

The HarperCollins Influencer Program

Frequently Asked Questions

How does the influencer program work?

Influencers with strong engagement and oodles of talent (that's you!) partner with us to promote fabulous early reader, middle grade, and young adult titles. Three times a year, we'll give you a list of upcoming titles, you tell us what you want, and we'll use your feedback to pair the right book with the right influencer.

Joining the influencer program gives you the inside track on some of the best children's titles coming to shelves. In addition to the seasonal selections, we also will reach out to influencers to join campaigns focused on select frontlist titles that we're super-excited about.

At the end of a season, we look back at everyone who received books, mark down who posted, who didn't, and how the posts performed. This helps us plan for the next season!

How do you fulfill requests?

A bunch of different factors go into our decision-making process. We want to get as many of your requests to you as possible, but a request doesn't automatically mean a fulfillment. Sometimes we just don't have enough books to meet every single request! We also look at things like what your platform engagement is like, how you've done with similar titles in the past, whether you've been faithful about showcasing what we've sent, whether your audience covers a specific niche that would click with the book, and other factors.

How will I know if my requests are approved?

For seasonal requests, when books start going out, we'll send an email letting you know that one or more titles are on their way. It can take a few months before that email goes out because we have to work so far ahead, but **no email = no books**. If you're ever unsure, email us at influencers@harpercollins.com. We're happy to help!

Can you tell me what I requested?

We've turned on response receipts for all of our seasonal request forms, so you should receive an automatically generated response from Google Docs showing how you filled out each seasonal request grid.

When should I expect my books?

We generally only send finished copies, so **seasonal** titles will start shipping on their respective release dates, and sometimes we may ship multiple books together. This can delay your books up to a month after release, though we try not to be that late if we can help it.

For **everything** we mail, seasonal and one-off titles, we will send a heads-up email that will include an estimated shipping time frame. (Usually 2-10 business days from the day you receive the email.)

Is this book I just received from you?

We send heads-up emails for every single title we mail you, even no-strings-attached surprises. You're welcome to check with us if you're ever unsure, but if you haven't already received a heads-up email, odds are it's not from us!

Why didn't I receive any books this season? Did I do something wrong?

Not at all! Sometimes we have a higher than anticipated response. We try to offset that by pulling in a good mix of people into our single-title campaigns and also by showing you love on social media. We appreciate all the hard work you put in and don't want to take it for granted.

When should I post?

When joining a **single-title campaign**, we put in the initial email an explicit posting window (usually a specific week) that you agree to when joining the campaign.

For **seasonal titles**, we ask that you post within a month of receiving a book. We usually do our internal recap of a season a month or so after a season has ended, so if you haven't posted yet

(or have archived your post), we can't brag about you to the rest of the team. (And oh how we brag!)

Do I have to post *everything* I receive?

No, but please remember that we aren't mind readers. When you don't post, we have no way of knowing if it's because your package was lost, you didn't like the book, or you just didn't feel like posting. Also, we understand that real life always takes precedence, but we do want to make sure our titles are going to readers who will love and appreciate them, not just sit on a shelf.

Will you pay me?

At HarperKids, we do not buy reviews. We appreciate your honest, uncompromised feedback on our books, and we are always happy to provide a free finished copy of books requested through our program. Regarding paid promotion, if you have standard rates for guaranteed promotional pieces, we're more than happy to hear from you and keep you in mind for those opportunities! Please send along your rate set or media kit so we can communicate those to the title marketing teams. We will never ask for additional promotional work outside of standard reviews without compensation (asset creation, multiple posts guaranteed, moderating author panels, etc.). If at any point you feel we have not held to this promise, please let us know!

What else can I do to support my favorite books and authors?

Leave a review on a retailer website! You're already doing the work of reading the book and formulating your thoughts for your audience. Take it one step further and drop that review on Barnes & Noble, Amazon, Goodreads, and other retailer sites! The more reviews a book has, the more visibility it has with other potential readers. Even just giving your star rating helps!

Where can I find Harper online?

You can find HarperKids and Epic Reads on the following platforms:

- **Facebook:** [@HarperKids Books](#) & [@EpicReads](#)
- **Instagram:** [@HarperKids](#), [@TheShelfStuff](#), & [@EpicReads](#)
- **Twitter:** [@HarperChildrens](#) & [@EpicReads](#)
- **Pinterest:** [@HarperKidsBooks](#) & [@EpicReads](#)
- **YouTube:** [@HarperKids](#), [@ShelfStuff](#), & [@EpicReads](#)
- **TikTok:** [@epic_reads](#)

- **Website:** HarperCollins.com & Epicreads.com (psst, we have [a blog!](#)!)
- **Seasonal catalogs:** [Edelweiss](#), [Netgalley](#)

Who are my influencer team members?

- Team Lead: Shae

Shae's likely the name you know best, but we are in close contact with the rest of the HarperKids and Epic Reads teams (including title marketing, S&L, publicity, etc.) and work as your liaisons to help connect you with the appropriate contacts. You can reach us by emailing influencers@harpercollins.com.

What FTC guidelines do I have to follow when posting your titles?

[So glad you asked!](#) That link is the full set of guidelines, including what to put for paid posts, but for most of our influencers, all you need to do is explicitly state that your copy was a free gift from us and tag us. (Please don't mark your post as a paid post or ad unless you have a signed contract and payment from us.)

My package never arrived! What do I do?

Email us at influencers@harpercollins.com and let us know! We can look into what went wrong and how to fix it.

I moved! What do I do?

Email us at influencers@harpercollins.com with your new mailing address. We'll change your information in our system so that future packages are sent to the correct address.

I changed handles! What do I do?

Email us at influencers@harpercollins.com and let us know! Unless you set your old account to direct visitors to the new address, we have no way of knowing where you went, so please tell us.

I forgot to post! What do I do?

Please still post if you can. Our requested deadlines are important, so please keep to them if at all possible, but we understand that life happens. We want to hear your thoughts!

I want to pick books from a different age category! What do I do?

Email us at influencers@harpercollins.com and let us know. The team for the age category in question will take a look at your account and see if you fit their seasonal outreach plans. Please note that it helps to demonstrate that your audience is eager to hear about those kinds of books. (Already having recent posts up about titles in the age category in question is a good way to do this.)

I didn't like a book. What do I do?

More than anything, we want your honest feedback. If you don't want to post a negative review online, please still let us know what did and did not work for you. Being able to hear directly from readers is invaluable and not something we take for granted. (But please, if you do post, don't tag the author in a negative review.)

I want a finished book not on the seasonal list. What do I do?

Email us at influencers@harpercollins.com and let us know! We can't promise that we'll be able to fulfill your request, but we can look into it. **Please note that we cannot help with requests for adult titles or from other divisions of HarperCollins** (ex: Inkyard, HarperChristian, Avon, etc.) Please also be aware that the influencer program does not have any access to physical or digital ARCs.

I want an ARC not on the seasonal list. What do I do?

As stated above, the influencer program does not have any access to physical or digital ARCs. On rare occasions, we may reach out to you with the opportunity to receive a galley for promotion, but those quantities are controlled by the title marketing teams. You're more than welcome to let us know you're interested in a title in case we have a future finished copy campaign we can put you on, but we cannot fulfill ARC requests. Instead, we recommend you keep an eye out for digital ARCs on Edelweiss or NetGalley.

I want to partner with HarperCollins outside of the Influencers program. What do I do?

Email us at influencers@harpercollins.com and let us know! If there's a project you want to partner with us on, additional services you'd like to offer, or even general feedback or ideas you'd like us to consider, we're all ears. By sending the details to us, we can then make sure that your thoughts get into the correct hands, rather than making you bounce from general inbox to general inbox. (Examples could include but are not limited to appearing on our IGTV, writing HarperKids blog content, etc.)

My friend wants to join the program. Can I send them your way?

Absolutely! Give them our email (influencers@harpercollins.com) and tell them to include their social media links, pertinent metrics, and a little info about themselves. Please **do not** give them the link to our intake form or to any seasonal forms.