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!**