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...

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 on each platform.
   ● Use the “stories” function on Instagram to create a narrative about what’s coming up for IBD. If you’ve never done stories before here are instructions (or ask anyone under 30).

2. Use Bookstore Day’s hashtag (#bookstoreday).
   ● Always include 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 and other indies.
   ● Tag authors you know and wish them a Happy Bookstore Day

3. Participate in Twitter chats
   ● Bookstore Day will be leading two Twitter chats in April: dates and time TBD. 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=OJ4bznPg7aM
   https://www.youtube.com/watch?v=DhlXJKj107

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 (images available on the website after Feb.)
     ○ 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)
○ Don’t forget day-of photos! Post cool pics throughout IBD and continue to invite people to come in.

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 elka@dadascope.com and she 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?

4. **If you have a blog or website, post links to news or stories!**

5. **Use 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: a 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)
   - #Caturday (example: if you have a bookstore cat, Saturday is her day to shine!)
   - #SelfieSunday (example: photo of your store, employees, customers)

   **Additional Hashtags for 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—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.
Facebook is great for post leading up to Bookstore Day and for sharing good posts by others. Keep Facebook Live in mind for day-of posts! You can also connect Instagram to FB and 2 posts out of one!

**Examples of great Facebook posts**

![Example post](image1)

- **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](http://YOUTUBE.COM)

![Example post](image2)

- **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](http://boulderbookstore.d7.indiebound.com/).../independent-bookstore-...
Examples of great Twitter posts

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

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

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

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

@BookstoreDay

"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.”

@emmastraub
And don’t forget to thank your customers!

Harvard Book Store @HarvardBooks · Apr 28
Goodnight, bookstore. Thanks to our amazing customers who purchased books and tote bags, wrote on our banner, or let our booksellers pet their dogs. Safe to say this was the best #BookstoreDay yet. Until next year 🎉

You and Metro Boston Independent Bookstore Day

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