

**“Your Choices Matter” October Campaign  
RECOMMENDED POSTS FOR SOCIAL MEDIA**

## Hashtags

#ShopIndie

## Links/Resources

[The Cost of Amazon](#)

[\*Unfulfilled: Amazon and the American Retail Landscape\*](#)

## Newsletter/Social Media Copy

Where you shop matters. #ShopIndie today, tomorrow, and always.

Fact: Where we choose to buy our books matters. 🙌 Support indie bookstores to:

- ✓ Support community
- ✓ Create local jobs
- ✓ Receive personal recommendations
- ✓ Build long-term relationships

Turn the page on big box retailers. This October 8 and 9, your choices matter.

Your choices matter. This October 8 and 9, let's support the heart of our communities: indie bookstores. Every purchase makes a difference.

Your choices matter. Shop indie this October 8 and 9 and support real people, real stories, and real impact.

We have so many books to choose from. All we need is YOU this October 8 and 9. #ShopIndie

If you want Amazon to be the world's only retailer, keep shopping there. On October 8 and 9, shop indie so our beloved bookstores won't be a work of fiction.

Where 🙌 we 🙌 shop 🙌 matters. 🙌

💡 When you spend \$100 at a local biz, \$67 stays in your community.

💡 Shopping local benefits local infrastructure, such as schools, parks, and roads.

💡 Local businesses donate to charities at more than 2x the rate of national chains.

When you choose independent bookstores, you're supporting more than a business. You're supporting a community.

Choose indie bookstores and small businesses, run by real people making connections and providing spaces for personal and local experiences. #ShopIndie

From cozy nooks to hidden gems, independent bookstores are the heart and soul of literary communities. Let's keep their stories alive for generations to come!