

Social Media Best Practices for #IndieBookstoreDay

Make sure to follow Bookstore Day:

Twitter: [@BookstoreDay](https://twitter.com/BookstoreDay)

Facebook: [@BookstoreDay](https://www.facebook.com/BookstoreDay)

Instagram: [@IndieBookstoreDay](https://www.instagram.com/IndieBookstoreDay)

THE 3 MOST IMPORTANT THINGS YOU CAN DO ON SOCIAL MEDIA:

1. *Always use #IndieBookstoreDay in your posts about Bookstore Day.*
2. *Use photos, videos, and GIFs. It's hard to get noticed without them.*
3. *Follow other stores, publishers, and book-related accounts. Be part of the online community!*

During the month of April, leading up to Bookstore Day . . .

1. **Post on each social media platform at least a few times a week.**
 - In the week or two leading up to Bookstore Day, post at least once a day.
2. **Use Bookstore Day's hashtag (#IndieBookstoreDay).**
 - Always embed it in your posts. It's easy to do. Check out [this post](#) for an example.
 - Do a search for the hashtag, then interact with users who are also using it in posts.
 - Retweet posts you like, especially from @BookstoreDay.
3. **Participate in Twitter chats**
 - Bookstore Day will be leading two Twitter chats in April (dates TBD). Try to schedule someone from your store who can participate in the chats to increase awareness about both Bookstore Day and your store's individual party.

4. Create teaser posts to promote your store's event

- Promote any of the unique day-of events, guest authors, speakers, games, etc. through a series of teaser posts on social media. Make sure to include photos (or videos!). Here are some examples of teaser Bookstore Day videos and posts:
 - [A great, simple video](#)
 - [Event information](#) (IBD will have [ready-made images](#) for IBD-scheduled online events)
 - [Keep it fun and simple](#)
 - Show off the exclusives [BEFORE](#) and [DURING](#)
 - Don't forget [day-of posts](#)!

5. Take pictures

- Give people an idea of what they can expect at Bookstore Day at your store by posting photos on social media accounts of...
 - Your store
 - Bookstore Day items you're carrying
 - Authors who will be at Bookstore Day
 - Other fun or exciting aspects of your store that make it unique (do you have a bookstore cat? A great front window display? Regular customers to feature? Post pictures and a short caption)

6. Use common and/or popular hashtags when posting/tweeting.

- Day of the week hashtags
 - **#MondayMotivation** (example: a shot of your favorite self-help title)
 - **#TravelTuesday** (books that feature fascinating destinations)
 - **#WritersWednesday** (quote from a favorite author, photo for an upcoming author appearance)
 - **#IndieThursday** (photos/info on your store!)
 - **#FridayReads** (customers and their favorite books)
 - **#Caturday** (cat people, this is your day)
 - **#SelfieSunday** (example: photo of your store, employees, customers)

Additional Book-Related 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 hashtags:

#bookstagram — bookshelf porn, screenshots of what people are reading, photos of cool books, and reading/book memes.

On Bookstore Day:

1. Schedule social content ahead of time.

You will likely be too busy to post regularly! Schedule day-of posts that let customers know what will be happening at the store throughout the day. The easiest way to schedule tweets ahead of time is by linking your Twitter account to Hootsuite, a scheduling tool that's quite easy to use. If you've never used it before, [here's a quick-start guide with a helpful video](#). If you need additional help, please feel free to connect with me directly (elka@dadascope.com) and I can walk you through steps.

2. Create a social media photo opportunity + giveaway to encourage return customers after Bookstore Day. Create an in-store photo booth or photo opportunity for customers to post to Instagram or Twitter. Choose a winner from the posts hashtagged with #IndieBookstoreDay and tagging your store in the photo.

3. Consider sharing a special “secret password” on social media that’s only valid on Bookstore Day. If customers give you the “secret password” when they’re checking out, you can offer them a special item: A cookie? A bumper sticker? A galley?

If you have a blog or website, post links to exciting news or stories!

For Facebook:

- Try to *post more photos and videos*. Share albums as they relate to our stories and events. Leverage across Instagram.
- Keep *Facebook Live* in mind to see if it could work for events and supplemental interviews tied to shows.

Examples of great Facebook posts



Random House

April 30, 2016 · 🌐

It's one of our favorite holidays: Independent Bookstore Day!! How are you celebrating? [via [BuzzFeed Books](#)]



31 Independent Bookstores That Are Every Book Lover's Dream

Happy Independent Bookstore Day!

WWW.BUZZFEED.COM



Boulder Book Store

April 23, 2016 · 🌐

Come celebrate Independent Bookstore Day with us on Saturday, April 30th! The kid's party is from 1 to 3 and will feature face painting, bookmark making, snacks, a scavenger hunt, and storytime. The adult party is from 3 to 5 and will feature literary tattoos, adult coloring, a photo booth, adult drinks and nibbles, store tours led by our head buyer's 7 year old daughter, and adult stories from our head buyer (who we plan to get drunk first). boulderbookstore.d7.indiebound.com/.../independent-bookstore-...



Independent Bookstore Day! | Boulder Book Store

400 bookstores 16 exclusive books and art pieces One day only Join the party! Join Boulder Book Store for Independent Bookstore Day Saturday, April 30th. We'll be celebrating with unique bookish activities, drinks, snacks, games, and...

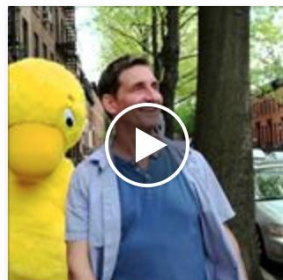


The Mendocino Book Company

April 25, 2016 · 🌐

Here's a fun little video by Tad Hills, author of the Duck & Goose books for young children. He explains his writing process and introduces us to his characters. Enjoy!

Artwork by Tad is one of the special, limited-edition items available only on Independent Bookstore Day. Come join the fun at your local indie bookstore on April 30th!



Tad Hills: A Message for Independent Bookstores

YOUTUBE.COM

Examples of great Twitter posts



Follow

Here's why @emmastraub supports #BookstoreDay, April 29.

Save the date for exclusives, merriment, and literary shenanigans.

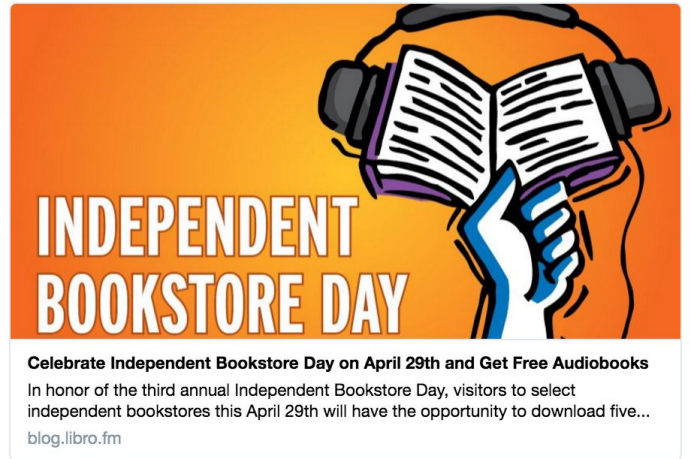
@BookstoreDay



Bookstore Day @BookstoreDay

Following

How do you get 6 FREE audio books on #BookstoreDay? Like this: blog.libro.fm/news/celebrate ... via @librofm



Bookshop Santa Cruz @BookshopSC

Follow

#ThrowbackSaturday (hey it can be a thing) to last year's Literary Trivia for #BookstoreDay. What're you doing 4/29? bookshopsantacruz.com/event/independ ...

