

**“First Day of School, Bookstore Edition”
RECOMMENDED TEXT FOR NEWSLETTERS AND SOCIAL MEDIA**

Hashtags

#BackToBooks2026 #BackToSchool

Newsletter/Social Media Copy

Celebrate the start of your reading year with our fun chalkboard templates. Fill out your own, snap a pic, and tag us, because it's not just students starting a new chapter!

Pack your backpack...with books! We're turning those First Day of School traditions into a reader's rite of passage. Swing by, fill out your "First Day of My Reading Year" chalkboard, and show off your bookish goals!

We're kicking off Back to School season with a fun, bookish spin on those classic First Day of School photos. Whether you're heading back to "class" or just looking for an excuse to celebrate a fresh chapter, stop by the store (or share on social!) and fill out one of our chalkboard reading templates!

It's not just students who get First Day photos! Readers, your new reading season starts now. Stop by to fill out one of our chalkboard templates: share your current read, favorite genre, and more!

New school year, new reading goals! We're kicking off the school year with a fun twist on those First Day of School traditions: bookish chalkboard photos! Come fill yours out and share your literary plans for the months ahead.

Forget school supplies. Grab your book stack! Celebrate the bookish Back to School season with us! Fill out a chalkboard template, snap a photo, and tag us so we can cheer you on.

Readers, class is in session! Come by, fill out your chalkboard template with your current read, reading goal, or favorite genre, and strike a pose! Let's make this season all about books.