



## 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?)
  - **#Saturday** (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!**