How to promote Independent Bookstore Day on social media

Independent Bookstore Day is the LAST SATURDAY in APRIL

Follow Bookstore Day:
Twitter: @BookstoreDay
Facebook: @BookstoreDay
Instagram: @IndieBookstoreDay

THE 3 MOST IMPORTANT THINGS:

1. Always use #IndieBookstoreDay in your posts about Bookstore Day.
2. Use photos, videos, and GIFs. Logos and images are available on the website.
3. Refer people to the searchable map of participating stores.

A suggested post schedule leading up to Bookstore Day:

1. Post on each social media platform once a week in April
   - What do you love about indies?
   - What IBD exclusives are you most excited about?
   - What events/stores do you plan on hitting?
   - If you have a blog or website, post links to related stories.

2. Post every day the week of Bookstore Day
   - Where/how will you be celebrating on IBD?
   - Promote your IBD items and the ones you’re excited about and tell us where to get them. Emphasize exclusivity and limited print run.
   - List authors and others you are looking forward to seeing on IBD.

3. Participate in our Twitter parties
   - There are two Twitter parties in April: dates TBD
Follow the hashtag #IndieBookstoreDay and respond to tweets you like. Or, just tweet about your item/stores/enthusiasm. Anything tagged with #IndieBookstoreDay at that time will get amplified.

General best practices:

- Retweet posts you like, especially from @BookstoreDay
- Take pictures Show us your bookshelf, reading chair, dog-eared pages, etc.
- Use common and/or popular hashtags
  - #MondayMotivation (example: a shot of your favorite self-help title)
  - #TravelTuesday (example: books that feature fascinating destinations)
  - #WritersWednesday (example: quote from a favorite author, photo for an upcoming author appearance)
  - #IndieThursday (example: photos/info of your favorite store)
  - #FridayReads (example: what are you reading?)
  - #Caturday (Cat lovers—here’s your chance)
  - #SelfieSunday (example: photo of you at a store or with a book)

Additional Hashtags:

Twitter and Instagram
#AmReading — “this is what I’m reading.”
#BookLovers — used by authors, publishers, and anyone who wants to discuss or sell a book
#Bibliophile
#BookAddict
#Books
#Bookshelves or #Bookshelf — take photos of bookshelves at your shop or at home
#BookPhotography — photos of books
#BookChat — book discussions (tag authors!)
#LitFict — Discussion and sharing of literary fiction
#IReadEverywhere — photos of books or people reading in unusual places
#Fiction and #Nonfiction — discuss and share books
#WomensFiction
#GreatReads — favorite books, great books you recommend
#WhatToRead — book recommendations
#BookWorld — other book-loving people
#PopBooks — popular books
#ThisIsMyBookstore
Instagram-specific hashtag: #bookstagram

THANK YOU for supporting independent bookstores and Independent Bookstore Day!