

Litopia Help Guide:

Using the ‘Updates’ Section of Your Platform Control Center

This guide will help you get the most out of the ‘Updates’ section of your Platform Control Center.

What Is the ‘Updates’ Section?

The ‘Updates’ section can be used as your personal author’s blog — but it’s so versatile that it can be used for much more, too.

Every post you create here shows up on your Author Profile page, on Litopia’s homepage – and gets blasted across Litopia’s social media channels. That’s a lot of exposure for your words! And we’re always finding *more ways to help promote your work*, so watch out for new announcements!

Notes:

1. Customizing the Name of the ‘Updates’ Section

If ‘Updates’ feels a bit plain for your authorial brand, don’t worry — you can rename it! Maybe you’re a fantasy writer and want to call this section ‘Hearts & Hexes’. Or as a food writer you might prefer ‘Bite-Sized Words’.

Head over to the Author Profile section of your Platform Control Center the hit the ‘Create + Edit’ button. On the next page, hit tab 6 (‘Preferences’) where you’ll be able to change the name of this section.

The new name will now appear instead of ‘Updates’.

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2. Why Regular Updates Matter

Each post you make helps build your author brand. Posts are a powerful tool to attract new readers and keep your loyal readers engaged.

But remember — keep each post concise. Readers appreciate brevity and focus. Your aim is to build visibility, not to write magisterial essays. Short posts (100–300 words) work beautifully. In fact, long posts can sometimes drive readers away. The solution? If your idea naturally runs longer than about 300 words, break it into a few parts and use our scheduling feature (see section 9) to release these posts over consecutive days.

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3. How Often Should You Post?

There's no magic number, but it might be more often than you might think! As a general suggestion, a frequency of twice a week is a great place to start. If you really love the process, you can post more often!

Bear in mind that posting 300 words twice a week can have *more impact* than posting 600 words once weekly.

Consistency is key. Regular posts keep your name — and your writing — fresh in readers' minds.

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4. What Should You Post?

Here are some content ideas to kick things off:

- • **Character Snapshots** – Interview the main character from your current manuscript, or an especially chatty or eccentric one you are developing!
- • **Genre Commentary** – Talk about what’s trending in your favorite genre and why it’s attracting readers at the moment.
- • **Welcome to My World** – Let readers into your process (yes, 3AM coffee counts included!) and tell them why you love it.
- • **Excerpt Teasers** – Share juicy moments from your current work-in-progress.
- • **Behind the Book** – What made you fall in love with and want to write about your latest idea?
- • **Quick Reviews** – Share your unique view on a currently popular book.
- • **Listicles** – There is something compelling about a good list. Whether made of fact, fantasy or creative fiction, readers love them!
- • **Social Media Trends** – Scroll the social media hashtags from your writing niche. Find out what’s hot and join the conversation.

Imagine a fan of your own writing genre. What would make them stop scrolling and start reading instead? That’s what you write.

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5. Tone and Voice

The tone of your posts should be conversational and authentic. You are not expected to be academic or technical. Be yourself! Write in the first-person. Be quirky, passionate, opinionated — even playful. Whatever feels most ‘you’. This is where your voice gets to shine. And readers love voice.

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6. Before You Post: A Final Checklist

- Ask yourself:
 - Is this post interesting to my ideal reader?
 - Is it short and readable?
 - Does it sound like me?

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7. Step-by-Step: Creating Your First Post

Now let's walk through the mechanics of making your first post.

1. Go to your Platform Control Center (litopia.com/platform).
2. Click on the 'Create' button under the 'Updates' heading.
3. Fill in the title of your post, then give it a subtitle.
4. Next, add your content. You can type it directly into the Content box or, if you've already written it, paste it into the Content box.
5. Click 'Next' to move to the next page, where you can upload some images. You must upload at least one image. Up to six per post are allowed.
6. The first image becomes your Featured Image, at the top of your post. You can add a title and caption. It will appear immediately under the image.
7. After you upload your images, drag and drop to rearrange their order. The first will appear at the top and the rest at the bottom of your post.
8. Click 'Next' to move to the next page to write your social media post.

Notes:

8. Writing Your Social Media Post

Your social media post will tell the world that you've got a shiny new blog post for them to read!.

Your goal is to attract readers and make them so curious that they want to click through and read your full blog post. All in 260 characters!

Your social media post *isn't* a summary of your blog – it's a teaser, aimed at fans of your genre who don't know you (yet!).

A good social media post has three parts:

- **The Hook** – Grab their attention in the first 3–5 words (e.g., “I never meant to kill off my heroine...”)
- **The Tease** – intrigue them with what's inside your blog; build interest without giving it all away (e.g., “This post dives into the secret heartbreak...”)
- **The Call to Action** – A link to your blog post will be automatically added to your social media post, so you don't need to add a link manually. But you *must* invite the reader to take action – in this case, to click on the link. (e.g., “Read now and tell me your favorite fantasy trope.”)

Hashtags are not used on all social media but can be helpful — if you've got good ones, drop them in the box under the social media post.

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9. Scheduling and Final Steps

Normally, your post will be automatically scheduled for the next available publication slot. However, further down this page you will see an option to schedule publication of your social media post. If you don't wish to schedule publication, you needn't fill in this part.

If there is a special date on which you'd like your post to appear, mark it here. You can even use this facility to set up a series of posts to appear one after the other, on consecutive days of the week for example.

- Click 'Next' to move to the final page, where you can preview your post and, if needed, make any edits or changes. If everything looks good, hit the 'Submit' button and your post will go into the queue for publication.
- Not quite ready? Hit 'Save and Continue Later' to save it as a draft and return to edit it another time.

Notes:

10. Editing Your Posts

Back in your Platform Control Center, you'll see an 'Edit' button next to the 'Create' button under the 'Updates' heading. Click this button to edit any post you've made, whether published or draft.

This is useful when you wish to correct errors, fix typos, update links — or to delete a post entirely (though we hope you won't!).

Notes:

That's your quick guide to using the 'Updates' section of our powerful new Author Platform. Keep posting, keep writing, and keep connecting with your readers. And if you ever hit a snag — we're always here to help.