

The Sickness of Secrets — Launch Day

Graphics and captions for this topic. Use what fits, change the words, make it yours.

Thank you for reading early. Everything in this folder is yours to post. The captions are starting points — swap the bracketed parts for your own words, cut anything that doesn't sound like you. Tag **@bymichellemelton** on Instagram and TikTok so I can share your post, and use **#TheSicknessOfSecrets** so the team can find each other.

Questions, or a post you'd like me to reshare: **michelle@bymichellemelton.com**

Which file goes where

Filename starts with	Size	Use it for
IG + FB Feed	1080 × 1350	Instagram and Facebook feed posts
IG Story-Reel	1080 × 1920	Instagram and Facebook Stories, Reels covers, TikTok photo posts
Square	1080 × 1080	Goodreads, Facebook groups, X, Threads
Pinterest	1000 × 1500	Pinterest pins

The book cover

The folder 0 Book Cover holds the official front cover of *The Sickness of Secrets* in two sizes: full resolution (1600 × 2560) and a web size (1000 × 1600) that loads fast on Goodreads, Instagram, and blogs. This is the cover the book ships with. Post it on its own, hold it up in a video, use it as a Story background, or add it to a “currently reading” shelf. Please keep it whole — no cropping the title or author name, no text or stickers over the art.

Three house rules

- **No spoilers.** Keep these off your posts and out of your reviews: who is killed at the meeting, who did it, what Elena finds inside her daughter's memories, and anything from the last five chapters. Everything in this kit is spoiler-free, so if you stick to the graphics you're safe.

- **Say you got it early.** On any post about the book and in every review, one line covers it: *"I received an advance copy from the author."* Amazon requires it, and readers trust it.
- **Your words beat mine.** A short honest reaction outperforms a polished paragraph every time. If a caption here doesn't sound like you, change it until it does.

Hashtags

Use eight to twelve on Instagram, five or six on TikTok, none on Facebook. Mix from these:

Always: #TheSicknessOfSecrets #TheBorrowingSeries #MichelleMelton

Reader tags: #ARCReader #ARCReview #Bookstagram #BookTok #ParanormalSuspense #ParanormalMystery #NewRelease2026 #OctoberReads #BookLaunch

Recovery tags: #RecoveryReads #SoberReads #RecoveryCommunity #RecoveryTok #BreakTheCycle #SoberLife

Skip #Thriller — this is paranormal psychological suspense, and the wrong tag brings the wrong readers.

Launch Day

October 22. Post your review on Amazon and Goodreads first, then share. Michelle will email the direct links the morning of launch.

Launch Day 1 · “Out now”

It's out. THE SICKNESS OF SECRETS by @bymichellemelton — Book 1 of The Borrowing Series — is live today. [One line on who should read it.] Link at bymichellemelton.com.

#TheSicknessOfSecrets #OutNow #NewRelease2026 #ParanormalSuspense #BookLaunch
#TheBorrowingSeries #MichelleMelton

Launch Day 2 · “My review is live”

My review of THE SICKNESS OF SECRETS is up on [Amazon / Goodreads]. [Two sentences from your review — the spoiler-free ones.] Out today from @bymichellemelton.

I received an advance copy from the author.

#TheSicknessOfSecrets #BookReview #ARCReview #ParanormalMystery #Bookstagram
#MichelleMelton

Launch Day 3 · “Pinterest pin”

The Sickness of Secrets by Michelle Melton — paranormal psychological suspense with a recovery heartbeat. Elena Tate can borrow memories; the one she's keeping from her daughter might be the one that kills her. Book 1 of The Borrowing Series, out October 22, 2026.
bymichellemelton.com

(Pinterest wants a sentence or two, no hashtags, and the link field set to bymichellemelton.com.)

Writing your review

- Start or end with the disclosure line above.
- Two or three specific things you responded to beat a summary of the plot. Elena's voice, whether the recovery world felt true, whether the memory-borrowing rules held together, whether the mystery played fair.

- Compare it only to books you've actually read.
- Review the book, not the author. "I know Michelle" can get a review removed on Amazon.
- Post on Amazon the day the listing is live (October 22), on Goodreads any time before.

Cover design by Luisa P. Graphics and captions © 2026 Michelle Melton / Chelmont Press; shared with the review team for promoting *The Sickness of Secrets*.