

# MULTI-CHANNEL PUBLISHING

There are two basic truths in longform webcomics publishing. The first is that every day someone experiences your comic for the first time — often coming in at the middle of a story. If the update that they experience on that day doesn't grab them, they're unlikely to continue reading. The second truth is that most of our readers consume their content on small screens (like smartphones). If our publishing efforts don't enable the reader to easily read the comic on small screens, your efforts to build an audience will be an uphill battle. To that end, I've developed what I call multi-channel publishing.

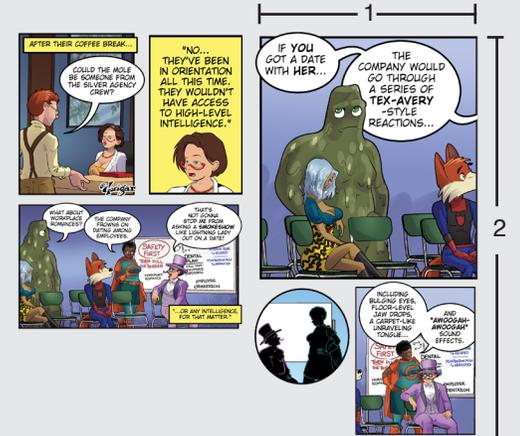
In a longform comic, the most important end result is the book. The book is the final expression of the story, but more importantly, the book is where much of the money will be made. If the book is no good, your business will suffer.

To that end, I break my story down into pages. But I write those pages in such a way that I can distribute them in several different ways — optimized for each platform.



# BLUESKY

Bluesky limits posts to three images, but it uses a 1:2 aspect ratio, which means I can crop each half-page into chunks that are easily readable on that platform.

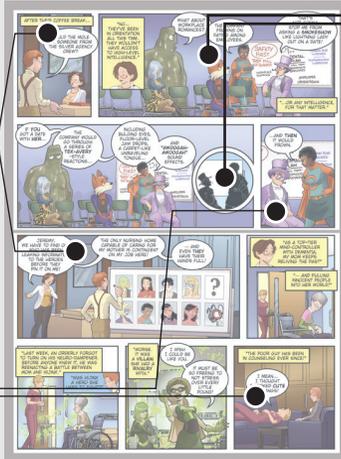


# DIVIDING THE PAGE IN HALF

Each page is divided in half, and each half is optimized — in size, shape and content — to be shared on social media.

The first panel of each half must provide an entry point to the storyline. If that's not possible, I add one before posting on social media.

Each half must end on a significant plot point. This could be a punchline or a key moment in the plot or a cliffhanger or anything else that makes this half-page a significant experience.



Horizontal panels and oddly-shaped panels can be incorporated into this system if you plan in advance.

- These chunks can be read *entirely* on social-media platforms like Twitter and Facebook.
- They strive to provide a meaningful reading experience — even to the first-time reader.
- Writing my story this way means that each page has at least two plot points in the overall arc. This creates a brisk tempo to the overall story — and prevents me from writing an aimless narrative that meanders.

# WEBSITE

My website delivers the half-page version to desktop users (left) and the individual panels in a vertical scroll to users accessing the site on their smartphones (right).



# MULTI-IMAGE POSTING

I prep the panels for platforms that support multi-image posts by cropping each panel as a separate file. In some cases, I separate horizontal panels into multiple panels to improve their readability. As with the floating circular panel, I plan for these crops in the original drawing. (You will need to keep in mind Instagram's 10-image limit if you use that platform.)

