

Who to Follow? When? Where? Why? A Guide to Social Media

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Social Media continues to be an increasing constant necessity in a person's daily life. From the time we wake up to the time we go to sleep, and all the spaces in between, many of us are checking in to see what is happening with others online. This dominance of online life has significant implications for both sides of reading: publishing world and the organizations that carry the book products such as libraries. This article is a guide to how several popular social media platforms interact and/or affect the YA book world.

When compiling a list such as this, it is also important to acknowledge other factors regarding the age of social media and its users. Part of the discussion surrounding young adult literature, which extends to discussions on young adult social media use, is the fact that this age group is extremely diverse (IFLA, 1996). Social media scholar and researcher danah boyd wrote a response on this in early 2015 concerning this idea that "Teens' use of social media is significantly shaped by race and class, geography and cultural

background" (boyd, 2015). Another important point she notes is that a teen's explanation of social media platforms is not incorrect rather, it should be acknowledged that it is not an all-encompassing opinion and that everyone may view and use social media differently, sometimes not at all (boyd, 2015).

With acknowledgement to researched responses such as the one by danah boyd, the following list can assist organizations such as public libraries and schools with various social media platforms to stay up to date on the world of young adult literature, trends, and its avid readership.

Twitter

Twitter is a personal way to get to know some of the best YA authors. By following them, you can get up to date information on how the author is progressing on their latest work, any promotional events for the author and book releases, all while providing the personal touch of your favourite author. More recently, there is also the trend of using Twitter as a storyline device by writing a story in pieces, not unlike the Victorian Serial of the 19th Century, or even having accounts belonging to a favourite character.

<https://twitter.com/DystopianYA>

- This twitter “story” account by writer and comedian Dana Schwartz is a tongue-in-cheek take on dystopian fiction, 140 characters at a time.

<https://twitter.com/maureenjohnsonq>

- Maureen Johnson is a popular young adult fiction writer, including the *13 Little Blue Envelopes* series.

<https://twitter.com/ScottWesterfeld>

- Scott Westerfield is best known for his *Uglies* series and *Leviathan*.

Blogs/Websites

The internet is saturated with blogs and websites; they are the ultimate way for anyone to find suggestions or advice on what to read next.

For professional librarians, organizations such as the ALA provide plenty of resources to find relevant articles on current trends and reading lists, particularly through their Young Adult Librarian Services Association (YALSA).

- <http://www.yalsa.ala.org/thehub/2014/10/21/genre-guide-post-apocalyptic-fiction-for-teens/>
- <http://www.yalsa.ala.org/thehub/2011/03/09/the-future-sucks-a-visitors-guide-to-dystopia/>

Teen ink is a non-profit magazine, running since 1989. It offers the opportunity for teens to submit book

reviews, art and videos for publish, as well as a discussion forum to exchange ideas and improve their writing skills. When searching under a particular genre, one can easily find materials that are currently top rated, most discussed, and recently submitted.

http://www.teenink.com/novels/thriller_mystery/

Book Riot is a website that offers book reviews, news, and podcasts on a wide variety of topics in a fun and engaging manner.

<http://bookriot.com>

YA Highway is a website run by a group of young adult authors who write and post about all things related to young adult literature including advice for writers, recommended reads, and author interviews.

<http://www.yahighway.com/>

Tumblr

Tumblr is a platform for the ultimate fandom. It also allows quick searching for personal recommendation of booklists.

This tumblr posts photographs of books from a YA reader which offers a personal perspective on popular YA literature. On this tumblr in particular, the author has created an alphabetized

list of dystopian fiction, providing an easy introduction into the popular genre.

<http://prettybooks.tumblr.com/dystopian1>

Popular author and social media user John Green has his own tumblr posting items of personal interest and reblogs items which relate to his own work.

<http://fishingboatproceeds.tumblr.com/>

Go Book Yourself is a feed that produces recommendations based on what you have previously enjoyed. This tumblr is a fun way to solve the problem “what should I read next?” There are also tagged categories at the top of the page including YA literature.

<http://gobookyourself.co/tagged/ya>

YouTube

A newer trend for publishing companies and libraries includes posting book trailers on their YouTube accounts. Publishers like HarperTeen, can upload videos that act as a trailer for upcoming releases. Since anyone can be a part of YouTube, it also lets fans become creative and upload their own interpretations of novels they love. This can also be a way for libraries to incorporate teen participation to create videos about popular books.

HarperTeen’s YouTube channel:

<https://www.youtube.com/user/harperteen/playlists>

Sanderson branch of the Toronto Public Library:

<https://www.youtube.com/user/sayag09/videos>

Facebook

Facebook is one of the most widespread platforms of social media. In the most recent iteration of Facebook, users can “like” and follow a page to get updated news on your own feed to find out the latest releases. It also enables public libraries, authors, and organizations to communicate through these pages, as well as form groups to facilitate book discussions.

Edmonton Public Library:

https://www.facebook.com/EPLdotCA/info?tab=page_info

Vancouver Public Library:

<https://www.facebook.com/vancouverpubliclibrary?fref=ts>

PenguinTeen:

<https://www.facebook.com/penguinteenbooks?fref=ts>

Scholastic Canada:

<https://www.facebook.com/ScholasticCanada?ref=ts&fref=ts>

Goodreads

Goodreads is a personal, virtual bookshelf for users. They allow one to

make lists of any category as well as update their progress on what they happen to be reading at the time. Similar to Facebook, Goodreads has the aspect of “friends” which allows one to see what others are reading, as well as a variety of discussion groups and reviews on a book. Several authors also have their own account where you can see the author’s biography and bibliography, and the most fun aspect – checking out what your favourite author is reading and how they rated other books.

Marie Lu:

https://www.goodreads.com/author/show/4342215.Marie_Lu?from_search=true

Y.S. Lee:

https://www.goodreads.com/author/show/2868833.Y_S_Lee?from_search=true

services for young adults. Retrieved from <http://www.ifla.org/files/assets/libraries-for-children-and-ya/publications/ya-guidelines2-en.pdf>

References

boyd, danah. (12 Jan 2015). An Old Fogey’s Analysis of a Teenager’s View on Social Media. *The Message*. Retrieved from <https://medium.com/message/an-old-fogeys-analysis-of-a-teenagers-view-on-social-media-5be16981034d>

International Federation of Library Associations and Institutions. (1996). *Guidelines for library*