

BOOKS ARE MY BAG™

#BAMB

LOVE BOOKS, LOVE BOOKSHOPS

Live-tweet from in-store

– show everyone what they're missing! Use live-streaming service Periscope and share on Twitter

SOCIAL MEDIA IDEAS FOR BOOKSHOPS:

As part of your POS Kit, you will receive **#desertislandreads** postcards – **ask your visiting authors and customers to fill theirs out and share online**

Promote in-store offers and competitions via Twitter and Facebook, e.g. first 20 customers in the door will receive a free gift

Change your bookshop profile picture and banner to the specially designed BAMB ones – available in bookshop resources on the website

Have an author in-store? Ask them to take over your Twitter account, answering questions for your followers

What's in your bag? Snap photos of your customers' purchases

Show us your shelfies! Share photos of the bookshop shelves – staff recommendations etc.

Film short videos of your bookshop party (iPhones are acceptable!) and post to Facebook, Twitter, Instagram, Vine...

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