

## Social Media Best Practices (Twitter, Instagram, Facebook)

### *The 3 most important things you can do on social media:*

1. *Always use #bookstoreday 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, 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 (#bookstoreday).

- 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: April 21st at Noon EDT and April 27 at 3 PM ET. We will send out a tips sheet prior to the Twitter chat. 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 too!

Here's are some examples of teaser Bookstore Day videos

- <https://www.youtube.com/watch?v=m-1TDcGaxh8>
- <https://www.youtube.com/watch?v=k5ZOTf9KSOE>
- <https://www.youtube.com/watch?v=OJ4bznPg7aM>
- <https://www.youtube.com/watch?v=DhIXJKj107o>

#### 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 War & Peace with a bookmark in the first chapter)
  - #TravelTuesday (example: books that feature fascinating destinations)
  - #WritersWednesday (example: quote from a favorite author, photo for an upcoming author appearance)
  - #IndieThursday (example: photos/info on your store!)
  - #FridayReads (example: customers and their favorite books)
  - #Saturday (example: if you have a bookstore cat, Saturday is her day to shine!)
  - #SelfieSunday (example: photo of your store, employees, customers)

### **Additional Hashtags to Use:**

#### **Twitter and Instagram**

#AmReading — #AmReading is “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 your favorite bookshelves at your shop or at home

#BookPhotography —Photos of books

#BookChat\_ – Book discussion hashtag.

#LitFict\_ – Discussion and sharing of literary fiction books.

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

#Fiction and #Nonfiction – Discusses and shares books.

#WomensFiction

#GreatReads\_—favorite books, great books you recommend

#WhatToRead – book recommendations

#BookWorld — Other book obsessed 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](mailto: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 #bookstoreday 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 & videos*. Share albums as they relate to our stories, events. Leverage across Instagram.
- Keep *Facebook Live* in mind to see if it could work for us 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](http://WWW.BUZZFEED.COM)



**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



**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-...](http://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

**Examples of great Twitter posts**



Green Apple Books  
@GreenAppleBooks



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

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

@BookstoreDay

Modern Lovers



"Independent bookstores are my first stops in any new city, a quick check of the pulse in any literary community. They are ports in the storm, passageways to magical lands, escape hatches out of bad moods. Even when I don't think I need a book, because the stack beside my bed is teetering toward the ceiling, I always need a bookstore. And then I usually need a book, too."  
— Emma Straub

APRIL 29, 2017  
[indiebookstoreday.com](http://indiebookstoreday.com)





**Bookstore Day**  
@BookstoreDay

Following

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

**INDEPENDENT BOOKSTORE DAY**

**Celebrate Independent Bookstore Day on April 29th and Get Free Audiobooks**  
In honor of the third annual Independent Bookstore Day, visitors to select independent bookstores this April 29th will have the opportunity to download five...  
[blog.libro.fm](http://blog.libro.fm)



**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](http://bookshopsantacruz.com/event/independ) ...

