



LITERARY INSPIRED · A FREE FIELD GUIDE

The Reader Group Field Guide

How to show up in Facebook reader groups without getting removed, ignored, or quietly resented.

For authors who'd rather be writing.

literaryinspired.com

What's inside

01	The premise	Why the right reader groups can still sell books.
02	Casting	How to find the groups that hold your readers, and the ones to skip.
03	The setting	What a healthy group looks like, and the red flags that mean leave.
04	House rules	Reading the room, and the profile-versus-Page question.
05	Research	Searching a group by keyword, and the phrases to search for.
06	Dialogue	Your content pillars, which posts to answer, and four worked replies.
07	The pitch	What goes in a self-promo post, with a worked example.
08	The glossary	ISO, DNF, HEA, CNC. The shorthand, decoded.
09	The subtext	Why authors censor posts, what trips the filter, and where the line is.

Skip straight to Chapter 08 if someone has just said "ISO" at you.

Why reader groups still work

Every year another platform tells authors where readers have moved to. Meanwhile a few hundred thousand people sit in Facebook groups every day, asking each other what to read next.

You do not have to build that audience. It already exists, it is already talking about your genre, and a recommendation there carries more weight with readers than an advert.

These are communities. You cannot buy your way in or shortcut it. Reader groups work best when you take part regularly before expecting them to buy anything.

Million**S**

of readers gather in Facebook book groups

More

weight in a reader's recommendation than in any advert

0

cost, other than your time

The cost is time and consistency. It is easy to underestimate.

What a reader group is

Built for readers, run by readers

People gather around a genre, a trope, a format or an author to talk about books they love. The group exists for them. You are a guest.

Familiar names get taken seriously

A book named by a familiar, generous member gets more attention than a paid ad. That familiarity takes months to build. It is why people listen when they recommend a book.

Admin-run and rules-governed

Unpaid volunteers moderate. Every group has its own culture and its own rules, and they enforce them consistently.

Allergic to being sold to

Arrive and pitch, and you'll be removed and remembered for it. Members notice quickly when someone has joined only to sell.

Members see a lot of drive-by promotion, and they spot it fast.

Be a member, not a marketer.

You are a reader who also writes. Most of your time in a group has nothing to do with your own books. That is what makes the occasional mention welcome.

Most

Reading, reacting, answering questions, recommending other people's books, being a person in a room full of people.

Rarely

Your own books, on a promo day or when someone asks.

If you join and immediately start talking about your own books, the group notices.

How to find groups in your genre

- 1 Type a genre term into the Facebook search bar, then switch to the Groups tab. The groups do not show up in the default results.
- 2 Search combinations rather than single words. “Cozy mystery readers”, “romantasy book club”, “Kindle Unlimited romance”, “thriller recommendations”.
- 3 Search your comp authors by name. “Lucy Score readers” or “Steve Berry fans” finds rooms built entirely from your ideal reader. It often uncovers groups built around readers with similar taste.
- 4 Search your tropes. “Enemies to lovers”, “small town romance”, “locked room mystery”. Trope groups are smaller and far more engaged than genre groups.
- 5 Once you have joined two or three, use the suggested-groups rail. Facebook will usually start suggesting related groups once you’ve joined a few.
- 6 Answer the join questions properly. Most groups screen, and a blank answer is a common reason authors get declined.

Where else to look

The search bar finds the obvious rooms. These routes turn up the smaller or less visible

Ask your own readers

One line in your newsletter: "Which Facebook book groups are you in?" The answers beat anything you will find by searching, because they come from people who already read you.

Check the big groups' lists

Large genre groups often pin a list of sister or partner groups. It can save you a lot of searching.

Follow the Goodreads trail

Active Goodreads groups usually have a Facebook counterpart, and the Facebook one is almost always livelier.

Look where the ARC readers are

BookFunnel, StoryOrigin and BookSprout reader communities overlap heavily with group culture. The same people are in both.

Watch your comps' comment sections

Readers name their groups constantly. Watch for the tags and the mentions.

Ask authors writing for similar readers

Author groups sell nothing. They are good for asking which reader groups are active enough to be useful.

Sort them into three tiers

Trying to be present in fifteen groups is how authors burn out fast.

Home groups

3 – 5

- Where you're a regular.
- You know the admins, the regulars and the in-jokes.
- You comment weekly, and people recognize your name.
- These are the groups where regular participation has the best chance to pay off.

Watch groups

5 – 10

- Too big or too busy to be a regular in.
- You run keyword searches here and reply only to what you find.
- Five minutes a visit, no more.
- Promote one to a home group if it starts to feel like yours.

Promo-only groups

KEEP A SHORT LIST

- Groups that exist for promo days and giveaways.
- You post on their day, in their format, and leave.
- Set expectations low; these convert poorly.
- Never mistake one of these for a community.

A few groups you take part in properly are easier to sustain than fifteen you spread yourself across.

Track your groups on one sheet

A simple sheet keeps every group straight: where it is, what it allows, and whether it is still active enough to keep using.

The basics

Group name
URL
Genre / trope focus
Member count
Home / watch / promo
Date last visited

The rules

Promo day
Links allowed?
Profile or Page?
Self-promo rule
Content-warning style
Disclosure expected?
Link in first comment?

Your activity

Posts made
Recs given
Threads answered
Last promo posted
Admin contact
Notes and watch-outs

The verdict

Still active?
Readers, not authors?
Converts for you?
Keep or leave?
Last reviewed
Any red flags?
Next check

Fifteen minutes to set up, and every group stays in one place you can check.

Signs of a healthy group

- ✓ Several posts a day, with real comment threads under them rather than only reactions.
- ✓ People answering each other, not only answering the admin.
- ✓ Rules that are specific, pinned, and visibly enforced.
- ✓ Promo stays in its named day or thread instead of spilling into the main feed.
- ✓ You can start recognizing the same twenty or thirty regulars within a week.
- ✓ Questions get answered, usually within the hour.
- ✓ Members are readers. If most of them are authors, you have found a swap group.
- ✓ Engagement in proportion to size. Two thousand members with forty comments a post beats forty thousand with four.

GIVE IT A WEEK

Sit in a group for a week before you judge it. A group that looks quiet on a Tuesday can be unrecognizable on a Sunday night, when readers do most of their reading.

ONE SIGNAL TO CHECK

Comment depth. A recommendation travels furthest in a group where people reply to each other.

And the ones to walk away from

A wall of covers

Post after post of book covers with no conversation underneath. Lots of authors posting, very few readers paying attention.

Rules that aren't enforced

If the rules exist but the feed is spam, the admins have left. The group is dying.

Paid promo dressed as community

If the admin's main activity is selling promo slots, price it and judge it as advertising.

Authors talking to authors

Every comment is another writer saying "sounds great!". A swap circle sells nothing.

Engagement pods

"Like the three posts above you." Manufactured engagement, zero readers, and it can drag your Page's reach down with it.

A culture of pile-ons

Watch how the group treats a dissenting opinion. However it goes for them, it will go the same way for you.

Leaving a group costs you nothing, and nobody is notified. Leave the bad ones early.

Read the room before you say anything

1**Read the pinned rules, properly**

Top of the feed or in the About tab. Note the promo day, whether links are allowed, and whether Pages can join.

2**Lurk for a week**

See what earns warmth and what gets removed. Learn the tone, the regulars, the running jokes.

3**Note who the admins are**

They decide what's allowed and how strictly rules are enforced, and they can remove you without warning. Knowing who they are matters more than anything else you do in there.

4**Start with something useful**

Your first contribution is helpful or warm. Never a link, and never an introduction post that reads like a press release.

If a group has an “introduce yourself” thread, use it, but introduce the reader rather than the author. Two sentences about what you're reading beats a bio every time.

Your profile, or your author Page?

The answer is usually the opposite of what feels professional.

Your personal profile

Warmer, and allowed almost everywhere. Many reader groups block Pages outright.

You get to be a person who reads. That is the identity these rooms respond to.

The default for everything in this guide.

Your author Page

The brand itself. Useful on promo days and in groups that welcome Pages.

It reads as an announcement rather than a conversation, so it feels out of place in a discussion thread.

Check the avatar before you type, every single time.

SAY IT OUT LOUD, EVERY TIME

Whenever the conversation touches your own book, say so in the same breath. "Full disclosure, it's mine, so take this with the appropriate pinch of salt." Being upfront is just being straight with the room, and undisclosed self-recommendation is what loses people their place in a group.

Undisclosed self-promotion usually gets noticed. Say it first.

When to say there is a connection

Your own book

Any time you recommend or mention a book you wrote. Say it plainly, every time.

A family member's book

A partner's or friend's book is not a neutral recommendation. Name the connection.

A client, or a paid job

If you were paid to work on a book or promote it, that is a disclosure, not a rec.

Affiliate or referral links

If you earn anything when someone buys, say so before you post the link.

Author swaps and trades

If you are recommending each other by arrangement, readers deserve to know.

A book you got free to promote

A copy given specifically so you would post about it changes what the post is.

When in doubt, disclose. It costs you nothing, and it keeps the room trusting you.

Lines you do not cross in a group

Do not screenshot private groups

What is posted in a closed group stays there. Do not repost it publicly or use it in your content.

Do not add people to your list

Commenting on your thread is not a newsletter signup. Never add group members to your mailing list.

Do not DM a book link

Someone engaging with a post has not invited a private sales pitch. Keep it in the open thread.

Do not friend-request to sell

Adding readers as friends so you can market to them reads as exactly what it is.

Do not quote members elsewhere

Naming or quoting a member outside the group, without asking, breaks the trust the group runs on.

Do not take a fight to the DMs

If a thread turns tense, step back. Nothing good comes from taking it private to win.

The rule under all of these: the group is a room you are a guest in, not a lead list.

If an admin removes your post

1

Re-read the rule you missed

A removal is almost always about one specific rule. Find it before you do anything else.

2

Do not argue it in the feed

Publicly pushing back on a removal is how a one-off becomes a ban. Let it go.

3

Fix it on your side

Update your notes on that group so the same post does not go out the same way again.

4

If the admin messages you, be gracious

Acknowledge the rule briefly, thank them, and move on. That is usually the end of it.

A removed post is normal housekeeping. How you handle it is what the admins remember.

How to search inside a group

Every group has its own search, and it reads the entire archive, comments included.

On a computer

1. Open the group.
2. Find the magnifying glass in the group's own menu, under the cover photo or in the left-hand column. It says "Search this group".
3. Type a short phrase. Two to four words, never a sentence.
4. Read the results. They include comments, not just posts.
5. Use the Most Recent filter where the group offers one.

On your phone

1. Open the group in the Facebook app.
2. Tap the magnifying glass at the top right. Inside a group this searches the group, not all of Facebook.
3. Type the phrase and tap into the results.
4. Check the date before you reply. If a thread is more than a week or two old, the conversation has usually moved on.

Run the same short list of phrases in each group, once a visit. Five minutes, and it puts you in front of the people who have just asked for a book like yours.

What to search for

Search short. “ISO cozy” finds more than “In search of a good cozy mystery series”.

Comp authors ★

[comp author name]
readers of [author]
if you liked [book]
similar to [book]
anything like [author]
[series name]

Reader intent

ISO · in search of
looking for
need a rec
what should I read next
just finished
book hangover
recommend me

What they ask for

[your main trope]
[your subgenre]
[your second trope]
slow burn · closed door
dual POV
standalone · cliffhanger

Format & access

in KU · Kindle Unlimited
audiobook
new series
next in series
on sale · free today
completed series
new to me author

Author-name searches are usually the most productive. Start there each visit.

Trope keywords, by genre

A reader asking for “only one bed” is much closer to buying than one asking for “a good romance”.

Romance

enemies to lovers
grumpy sunshine
fake dating
second chance
forced proximity
only one bed
small town
age gap
slow burn
closed door · open door

Fantasy & romantasy

fae · court
morally gray
chosen one
found family
enemies to lovers fantasy
dragon rider
cozy fantasy
hard magic system
standalone fantasy
complete series

Mystery & thriller

cozy mystery
amateur sleuth
locked room
unreliable narrator
domestic thriller
police procedural
small town murder
series in order
no gore
twist ending

Setting searches are usually less useful than trope, author and feeling searches. Readers rarely ask for a book by its location.

Your content pillars

01	Other people's books	Most	Recommending, championing and being delighted about books that aren't yours.
02	Reader talk	A lot	What you read, what floored you, what you gave up on. Your honest opinions.
03	Your expertise	Some	Whatever you researched to write the book. Facts only, and never with a pitch attached.
04	Warmth	A little	Reacting, congratulating, welcoming new members. Small, easy, and it's what makes a group feel like yours.
05	Your own books	Rarely	Promo day, or when someone asks you directly. Disclosed every time, and never mid-thread.

Your own books are the smallest slice, and they come last.

Which posts to answer

The recommendation request	<i>"ISO something like..."</i>	One of the most useful posts to answer. Someone has said out loud exactly what they want.
The book hangover	<i>"I've finished the series and I'm bereft."</i>	Emotional and wide open. Match the feeling before you name a title. Rarely a place for yours.
The list post	<i>"What's your comfort read?"</i>	A quick, useful answer is how the regulars come to know you.
A question in your genre	<i>"Is any of this historically accurate?"</i>	A strong place to contribute if you know the subject. Answer generously and factually, with no pitch attached.
The comp-author thread	<i>Someone champions a book like yours.</i>	Add to it. Agree, name another title, and leave the thread where it is.
The promo thread	<i>"Self-promo Saturday."</i>	The only place you pitch. Follow the admin's format exactly, then stay in the comments.

Anatomy of a good reply

Answer what they asked

Not the question you wish they had asked. If they said “no love triangle”, believe them.

Give one reason they can act on

One clause. “Same banter, less bleak.” That’s enough.

Talk like a person

Drop the marketing words. Say it the way you would to a friend who asked.

Name titles

“Something fast-paced” doesn’t help. “Start with the second one, the first is slow” does.

Two or three, never ten

A wall of titles reads as a list. One recommendation with a reason is far easier to act on.

End with a question, or nothing

Never end on a pitch. A question invites a reply, and a real exchange is the reason you are there.

Two to four sentences, in the voice you'd use in a group chat. Contractions, opinions, no marketing cadence.

The recommendation request

THE POST

"ISO: small-town romance, but I want the town to feel real and not like a Hallmark set. Grumpy hero preferred. No cheating, no love triangles, please."

YOUR REPLY

"Two that fit exactly: Lucy Score's Knockemout books, if you want the town to have real problems, and Tessa Bailey's Bellinger Sisters for the grumpy-hero side of it. Neither has a triangle.

I'll add mine, with the obvious disclosure that it is mine. Wilder Tides: fishing town, grumpy harbourmaster, and the town is the second main character. Happy to say more if it sounds like yours."

WHY IT WORKS

- Two other authors first. Yours is third, and it isn't the point of the reply.
- The disclosure is right there, said lightly, so no one has to ask it.
- It answers both constraints, no triangle and a real town, and adds no link because nobody asked for one.

Two or three relevant titles are easier to act on than a long list.

The book hangover

THE POST

"I finished the last book in the series last night and I genuinely don't know what to do with myself. Nothing is going to feel like that again. Help."

YOUR REPLY

"I know that feeling after a series with a really good found-family cast. It's the people you miss more than the plot.

Give it three days before you start anything new. Then try the Wayfarers books, which are almost entirely people and very little plot, in the best way.

What was it you'd miss most if you could only keep one thing, the crew or the world?"

WHY IT WORKS

- Your own book isn't mentioned at all. Over time, people come to recognize the members who give thoughtful answers.
- It names the feeling before it names a book, which is how a reader talks.
- The closing question keeps you in the thread, and puts your name in front of everyone who follows it.

A question in your genre

THE POST

"Slightly off topic, but does anyone know whether the herbalism stuff in these books is based on anything real, or is it all made up for the plot?"

YOUR REPLY

"Quite a lot of it is real. Willow bark was used for pain long before anyone isolated salicin from it, so that one isn't invented.

What gets invented is the speed. Most of these remedies were slow, unreliable and given by someone with no idea why they worked. Novelists skip that part."

WHY IT WORKS

- Not one word about your book, and yet this is the post that makes people curious about it.
- It's interesting and it's checkable. Never bluff a fact in a room that contains experts.
- If you know the subject, answer it accurately and leave the book out of it. Readers make the connection themselves.

When someone recommends your book

THE POST

"Nobody talks about Wilder Tides and I don't understand why. I read it in a day."

YOUR REPLY

"Oh, that's lovely to see. Full disclosure, it's mine, so I'm going to shut up now and just say thank you. ❤️"

WHY IT WORKS

- The disclosure comes first, before anything else, so nobody feels caught out.
- It adds nothing. No link, no "book two is out in March", no thread of information.
- A short thank-you keeps it from turning someone else's recommendation into your promotion. If they then ask a question, answering properly is fair game.

Keep the reply short unless someone asks a follow-up.

Replies that fail, and why

“Check out my book!” + link

Likely removed quickly in any group that bans self-promo, and remembered afterwards.

A list of ten titles

Reads as a copy-paste. One or two recommendations with a reason are easier to act on than a wall of titles.

The undisclosed self-rec

Recommending your own book as though you're a neutral reader. It gets noticed, and then you lose the group.

Arguing with a bad review

Don't argue with readers about reviews.

“Sounds like you'd love my series!”

No information, all self-interest. Readers hear it instantly.

“Great post!”

Adds nothing to the thread, so it does nothing for you.

Correcting someone

About a fact, a trope name, a rating. Correcting people unnecessarily creates friction fast.

The same reply in six groups

The regulars overlap far more than you think. They talk.

What goes in a self-promo post

Only on a promo day, and only in the format the admin asks for.

1. Title and author, line one

Admins scan for it, and readers screenshot it. Never bury it under a hook.

3. Write the hook yourself

One or two lines, in your own voice. A pasted blurb reads as an advert instantly.

5. Content notes if the room expects them

In romance and dark fiction, a post without them gets locked. Spell them out in full.

7. Offer a low-commitment option

A free novella or first-in-series is a much smaller ask than a purchase, and it gives interested readers an easy way onto your newsletter.

2. Say what it is

Genre, where it sits in the series, and whether it's in Kindle Unlimited. Readers want the basics before the pitch.

4. Give the comp line

"For readers of X and Y." It places the book faster than three sentences of description.

6. One link, their way

Some groups allow links, some want title and author only, some want the link in the first comment. Follow the rule exactly.

8. End with a question

Give people something to reply to. A promo post with comments tends to get more visibility.

THE PITCH

A worked self-promo post

PROMO FRIDAY · POSTED FROM YOUR OWN PROFILE

Wilder Tides by Josie Marchetti

Small-town contemporary romance · Book 1 of 4 · in Kindle Unlimited · open door

He runs the harbour and he'd like everyone to leave it alone. She's come back to sell her father's boat and can't work out why that feels like a betrayal.

For readers of Lucy Score and Tessa Bailey. A town with real problems, a properly grumpy man, and no third-act misunderstanding.

CW: grief, on-page parental death.

Link in the first comment, per group rules. Book one is free this week if you'd rather test the water.

Tell me your favorite fictional small town and I'll tell you whether mine would get on with it.

WHY IT WORKS

Title and author on line one, where admins look.

Genre, series position, KU and heat level before any story.

A hook in her own voice, not the back-cover copy.

The comp line positions the book in eleven words.

"No third-act misunderstanding" answers the objection before it's raised.

Content notes in full, because that room expects them.

The free book is a low-commitment offer, and it gives readers a way onto your newsletter.

The example author and titles here are invented, for illustration.

It ends on a question, so the post has somewhere to go.

Reader shorthand

These abbreviations are common in reader groups, and new members are often left to pick

Asking and answering

ISO: In search of. Someone wants a recommendation. One of the most useful posts to answer.

TBR: To be read. The pile.

DNF: Did not finish. Also a verb: "I DNF'd it at 30%."

BR: Buddy read. Two or more people reading together on a schedule.

RTC: Review to come.

Book hangover: Can't start anything new after finishing something.

Auto-buy: An author they buy without reading the blurb.

Comp: A comparable book or author. What yours sits next to.

Backlist: Everything that isn't the new one.

Books and formats

KU: Kindle Unlimited. "In KU" means free to subscribers.

ARC: Advance reader copy, sent before release in exchange for an honest review.

Street team: Readers who help promote a launch. Overlaps with an ARC team without being one.

SA: Standalone, reads complete on its own. In other contexts, sexual assault.

CH / cliffy: Cliffhanger ending. Many readers wait for a full series rather than risk one.

GR / SG: Goodreads and StoryGraph.

Reading order: Publication order versus chronological. Ask which they mean.

Tropes, heat and content

Tropes you'll see named

Enemies to lovers: One of the most popular romance tropes.

Grumpy sunshine: One warm, one not.

Forced proximity: Snowed in, stuck together, one car.

Only one bed: A trope in its own right.

Fake dating: Pretend relationship becomes real.

Slow burn: Little happens for a long time, deliberately.

Third-act breakup: The late split. Increasingly disliked.

Miscommunication: A problem one conversation would fix. Many readers dislike it.

Found family: The crew becomes the family.

Morally gray: Not a villain, not safe.

Heat and content

Closed door: The scene ends at the door.

Open door: On the page, explicitly.

Spicy: Explicit. Vague on purpose, and every group draws it differently.

 scale: A rough 1–5 heat rating. No standard exists.

Clean: No explicit content. Some readers find the word judgmental.

Dark romance: Content-heavy. Requires content warnings.

CNC / dubcon / noncon: Consent-related categories. Always warned for.

TW / CW: Trigger or content warning. Often mandatory.

HEA / HFN: Happily ever after; happy for now. Genre romance generally expects one or the other.

Who's who

MC: Main character. In biker romance groups, motorcycle club.

FMC / MMC: Female or male main character.

POV: Point of view. "Dual POV" is a selling point.

MF / MM / FF: The pairing.

WLW / MLM: Women loving women; men loving men.

RH / why choose: The lead ends up with more than one partner.

Himbo: Kind, not clever.

Green flag: A partner with no red flags. Now a compliment.

Touch her and die: Protective hero trope.

Publishing and platform

The business side

Trad / indie / hybrid: Traditionally published, self-published, or both.

KDP Select: Amazon's exclusivity program. It's what puts a book in KU.

Wide: Sold on every retailer, not exclusive to Amazon.

Reader magnet: A free book or novella given in exchange for a newsletter signup.

Newsletter swap: Two authors each mention the other to their list.

Cover reveal: A launch beat. Many groups have a thread for them.

Takeover: A timed slot, usually an hour or two, where an author hosts the group. Often free. Ask the admin.

Rafflecopter: The giveaway tool most groups use.

Group culture

Promo day: The named day self-promotion is allowed. Often Saturday or Sunday.

First comment: The convention of putting your link in the first comment rather than the post.

No links: Means title and author only. Often one of the most strictly enforced rules.

Pinned post: Where the rules live. Read it before anything else.

Engagement pod: "Like the three above you." Manufactured engagement. Avoid it.

Lurker: A member who reads and never posts. Usually the majority of a group.

Admin: An unpaid volunteer with the power to remove you. Read and follow the rules they enforce.

Same word, different room

Check which room you're in before you use any of these.

Term	In one room it means...	In another it means...
MC	Main character	Motorcycle club, in biker romance groups
SA	Standalone	Sexual assault, in content warnings
Blurb	The back-cover description (US, indie)	An endorsement quote from another author (UK, trad)
Spicy	A kiss and a closed door, in sweet romance groups	Fully explicit, in most others
Dark	Atmosphere and tone, in thrillers	A content category needing warnings, in romance
Cozy	A mystery subgenre: low violence, amateur sleuth	A vibe: cozy fantasy, cozy horror

When you can't tell, ask. "Spicy how?" is a normal question in a reader group.

Why authors censor their posts

Two different things read your post, and neither has any context.

The first is Facebook's automated moderation. Some words linked to violence or sexual content can get a post removed or shown to fewer people, and you're often not told either way.

The second is the group's own culture. Many romance and dark-fiction groups require censoring as a house rule, and enforce it harder than Meta does.

So some authors write s*x or unalive. Mostly this is about following a group's convention and keeping a sentence about a book from being misread.

Automated moderation can't tell a plot description from the real thing.

THE INVISIBLE PENALTY

Sometimes a post is quietly limited. More often a post underperforms for ordinary reasons, so don't assume moderation whenever reach is low.

ASK FIRST

Every group's convention is different. Read three recent posts before you decide how much to censor.

Common substitutions, and why groups use them

Words groups often soften	Why the group does it	What you'll see instead
died · killed · shooting	Violence filters, plus group rules on dark content	unalive · k*ll · “taken out”
suicide · self-harm	Safety filters, enforced strictly	unalive · su!c!de
rape · assault · dubcon / noncon	Group content rules, and safety filters	SA · CNC · noncon · r*pe
sex · explicit body parts	Adult-content filters, plus group heat rules	s3x · spicy · open door · 🌶️
free · giveaway · buy · DM me	Spam and promo filters	say it in words; put the link in the first comment
the same link across many groups	Link-spam filters	vary the post text; never mass-post the same thing

Screenshots are not a loophole. Image text is read too, and so are alt text and comments.

Where the line is

Change the one word, leave the sentence

An over-censored post reads as evasive and gets scrolled past. Swap the word that trips the filter and leave everything else legible.

Never censor your own title or name

People need to be able to search for it. If your title contains a flagged word, use it in full and put the link in the comments.

Match the room

Some groups require it. Some think it's silly. Read three recent posts and follow them.

Content warnings stay uncensored

Spell those out in full. If a reader can't read the warning, it isn't doing anything.

The line

This keeps you readable. It is not a route to posting something a platform or a group prohibits. If a post needs disguising to be allowed, it doesn't belong there.

A weekly rhythm you can keep

Three short visits a week, fifteen to twenty minutes each.

When	What you do
Visit one	Run your search phrases across your groups. Reply properly to two or three recommendation posts.
Visit two	React and comment on other people's threads. Answer one question in your lane. Recommend one book that isn't yours.
Visit three	Post something of your own: a question, an opinion, something you learned. No links.
Promo day	Only where the group has one, only in their format. Then stay in the comments and answer everyone.
Once a month	Look at which groups earned your attention. Drop the dead ones without ceremony.

Around fifteen minutes a visit, not a whole afternoon.

Before you post, check

- Would I still post this if my own book never came up?
- Have I read this group's current rules?
- Am I adding something useful, not just promoting?
- Have I searched for readers already asking for a book like mine?
- Am I recommending other people's books more than my own?
- If I mention my own book, is it allowed here and clearly disclosed?
- Am I using the right profile or Page for this group?
- Does this group allow links in this kind of post?
- Does my reply answer what they asked?

Start where you already feel at home.

Reader groups reward showing up, being useful, and being the sort of person other readers are glad to see in a thread.

Fifteen minutes, three times a week, for three months is manageable. The results take longer than a promo post, because familiarity takes time.

Then get back to writing the next book.

IF YOU'D RATHER NOT DO IT ALONE

Literary Inspired builds reader-group strategies, ARC campaigns, social content and author platforms for authors who'd rather be writing.

Come and say hello.

literaryinspired.com