

BOOKS ARE MY BAG™

LOVE BOOKS, LOVE BOOKSHOPS

Where to find us:

twitter.com/booksaremybag
facebook.com/booksaremybag
instagram.com/booksaremybag
youtube.com/welovebookshops

Key hashtags:

#BookshopDay
#BookshopHeroes
#NationalPoetryDay
#BAMBReadersAwards

SOCIAL MEDIA GUIDE AND INSPIRATION FOR BOOKSHOPS



- ▶ **Show booklovers all of your amazing plans!**
Live-stream your festivities on Facebook, Instagram and Twitter.
- ▶ **What's in your bag?**
Ask your customers to share their Bookshop Day purchases on social media using **#BookshopDay**
- ▶ **Have an author in-store?**
Host a live author Q&A with your followers.
- ▶ **On our shelves**
Share bookseller recommendations and share your reviews, photos of displays and top picks for Bookshop Day.
- ▶ **Competitions**
Promote any competitions or in-store offers – e.g. first 20 customers through the door get a free coffee, cake, tote bag.
- ▶ **Customise your accounts**
Give your Twitter, Facebook and Instagram accounts a Bookshop Day make-over! Assets available from booksaremybag.com/bookshopresources
- ▶ **National Poetry Day**
With this year's partnership with National Poetry Day, why not share your must-read poetry collections or post 280 character poems on Twitter?
- ▶ **Show your followers how important and amazing bookshops are** by continuing the **#BookshopHeroes** messaging by sharing the social media banners and photos of the badges and postcards (which you'll find in your PoS kit). Encourage your followers to sign and share the Booksellers Association business rates campaign petition: bit.ly/bookshopheroes
- ▶ **Remember to tag**
@booksaremybag and use the hashtag **#BookshopDay** – let's get it trending!