Pan Macmillan Social Media Audit

- Engaged Pan Macmillan Employees & Authors
  - Jeremy Travathon, Fiction Publisher
    Jenny Geras, @itsabookthing, women's fiction
    Sophie Orme, Fiction Editor
    Rachel Vale, Design, childrens books
    Geoff Duffield, Group Sales & Marketing Director
    Alison Jones, Palgreve
    Jon Butler, Non- Fiction Publisher
    Julie Crisp, Tor Editor
    Lauren Ace, Publicity Manager, Macmillan Children's Books
  - Author presence
    - Wilbur Smith 144,947 likes
    - Peter F. Hamilton 16,582 likes
    - James Herbert 52,688 likes
    - C. J. Sansom 7,986 likes
    - Tim Severin 1,188 likes
    - Alan Hollinghurst 2,328 likes
    - Kate Kerrigan 287 likes
    - Suzanne Bugler 59 likes
    - Tess Stimson 261 likes
    - Ken Follet 151,671 likes
    - Trylle Series by Amanda hocking 12,107 likes
    - David Baldacci 152,566 likes
    - Peter James 22,399 likes
    - M R Hall 94 likes
    - David Hosp 80 likes
    - Bello 61 likes
    - Anna Raverat 9 likes
    - Vanessa Diffenbaugh 2,554 likes
    - Kate Morton 17,274 likes
    - World of Amanda Hocking 1,323 likes
    - Jeffrey Archer 150,556 likes
    - An Agent of Decait 12 likes
- Spotify
  - Picador
    - There is a Spotify Playlist for The Ice Age
    - Had been controlled by Mike?
  - Pan Macmillan
    - Had been controlled by Mike
    - Inactive?
- Facebook
  - Pinboard
    - Aimed at Independent Book Stores
    - Controlled by Pan Macmillan Adult Marketing Department
    - 32 likes
    - 42 likes
    - Info sourced from Wikipedia
    - No Wall/interaction/photos
    - Controlled by:?
  - Pan-MacMillan
    - 574 likes
    - Active wall with photos of Book covers
    - Links to Twitter
    - Controlled by: Sandra taylor & Picador Team
  - Picador Books
    - Sidgwick & Jackson
      - 1 like
      - Info Sourced from Wikipedia
      - No logo
      - Controlled by?
    - Tor Books
      - 261 Likes
      - Info from Wikipedia
      - No Logo
      - Controlled by:?
  - Notable Foreign FB sites
    - Tor Books America, 34,146 likes
    - Kingfisher Children's Books, 253 likes
- Vimeo
  - Pan Macmillan
    - Total Have Advised to concentrate on Youtube
- Future Platforms?
  - LinkedIn
  - Google+
  - Quora
  - Book Reading Networks like Good Reads
  - Pinterest
  - Goodreads
- Twitter
  - @PanMacmillan
    - 5222 followers
    - Controlled by Isolde Roche
  - PanMacPublicity
    - 5051 followers
    - Controlled by: Publicity Team
  - Picadorbooks
    - 13, 297 followers
    - Kris Doyle, Emma Bravo, Sophie Jonathan, Lee Dibble
  - MacmillanKidsUK
    - 5004 followers
    - Controlled by Sally Oliphant, Lauren Ace, Lorraine Keating, Louise McKee
  - UKTor
    - 2438 followers
    - Controlled by Chloe Healy
  - mykindabook
    - Controlled by Amy Lines
    - 1224 followers
    - Lists: None
- Youtube
  - Picador 80,899 channel views
  - My Kinda Book (293,187 channel views)
  - Pan Macmillan (210,481 channel views)