

How to promote Independent Bookstore Day on social media

Independent Bookstore Day is the **LAST SATURDAY** in **APRIL**

Make sure to follow IndieBound and the American Booksellers Association:

Twitter: [@IndieBound](#)

Facebook: [@IndieBound](#)

Instagram: [@AmericanBooksellers](#)

THE 3 MOST IMPORTANT THINGS:

1. Always use *#IndependentBookstoreDay* in your posts about Independent 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 Independent 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 Independent Bookstore Day.

- Where/how will you be celebrating on IBD?
- Promote your IBD items, especially 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.

General best practices:

- **Retweet posts** you like, especially from @IndieBound and @AmericanBooksellers
- **Take pictures** Show us your bookshelf, reading chair, dog-eared pages, shelfie, etc.
- **Record a video** Give a quick shelfie tour or the last few books you've read
- **Use common and/or popular hashtags**

#AmReading — “this is what I'm reading.”

#BookChat — book discussions (tag authors!)

#BookLovers — used by authors, publishers, and anyone who wants to discuss or sell a book

#Bibliophile

#Books

#Bookstore

#Bookshelves or #Bookshelf — take photos of bookshelves at your shop or at home

#BookPhotography — photos of books

#BookWorld — other book-loving people

#Bookworm

#Fiction and #Nonfiction — discuss and share books

#GreatReads — favorite books, great books you recommend

#IndependentBookstore

#IndieBookstore

#IndiesFirst

#IReadEverywhere — photos of books or people reading in unusual places

#ShopIndie

#ShopLocal

#WhatToRead — book recommendations

Instagram-specific hashtags:

- #Bookstagram
- #BookstoresOfInstagram
- #BookGram
- #IGReads

**THANK YOU for supporting independent bookstores and
Independent Bookstore Day!**