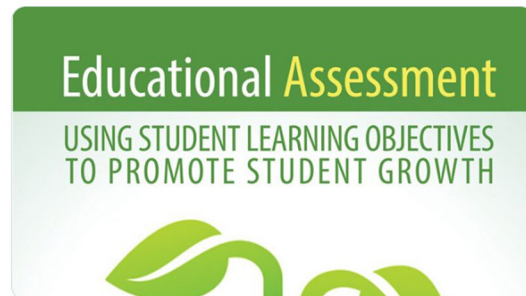
Curtis Ross @crkendallhunt · Oct 25
An excellent, challenging new publication which speaks to today's students... congratulations, Brad!



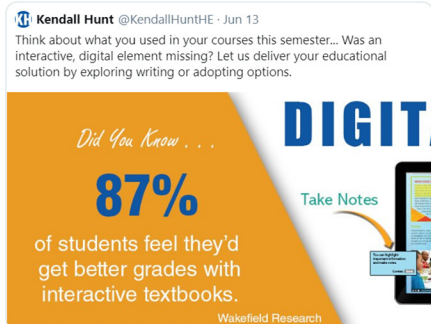
Paul Carty @pcarty7 · Nov 25
Great exercise by fantastic KH author Heather Dean #superteacher @KendallHuntHE



Nicole Mathers @KHnmathers · Aug 8
Congrats to @NorthernStateU Prof @AlanNeville2 and Prof Janeen Outka on the publication of their #Educational #Assessment Workbook! We are proud to be your #publishing partner @KendallHuntHE ! bit.ly/2ZIDteO



Nicole Mathers @KHnmathers · Jun 13
As the summer semester is upon us, do you have the materials needed for you and your students for the courses you teach? Are they interactive and engaging? If not, let's chat! #highereducation #authors #khoncampus



Melissa Lavenz @Mellavenz · Apr 30
Love seeing my @KendallHuntHE author Michael Fox from @msmc_events at his book signing of #primerforevolvingworld! congrats Michael, proud to be your publisher!



Melissa Lavenz @Mellavenz · Nov 4
Hi @NewsatMedgar happy to be on campus today! @KendallHuntHE is happy to have a handful of authors in the #biologydepartment, #fysdepartment and #businessdepartment. Excited to meet with potential new authors! #ilovebrooklyn

