

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:

Facebook: [@IndieBound](#)

Instagram: [@AmericanBooksellers](#)

THE 4 MOST IMPORTANT THINGS:

1. Spell out “Indie Bookstore Day” or “Independent Bookstore Day”. We no longer use the acronym “IBD” after feedback shared that it refers to a disorder.
2. Always use [#IndieBookstoreDay](#) [#IndependentBookstoreDay](#) in your posts about Independent Bookstore Day.
3. Use photos, videos, and graphics. [Logos](#) and [product images](#) are available on the website.
4. Refer readers to the searchable [map of participating stores](#) [\(live on April 4\)](#).

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 Indie Bookstore Day 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 Indie Bookstore Day?
 - Promote your Indie Bookstore Day 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 Indie Bookstore Day.

3. Sample Captions

- It's Independent Bookstore Day, the perfect excuse to wander through the aisles of your favorite indie shop and discover your next great read!
- Calling all bookworms! It's Independent Bookstore Day! Head to your favorite indie bookstore, grab a cup of coffee, and lose yourself in the aisles of endless possibilities.
- Celebrate the magic of Independent Bookstore Day with us! Support local bookshops and discover literary treasures that ignite your imagination. #IndieBookstoreDay
- Join us in honoring Independent Bookstore Day! Let's celebrate the vibrant community of independent bookstores and the diverse stories they bring to our lives.
#IndieBookstoreDay
- Happy Independent Bookstore Day! Dive into a world of literary wonders at your favorite indie bookstore. Every purchase supports the heart of our literary community.
- It's Independent Bookstore Day! Discover hidden gems, meet fellow book lovers, and support the backbone of our literary world - independent bookshops!
- Embrace the charm of Independent Bookstore Day! Explore the cozy nooks and crannies of your local indie bookstore and let the stories take you on unforgettable journeys.
- Happy Independent Bookstore Day! Let's celebrate the power of independent bookshops to inspire, educate, and unite us through the love of reading.
- Today is Independent Bookstore Day! Show your love for indie bookshops by browsing their shelves, attending events, and spreading the word about the joy of reading locally.
- Happy Independent Bookstore Day! Join us in celebrating the unique charm and endless possibilities found in indie bookstores across the globe. Let's keep the literary magic alive!
- It's Independent Bookstore Day! Celebrate by discovering new authors, attending book signings, and supporting the independent bookstores that make our communities thrive.
#IndieBookstoreDay #BookstoreAdventures"
- Happy Independent Bookstore Day! Let's honor the invaluable role that indie bookshops play in our lives and communities. Shop local, support indie, and keep the love of reading alive!

General best practices:

- **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!)
 - Rock an [Indie Bookstore Day T-shirt from Bonfire!](#)
 - Share your book recommendations (favorite books in different genres, books that remind you of spring, etc.)

- Share your favorite indie bookstores you shop at!
- Post YOUR exclusives and where readers can find them.
- **Post videos, graphics, and photos**
 - Give readers an idea of what they can expect at Independent Bookstore Day
 - Even the simplest BookTok and Instagram videos can drive sales and remind followers to shop indie.
- **Reshare 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.”
#Bookshelves or #Bookshelf — take photos of bookshelves at your shop or at home
 - #BookPhotography — photos of books
 - #TheFutureIsIndie
 - #IndependentBookstore
 - #IndieBookstore
 - #IndiesFirst
 - #MeetMeAtTheBookstore
 - #ShopIndie
 - #ShopLocal
 - #WhatToRead — book recommendations

Instagram-specific hashtags:

- #Bookstagram
- #BookstoresOfInstagram
- #IGReads

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