

Updated for 2024. Hosting in the Love Inspired Authors and Readers Group.

- 1. You must post new content a minimum of three times a day on your hosting day/days. Drive-bys are no longer allowed for 2024.**
2. ONLY Love Inspired books are featured or given away. Only links to Love Inspired contests/ blog posts/book tours. Not to events featuring non-LI books.
3. Feel free to link to your newsletter sign-up or any other social media platform. Please don't advertise your private side hustle (editing/mentoring etc.). This is a reader group. Not a writer group.
4. One way to get around the non-LI rule is to refer people to your webpage. *“Check out my webpage to see my other books and opportunities.”*
5. You are responsible for your giveaways and collecting addresses. The exception is Sunday Reads. **Tina Radcliffe** will collect addresses for you on Sunday.
6. Feel free to message an admin if you want to preschedule your posts. They will give you admin access. This is only available for personal pages.
7. Holler if something comes up and you cannot post. Tina Radcliffe has emergency discussion memes created and she has a wait list of authors who want your spot.
8. To include all time zones, it's recommended to post your winners late at night or the next day. Post the winners in their own post and tag the winners if possible.

Tips

1. The easy way to get three posts in is
 - A. Intro to you the author post
 - B. Intro to your book and mention your giveaway if you have one
 - C. Final post
 - D. A winner post can go up late if you are a night owl, or early the next am.
2. Gift cards to Amazon are not recommended as a giveaway. You are sending readers off to buy someone else's book.
3. Always provide a call to action at the end of your post. That's a question or a directive. That's what keeps the conversation going. (Tell me... What do you think... What's your favorite...)
4. You are not expected to comment on every post. In fact, FB will often ding you if you comment too much too fast.
5. If doing more than three posts, do number them so readers who stop by later in the day can follow.
6. If doing more than three posts find a topic related to your book to talk about during your visit.
7. Remember, this is all about the reader. It is not about you. You are seeking to engage and create name recognition with warm fuzzies.