

SOCIAL WITH MAGEN

MYSTERY WRITERS OF AMERICA

Effective social media for authors

A realistic way to reach readers without losing your writing time

Magen Mintchev | Social with Magen

START SMALL, BUT MAKE IT COUNT.

A reader should be able to answer 3 questions.

01

What do you write?

02

Who would enjoy it?

03

Why should they stick around?

WHAT AGENTS AND EDITORS ARE LOOKING FOR

The manuscript comes first!

Social media can help people recognize your name, see your interests, and stay connected to your work.

Ask yourself:

“What could I manage while finishing the book?”

GIVE YOUR ACCOUNT ONE JOB

01	**Get discovered**	Help someone recognize your genre, books, and interests.
02	**Meet readers**	Join conversations with people who love your kind of story.
03	**Stay in touch**	Offer a reason to follow or join your email list.

GOOD NEWS: READERS ALREADY LOVE THIS GENRE

37%

of U.S. readers picked thriller, crime, or mystery as their favorite genre.

PICTURE YOUR READER

What kind of mystery do they love?

A locked room? An amateur sleuth? A narrator who lies?

Write down three books they would devour.

Source: 2025 NPR/Ipsos poll of more than 2,000 U.S. adults; 37% among readers.

MYSTERY READERS DO NOT ALL READ THE SAME WAY

PRINT

52%



read mystery or thriller fiction

EBOOK

48%



read mystery or thriller fiction

AUDIOBOOK

43%



read mystery or thriller fiction

Canadian fiction readers and listeners by format. Percentages are not U.S. population figures.

CHOOSE A HOME BASE YOU WILL USE

Enjoy photos and book stacks?	Instagram
Prefer groups and local events?	Facebook
Like talking to a camera?	TikTok, YouTube, Instagram Reels
Have quick bookish/writer thoughts?	Threads

YOUR PLAN

1 platform

30 days to test it

Keep an email list in mind, no matter which social platform you pick.

AN AUTHOR BIO SHOULD BE CLEAR, SIMPLE

@alexmorganwriter

Alex Morgan | Thriller Writer

✍️ Writer of psychological thriller novels
✈️ Professional world traveler
📖 THE HUSBAND DID IT out April 6, 2027

alexmorganwriter.com

PROFILE CHECK

1. Your name
2. Mystery or thriller subgenre
3. One memorable detail
4. A clear link or invitation

THREE POSTS WITH THREE DIFFERENT JOBS

BOOKISH OPINION

I will suspect EVERYONE, including the dog.



A research rabbit hole took me here...

EXAMPLE EVENT CARD

Meet the author

BOOKSHOP / SATURDAY / 2 PM

READER CONVERSATION

A relatable opinion

YOUR AUTHOR WORLD

Something from your process

INVITATION

Book, signing, or newsletter

YOU DO NOT NEED A BOOK DEAL TO START

01

Reading taste

A locked-room mystery will get me every time.

02

Research

The strangest detail I found this week.

03

Writing life

Which character gets the best alibi?

04

Book community

The twist that fooled me last month.

THE 3-2-1 CONTENT MIX



Reader posts

Tropes, opinions, humor, recommendations

Author-world posts

Research, writing, setting, inspiration

Invitation

Book, newsletter, event or signing

SAMPLE CALENDAR

WEEK 01

READER

Unreliable narrator debate

READER

Funny suspect-list thought

WEEK 02

READER

Favorite mystery trope

AUTHOR WORLD

Craziest thing you found during research

WEEK 03

AUTHOR WORLD

A writing-desk snapshot

INVITATION

Newsletter or upcoming event

ONE IDEA CAN TAKE SEVERAL SHAPES



PHOTO + CAPTION

The setting that started it all

Use what you photographed

01 / 05

5 mystery tropes I never get tired of

Swipeable, one point per page

VIDEO IDEA

The 3 clues I planted in chapter one

Show or narrate a process

A STRONG HOOK GIVES READERS A REASON TO STOP

A broad opener

“Hi, everyone! Happy Monday! What are you reading?”

A specific opener

“I love a mystery that makes me suspect the one person I trusted. Are you good at spotting the twist?”

CAPTION WRITING

Would you open a door if someone on the other side whispered your name?

That's the question I've been playing with while writing my latest thriller.

My main character knows she should walk away, but she's about to make a decision that changes everything.

I can't wait for you to see what happens next!

🔪 So, tell me: are you opening that door or getting the heck out of there?

- Hook
- Clear story/value
- Line breaks
- CTA

MAKE TIME TO JOIN THE CONVERSATION

01	**Find your people**	Book reviewers, libraries, bookstores, and genre communities.
02	**Show up**	Leave a thoughtful comment or share a recommendation.
03	**Keep talking**	Reply to readers who take the time to respond.

A ONE-HOUR WEEKLY SOCIAL ROUTINE



Choose two ideas

Write rough captions

Finish and schedule

Reuse photos or templates

Talk to people

Reply and leave real comments

WHAT I AM PRIORITIZING FOR AUTHORS IN 2027

More of this

Clear genre positioning

Good reader conversations

Repeatable photo and carousel formats

Short video when it suits you

An email list you can grow slowly

Less of this

Trying to maintain every platform

Posting to fill a quota

Trends that feel unnatural

Buying followers or engagement

Checking likes every five minutes

LOOK AT THE RESPONSE, NOT JUST THE LIKES

GET DISCOVERED

Profile visits

Relevant new followers

HAVE CONVERSATIONS

Comments

Replies and DMs

SPARK INTEREST

Saves and shares

Link clicks and signups

What was worth doing again? What took too much time?

MARKETING OFTEN LANDS ON THE AUTHOR

63.2%

said the author takes primary responsibility for marketing

2025 BestThrillers.com survey of 1,000+ mystery/thriller authors and publishing professionals; self-reported.

YOUR FIRST 30 DAYS

WEEK 01	WEEK 02	WEEK 03	WEEK 04
Choose your reader	**Fix the basics**	**Publish two posts**	**Listen and adjust**
Pick one goal and platform	Bio, photo, link; find 10 accounts	Pick ideas from your 3-2-1 mix	Reply, connect, and review

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What questions do you have?

