

“Algorithms don’t throw parties. Indies do.”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA

Hashtags

#IndieBookstoreDay
#ShopIndie

Newsletter/Social Media Copy

An Am*zon Book Sale? On **our**Weekend? Am*zon announced their annual book sale that conveniently overlaps with Independent Bookstore Day. If they want to go toe to toe with indies, good luck to them. We do it better. Algorithms don't throw parties. Indies do. Buying books at indie bookstores hits different.

Algorithms don't throw parties. Indies do.

Let's turn up the volume. Because indie bookstores? We don't fold. We throw parties.

Tell the algorithm it can wait. We've got stories to tell and parties to throw.

This week, spend where it counts. Shop indie. Support local.

This book bought more than a story:

- This book helped pay someone's rent.
- This book funded tomorrow's storytime.
- This book kept your indie bookstore alive.

You didn't just buy a book. You bought into your community.

This bookstore isn't run by a robot. It's run by real people who care what you read next.

Around here, every purchase is personal.

Indie booksellers are your neighbors. We're building a better Main Street, one book at a time.