



# GUIDES TO PRACTICAL BOOKSELLING

**A GUIDE TO SOCIAL MEDIA  
TWITTER, FACEBOOK  
& INSTAGRAM**

# Contents page

## 3- 4 Social media for your business

### 5-10 Twitter

5: Twitter for your bookshop and Twitter basics

6 –7: Creating a Twitter account

7: Tips on building a brand

8- 9: Enhancing your Twitter experience & Twitter Lists

9: Uploading photos and useful resources

10: Accounts to follow

### 11- 18 Facebook

11- 13: Creating a Facebook page

14: Facebook basics

15-17: Posting on Facebook

17: Facebook Insights

18: Useful links

### 19 – 24 Instagram

19-20: Creating an account

20-21: Posting on Instagram

22-23: Instagram terminology

23-24: Tips & Tricks

## **Social Media for bookshops; connecting and building relationships with customers**

A key marketing and community-building tool, social media is an extremely useful way to market your bookshop and connect with customers, and it's absolutely free!

There are many brilliant social media platforms available for businesses including Twitter, Facebook and Instagram- all of which are great ways to establish relationships and connect with both new and existing customers.

**“At Vibes and Scribes, we use social media to share new releases and special offers with our followers, as well as details of upcoming events happening in store. We have found it to be a great way to interact with customers. It raises the profile of the shop and allows people to feel like they are part of a community of booklovers. We find that our followers on Facebook, Instagram and Twitter love to hear about interesting new releases, or unusual and rare finds in our second-hand department. Engaging with comments and questions on our social media posts is really important as it lets customers know that they are heard and appreciated. It's great to see posts start discussions about books and writers, and you really see the benefits of an active and engaging social media presence when a customer comes in looking for a specific title they saw on your Facebook page!” - @vibesandscribes**

Although bookshops might not be selling books online, there's a high chance that both existing and potential customers are regularly using social media to connect with others. Many consumers actively search for businesses online so it's absolutely invaluable for bookshops to have a strong online presence to attract them into their shop.

Social media can help bookshops:

- Engage with new and existing customers
- Monitor feedback and troubleshoot customer queries online
- Promote stock Run competitions and promotions
- Market author events
- Stay up to date with industry news
- Share ideas and thoughts
- Share staff recommendations
- Share in-store photographs/videos
- Source new suppliers
- Interact with authors, publishers and other booksellers

There's an immense book community online, with booksellers, publishers, authors, bloggers and booklovers all actively sharing their love of books on social media platforms every day and it's definitely a conversation worth joining.

***“Here at Charlie Byrne’s we use social media to share books we’re excited about, to promote our events and launches, and to engage with customers new and old. Whether it’s a photo of story time, an update from one of our book clubs, or a quirky find in our second-hand section, we find that sharing on social media helps us grow and sustain our community of booklovers beyond the physical shop itself and to give them a sense of the shop’s character. As many of our customers are visitors to Ireland, it’s great to have a way for them to stay connected to the shop and up to date on the latest books we’re stocking. Facebook, Twitter and Instagram allow us to carry on conversations that begin in the shop and give our customers an insight into life behind the scenes in our bookshop!” – @ByrnesBooks***

The BA uses social media to communicate with members and to promote bookshops to consumers. We've been increasingly using social media to extend the reach of our campaigning work, with Independent Bookshop Week and Books Are My Bag all being active across a range of platforms, as well as bookshops actively supporting our work and reinforcing the campaign messages. We also provide booksellers with a platform to share ideas with other BA members, professional development opportunities, as well as network opportunities – in the form of the Booksellers Network, both a members-only Facebook group and a Twitter account. It's fantastic to see the increase in bookshops using social media for their business and we do hope that we can introduce these tools to those that are not familiar with them.

## Twitter

Twitter is an online news and social networking site where users communicate in short messages known as “tweets” which can be up to 280 characters. Twitter is a great platform for engagement with its fast-paced and real-time communication where users can post messages, send direct messages, and share photos, videos and gifs.

### Twitter for Your Bookshop

Most companies operate on Twitter in a business capacity. Twitter enables businesses to communicate and engage with existing and new customers. It’s a simple, free resource and bookshops can harness the power of Twitter and use it in the following ways:

- Market author events
- Run promotions/competitions
- Promote new stock
- Engage with new and existing customers
- Monitor feedback and troubleshoot customer queries online
- Source new suppliers
- Stay up-to-date with industry news
- Network with other booksellers
- Recommend titles/share what your staff are reading
- Engage with the book community such as authors, publishers and bloggers
- Share photos and videos

### Twitter basics

**Tweet.** Join or start any conversation with a simple tweet.

**Retweet.** You can retweet others’ tweets which will appear on your Twitter account and on your followers’ timelines. Whether relevant to your audience or to your business, retweeting is a good way to spread the word without drafting a tweet yourself.

**Hashtag.** See what everyone’s talking about by clicking on a hashtag. Hashtags connect tweets that talk about the same thing in one place and are a great way to keep track of trends and news.

**Search.** Twitter can be used as a search engine by searching for tweets, news, people and photos/videos.

**Follow.** Build your timeline by following accounts that are interesting or useful to your business and you’ll never miss an update.

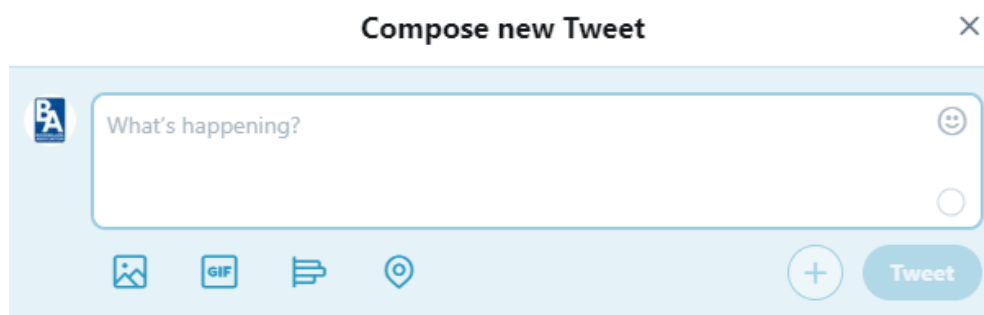
## Creating a Twitter account

1. Join Twitter by visiting [Twitter.com](https://twitter.com) and clicking on 'Sign Up' and entering your name and email address/phone number – it's that simple!
2. Customise your account by clicking 'Edit Profile' which allows you to:
  - Upload a profile picture
  - Upload a header photo
  - Edit name
  - Add a bio
  - Add website URL
  - Add birthday
  - Add location

This is important as it means that your business is easily identifiable to customers and Twitter users.



3. Search for other users and follow them. It's always helpful to see what other people and businesses are tweeting about. Start by following a accounts from our list of recommended tweeters on page 10.
4. Join the conversation and post your first tweet.



5. Start displaying your @username or use social media buttons on your website, your email signature, newsletter, shop flyers and any other marketing materials to encourage people to connect with you on Twitter.

### **Tips on building a brand**

- Devise a strategy; before creating an account you must first determine what your aims are for using Twitter as a business. Do you want to attract new customers? Do you want to promote your events? Whatever it is, once these are determined, create a social media strategy.
- Establish a genuine and authentic voice; determine the tone and face of your business and reflect that in your posts.
- Be credible; don't try to use Twitter as a one-way pitch to customers, this will come across as insincere. Instead, use Twitter to build a relationship with existing and prospective customers, recommend new titles, respond to feedback honestly and engage in non-bookshop talk once in a while.

***Now with over 1900 followers on Instagram and a post reach of over 12,000 on Facebook, social media has played a massive part in the way that we promote the bookshop online. With its international reach, Facebook has become an invaluable tool to help facilitate online book sales, with some recent author event sales being posted as far away as Tasmania. Instagram allows us to get creative with the ways that we engage with our customers, whether it be through alternative book displays or even short book reviews, it's the platform that encourages our customers to judge books by their covers as well as seeing our amazing new premises! From visiting author events to current staff recommendations, or annual Bookshop Day celebrations to our weekly Silent Book Disco events, social media allow us to showcase the very best of what our indie bookshop can offer. – James @ForumBooks***

### **Top-tips For Posting Great Tweets!**

- Give your shop a personality; tweet staff book recommendations

- Give your followers exclusive content; live-tweet an author event
- Reward your followers; run Twitter competitions
- Engage and entice your followers; share exclusive photos from book fairs and shop events through your Twitter page
- Listen to your followers; use Twitter as a research tool and ask for customer feedback and suggestions

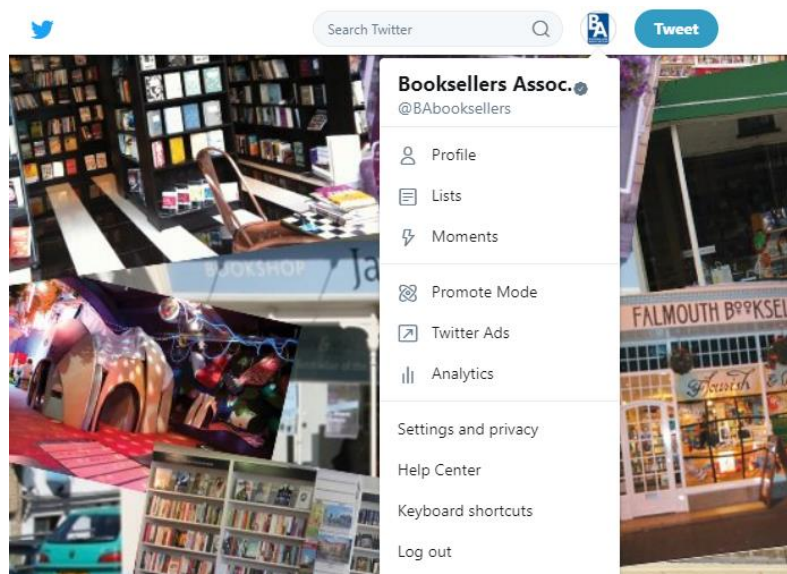
## Enhancing Your Twitter Experience

### Using Twitter Lists:

You can organise and streamline your Twitter experience by using lists. This function allows you to group other users into a public or private list. Twitter lists allow you to follow certain topics or groups of people more easily, for example you could create a list of all UK publishers, non-book product suppliers, or children’s authors. When you view a list you will be able to see all the tweets from that group of users, in all one place. Please note that you don’t have to be following a user to add them to a list.

### Creating a New Twitter List:

- To create a new list, first click on your profile icon and select “Lists” and click on ‘Create new list’



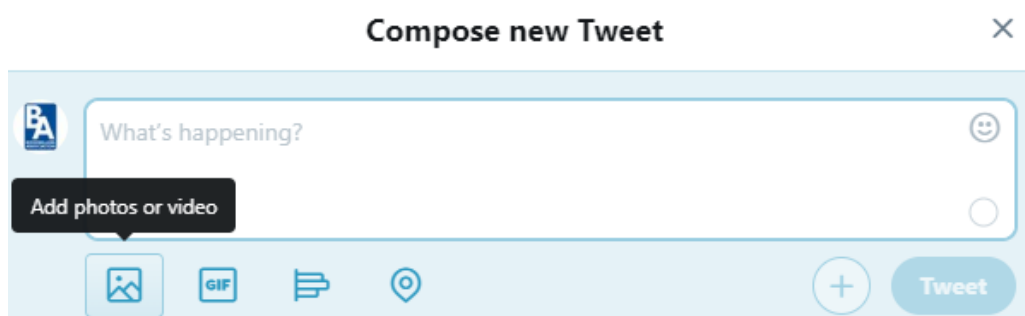
- Add a list name and description and set your list to either public or private
- Use the search tool to find users or select users from your ‘Following’ or ‘Followers’.

"We find that using Facebook, Twitter and Instagram allows us to reach an audience that is much wider than the website alone. We can let customers old and new know about events, promotions and new titles and it also works the other way round too as we can find out about all the exciting things that are happening in the book world. If it hadn't been for social media we wouldn't have had our first-ever author event with the amazing Nick Sharratt and to be quite honest most of our events wouldn't have happened without the help of social media!" - @drakebookshop

### Uploading photos, videos, GIFS and assets

Including visuals in your tweets such as photos and videos will help to engage your followers.

To upload an image click on 'Add photo or video' or 'Add GIF' when composing your tweet.



### Useful Resources

Hootsuite (hootsuite.com) is a social media dashboard which enables you to control and manage multiple social channels and schedule posts.

Owly (ow.ly) automatically shortens long URLs.

Tiny URL (tinyurl.com) can be used to shorten long URLs.

SumAll (sumall.com) provides social media analytics.

Bitly (bitly.com) can be used to shorten long URLs.

<https://tweetdeck.twitter.com/>

## Booksellers on Twitter

To get you started, why not follow some fellow bookshops? Search for their usernames:

- @blackwellbooks
- @Waterstones
- @Foyles
- @talesonmoonlane
- @Bookishcrick
- @gutterbookshop
- @pagesofhackney
- @StokeyBookshop
- @mrbsemporium
- @RossiterBooks
- @ToppingsBath
- @CWBookshop
- @Jaffeandneale
- @Biggreenbooks
- @storytellersinc
- @ForumBooks
- @drakebookshop
- @Vibesandscribes
- @ByrnesBooks
- @FurtherFrom
- 

Other useful tweeters:

- @BAbooksellers
- @booksaremybag
- @Booksellers\_Nwk
- @book\_tokens
- @Batch\_Services
- @WorldBookDayUK
- @thebookseller
- @BookBrunch

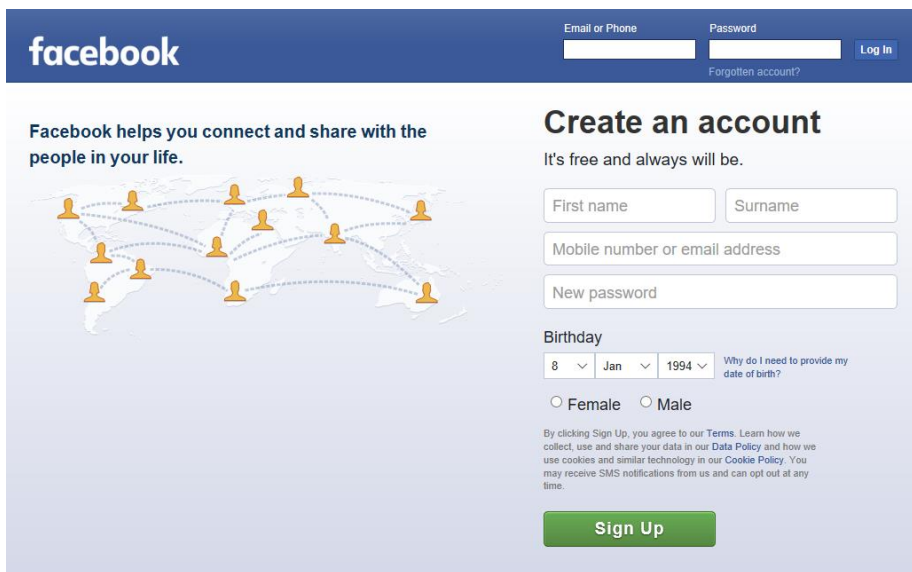
## Facebook

Businesses, brands and organisations can use Facebook as a marketing tool. Facebook Pages allow your organisation to communicate better online. Facebook users 'like' your Page to become a fan which means they will receive updates from your business Page. A Facebook Page is a multi-feature, free resource which can be used in the following ways:

- To engage with your customer base; monitor feedback, demonstrate good customer service and troubleshoot any queries
- Market author events; use the Facebook events feature to promote upcoming shop events and update fans with photos and videos of these events.
- Run promotions; offer exclusive competitions for your Facebook fans which will encourage customer-to-bookseller engagement as well as encourage shop sales.
- Promote your stock; reinforce your expertise and be genuine in your advice – post staff book recommendations. It is this that will lead to sales, not an overt sales pitch.
- Share ideas; use social media to connect with other booksellers and learn best practice from what they're doing. There's a whole host of booksellers using social media in lots of imaginative ways.
- Stay up-to-date with industry news and campaign news

## Creating a Facebook page

Facebook Pages are created and administered via a personal profile. If you don't already have a personal profile on Facebook, you must first set one up before creating a Business Page.



The image shows the Facebook sign-up page. At the top left is the Facebook logo. To the right are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a link for 'Forgotten account?'. Below the logo is the text 'Facebook helps you connect and share with the people in your life.' and an illustration of a globe with user avatars connected by lines. The main heading is 'Create an account' with the subtext 'It's free and always will be.' The form includes fields for 'First name', 'Surname', 'Mobile number or email address', and 'New password'. There is a 'Birthday' section with dropdowns for day (8), month (Jan), and year (1994), and radio buttons for 'Female' and 'Male'. A small note asks 'Why do I need to provide my date of birth?'. At the bottom is a green 'Sign Up' button and a disclaimer: 'By clicking Sign Up, you agree to our Terms. Learn how we collect, use and share your data in our Data Policy and how we use cookies and similar technology in our Cookie Policy. You may receive SMS notifications from us and can opt out at any time.'

To create a page, click on 'Create a Page' on the homepage of Facebook and select 'Business or Brand' and add your Page Name (bookshop name), category and address

**Create a Page**  
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

**Business or brand**  
Page name  
Name your Page  
Category  
Add a category to describe your Page

When you create a Page on Facebook, the Pages, Groups and Events Policies apply.

[Continue](#)

**Community or public figure**  
Connect and share with people in your community, organisation, team, group or club.

[Get Started](#)

Once you have created your Page, you can begin to build your brand by adding a profile picture, cover photo and a description.

**Add a profile picture**  
Help people find your Page by adding a photo.

Step 1 of 2

[Skip](#) [Upload a Profile Picture](#)

When you create a Page, you are automatically assigned the role of Page administrator; this means you can manage posts and monitor page notifications and engagement.

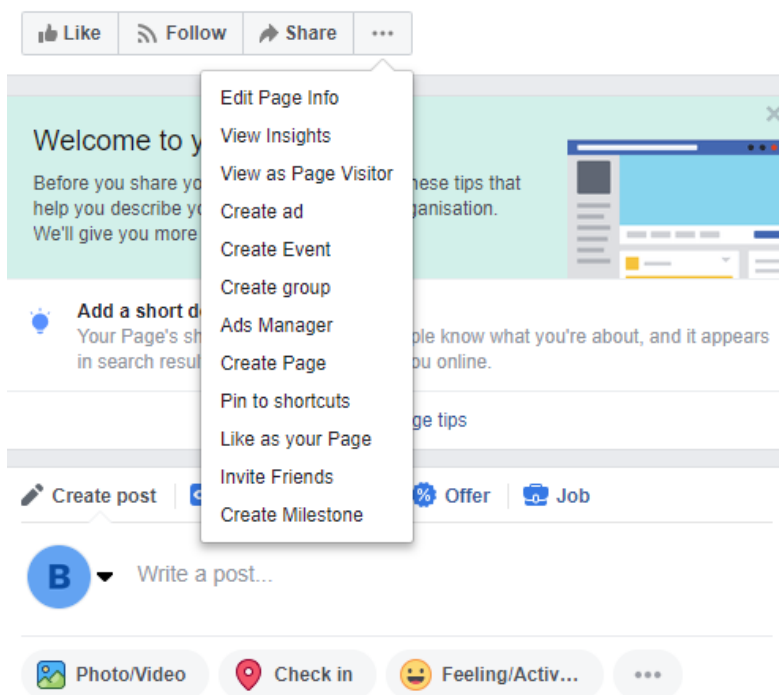
## Create a Custom Username for Your Facebook Page

When a Facebook page is created it's assigned a unique URL such as facebook.com/165807 which is customisable when creating a username. Ideally, the username should be the bookshop name in order for users to be able to find the page easily and for users to also be able to tag you in posts. To set up a username, click on 'Create Page @username' underneath the profile picture.



<https://www.facebook.com/thebooksellersassociation/>

You can now start to promote your Page; notify customers on your mailing-list that you are now operating as a business on Facebook. You can also notify your friends on your personal Facebook account by clicking on 'Invite Friends'.



## Facebook Basics

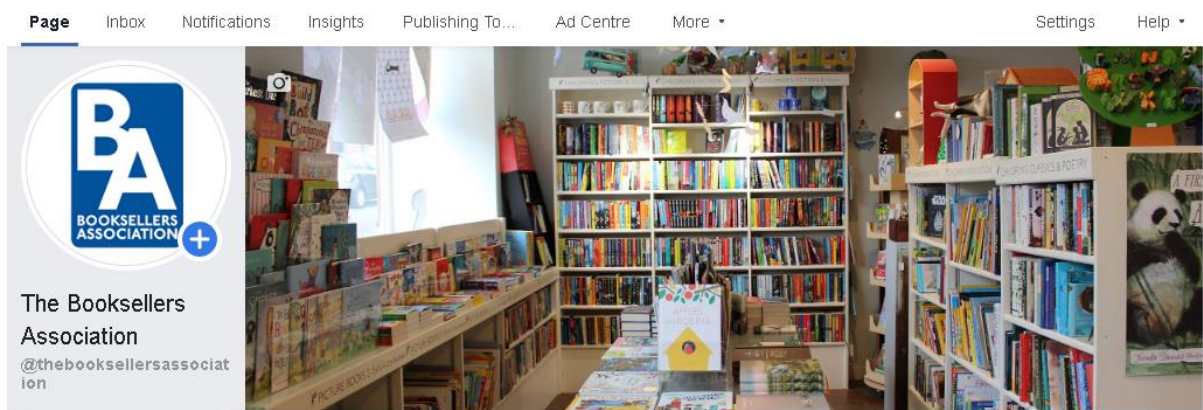
**Facebook Page:** A page can represent an organisation, a brand, a figure or a business. Facebook Pages are administered by individual persons through their personal profile.

**Page Administrator:** A page administrator controls a Facebook page; administrators control page settings and content. Pages can have multiple administrators.

**Facebook Reactions:** This function enables users to give feedback on posts, comments and profiles by clicking the 'like', 'love', 'haha', 'sad' or 'angry' button.

**Tagging:** A tag links a person, page, or place to something you post.

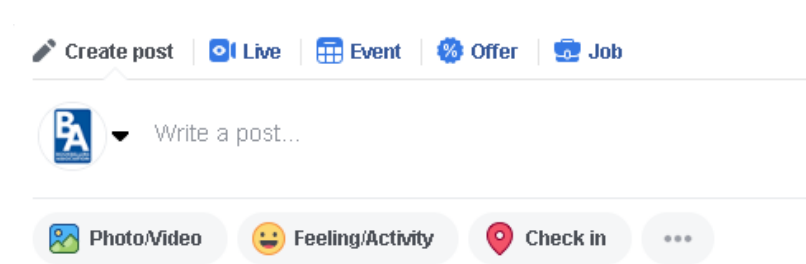
**News Feed:** A list of automatically generated posts that any user sees upon logging in to Facebook. When a Facebook user 'likes' your page, they will start to see your Page's updates in their personal newsfeed. As a Page administrator, the news feed is where all the latest posts and stories from Pages that you have 'liked' as a company will appear.



## Page Features

- **Inbox:** keep up to date with your messages, e.g. customer orders, events queries etc.
- **Notifications:** a summary of your page's interactions including comments and likes
- **Insights:** track your page's analytics including page views, post reach and post engagement
- **Publishing Tools:** schedule new posts and review past performance.
- **Ad Centre:** manage and track your Facebook Ad campaigns.

## Posting Content



In order to increase audience engagement, you should update your audience regularly with page posts. The frequency and timings of page posts does depend on your audience group. Experiment with posts in order to decipher a schedule that is right for your audience. Try posting with varying frequency and at different times of the day and monitor the response via Facebook Insights.

### Top-tips to posting great content:

- Be genuine and establish a credible voice; reinforce your expertise and offer genuine help and advice to your audience. Post weekly staff book recommendations to give your shop a familiar voice and personality. It is important not to treat your posts like a sales pitch, as this will come across as insincere, instead offer honest, tailored suggestions, just as you would with a physical customer in-store.
  - Reward your fans; run promotional offers exclusively for your Facebook fans. Turn online fans into physical customers; you could run regular literary-themed competitions through your Facebook Page, with winners receiving a discount off their next in-store purchase.
  - Vary your content; include photos and videos from author events. This will help to engage your fans and promote your events diary.
  - Ask questions; use Facebook to learn from your customers and to improve their shopper experience.

### Improving the reach of your posts:

You can increase the reach of your Page posts by using status tagging. A tag links a person, a place or a page to a post; when you set a tag in a post, the person or page will receive a notification that they have been tagged. To tag a person or another page in your post, type @ and begin to type the name. You will then be able to select the name from an autosuggest drop-down menu.

## **Posting photos**

To add a photo album to your page, first click on the 'photos' application on the right-hand side of your Page, and then click 'add photos'. Once you have added all your photos, and given your photo album a title, you will then need to click 'post photos', this will notify your fans that you have uploaded a new photo album.

## **Hashtags**

Hashtags are usually associated with other social media platforms like Twitter and Instagram but can be just as effective on Facebook. For example, using a hashtag such as #bookshop in your post would mean that it would appear along other posts also using this hashtag, making your post easily searchable and part of a larger conversation.

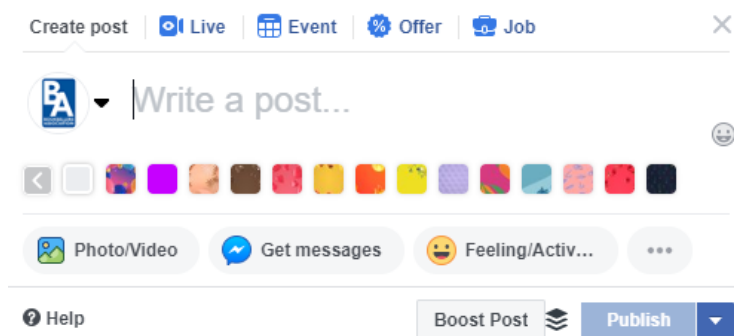
## **Scheduled posts**

It's important to regularly update a Facebook page and keep up communication with your audience but this isn't always possible to do in real-time, so scheduling posts is a key social media tool to take advantage of. There are many tools available to schedule posts – some free, some paid for – and Facebook itself has a free integrated tool to schedule posts at a later time. To schedule a post, click on 'Create a post' and once your post is finished, click on the arrow next to 'Publish' and then 'Schedule'. Set a date and time that you'd like your post to be live – ideally a date/time that will not clash with other planned posts and a date/time that will gain the most engagement (by checking your page insights, you'll be able to see which days and times are most popular for your audience).

## **Promoted posts and Facebook ads**

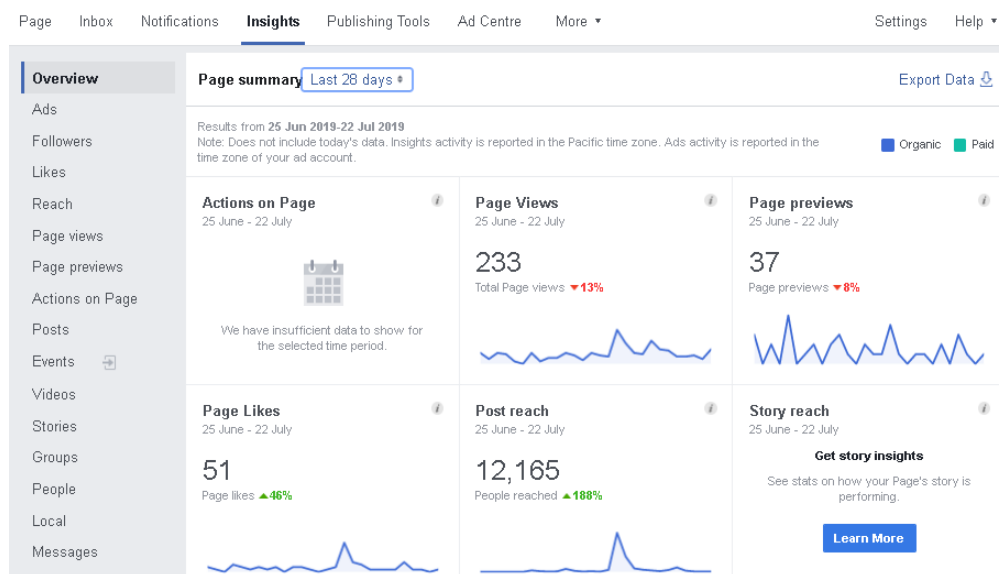
If you have the budget for it, promoted posts and Facebook ads are a great way to target specific audiences and increase engagement. Although similar, sponsored posts and Facebook ads have different purposes and it's important to identify exactly what you want to achieve. If you want higher engagement on your Page or to develop your awareness of your bookshop, boosting a post is a quick and effective way to maximise visibility and grow your audience. If you are looking to create advanced advertising and run a campaign, using the Ads Manager is the best option.

To boost a post, simply write a new Post or go to a Post you've recently created on your Page's timeline. In the bottom right-hand corner of the post, you'll see a button called 'Boost Post'.



Click on 'Boost Post' and customise your promotion by selecting who you want to target, such as a specific age group or location, and picking your budget – you'll be able to see an estimated number of people you can reach for each budget option. You can track the performance of your posts to see which best with your audience.

## Insights



The Insights dashboard provides metrics on a business page; by using the Insights tool administrators can measure the performance of their page and their content posts. You can use the Facebook Insights tool to view many analytics such as page Likes, post reach, engagement, user demographics and page views. You can access the Insights Dashboard via the administration panel.

### Still not convinced?

Take a look at some of the bookshops that are already on Facebook and see how these booksellers are using it in their business.

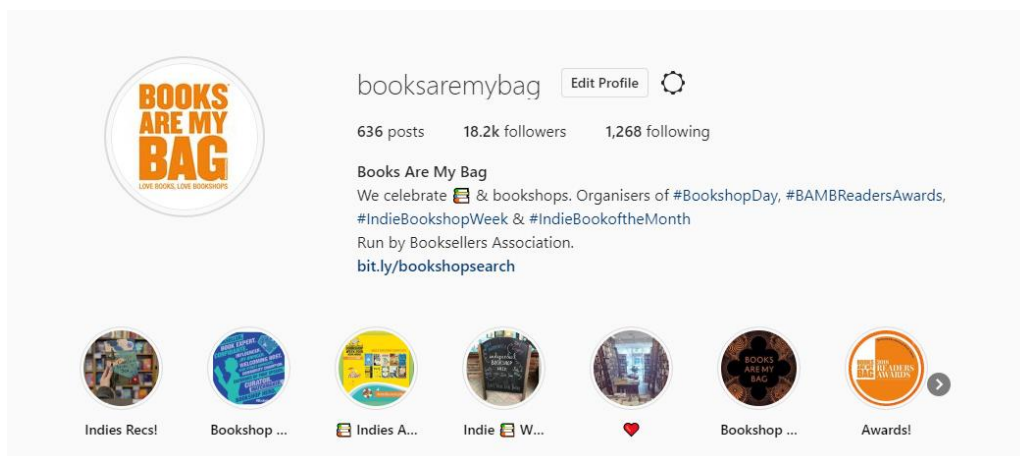
#### Bookshops on Facebook:

- Book-ish: [www.facebook.com/bookishcrick](http://www.facebook.com/bookishcrick)
- Gay's the Word: [www.facebook.com/gaystheword](http://www.facebook.com/gaystheword)
- Kibworth Books: [www.facebook.com/kibworthbooks](http://www.facebook.com/kibworthbooks)
- Drake the Bookshop: [www.facebook.com/DRAKEBookshop](http://www.facebook.com/DRAKEBookshop)
- Chicken & Frog: [www.facebook.com/chickenandfrog](http://www.facebook.com/chickenandfrog)
- Mr B's Emporium of Reading Delights:  
[www.facebook.com/mrbsemporiumofreadingdelights](http://www.facebook.com/mrbsemporiumofreadingdelights)
- Foyles, Charing Cross Road: [www.facebook.com/FoylesforBooks](http://www.facebook.com/FoylesforBooks)
- Waterstones, Gower Street: [www.facebook.com/waterstonesgowerstreet](http://www.facebook.com/waterstonesgowerstreet)
- Gutter Bookshop: [www.facebook.com/gutterbookshop](http://www.facebook.com/gutterbookshop)
- The Alligator's Mouth: [www.facebook.com/alligatorsmouth](http://www.facebook.com/alligatorsmouth)
- Forum Books: [www.facebook.com/forumbookscorbridge](http://www.facebook.com/forumbookscorbridge)

#### Useful organisations:

- Booksellers Association: [www.facebook.com/thebooksellersassociation](http://www.facebook.com/thebooksellersassociation)
- Books Are My Bag: [www.facebook.com/booksaremybag](http://www.facebook.com/booksaremybag)
- The Booksellers Network: [www.facebook.com/groups/booksellersnetwork/](http://www.facebook.com/groups/booksellersnetwork/)
- World Book Day: [www.facebook.com/worldbookdayuk](http://www.facebook.com/worldbookdayuk)
- The Bookseller: [www.facebook.com/thebooksellermagazine](http://www.facebook.com/thebooksellermagazine)
- Book Brunch: [www.facebook.com/bookbrunch](http://www.facebook.com/bookbrunch)
- National Book Tokens: [www.facebook.com/nationalbooktokens](http://www.facebook.com/nationalbooktokens)
- The Reading Agency: [www.facebook.com/readingagency](http://www.facebook.com/readingagency)
- Women's Prize for Fiction: [www.facebook.com/womensprize](http://www.facebook.com/womensprize)
- Book Trust: [www.facebook.com/booktrust](http://www.facebook.com/booktrust)
- The Booker Prizes: [www.facebook.com/thebookerprizes](http://www.facebook.com/thebookerprizes)

## Instagram



Instagram is used by over 25 million businesses on Instagram and over 1 billion actively use it every month. It's a really useful tool for bookshops as it has a huge book community actively using it.

Since Instagram launched in 2010, the hashtag #bookstagram has been used on over 31.1 million posts – people like to document what they're reading – and people are also spending more time on their phones which has led to a thriving book community on the platform. People like to share photos of their bookshelves, their holiday reads and aesthetically pleasing bookshop shots. Also, specifically related to bookshops – book lovers who attend bookshop events are likely to post about it on their social media accounts, particularly Instagram. There's a thriving and growing community of book lovers on Instagram who use the platform to share their love of reading, connect with other readers and support their local bookshops.

### Creating an Instagram account

To create an Instagram account, download the Instagram app from the App Store (iPhone) or Google Play Store (Android) and click on the app.

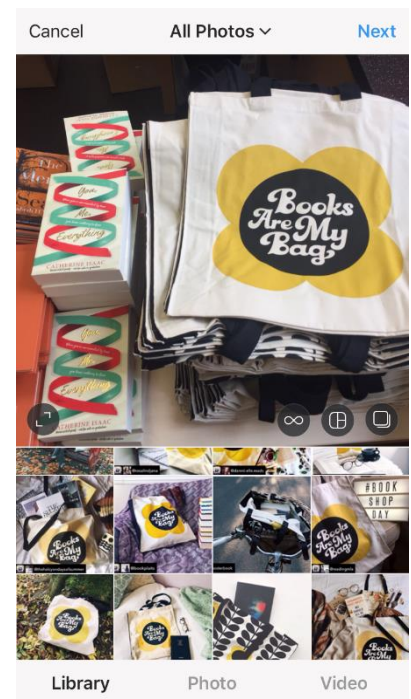


1. Tap **Sign Up With Email or Phone Number** (Android) or **Create New Account** (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account

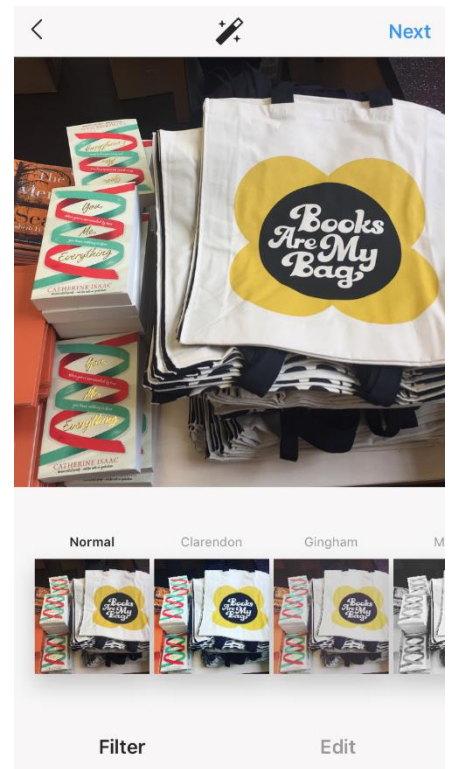
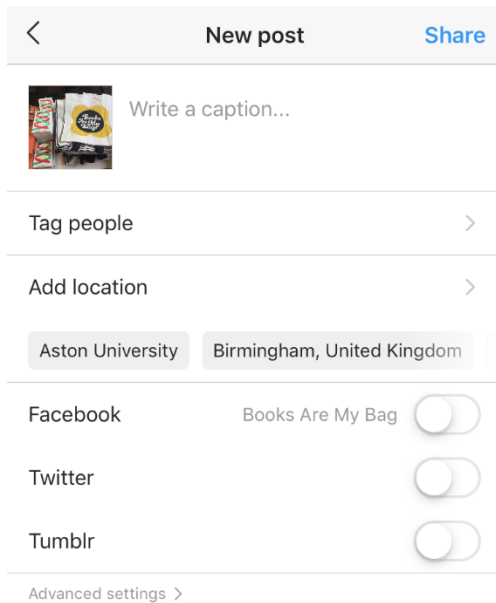
2. If you register with your email or phone number, create a [username](#) and password, fill out your profile info and then tap **Done**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out
3. When you sign up for an Instagram account, make sure to create a business profile which has access to useful tools and features specifically created for businesses. Or, if you already have an Instagram account created and would like to switch to a business account, this is easy to do by selecting “Settings” > “Account” > “Switch to Business Account” and select a category, e.g. ‘Local Businesses’ and ‘Bookstore’
4. **Edit your profile** by adding a profile picture (bookshop logo/name), bio, location, website URL
5. Build a contact list! If you have other social media platforms such as Facebook and Twitter, post a link to your new Instagram account and encourage them to follow you. You can also select “invite Facebook friends” or invite contacts from other platforms such as Gmail, LinkedIn etc.
6. Start adding photos!

### Posting on Instagram (basics)

To post on Instagram, select the (+) symbol and select a photo to upload. You can also take photos via the Instagram app by selecting the camera icon but it is highly recommended to take the photo on your phone or camera beforehand and then upload to Instagram.

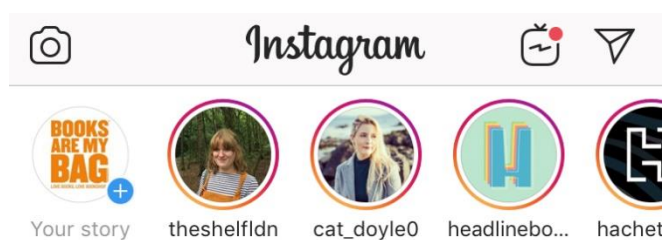


You'll then have the option of adding a filter and editing the brightness and contrast of your photo. All of these functions are to enhance your photo.



Once you have selected and edited (if needed) your photo, you can now add a caption, along with hashtags, tag any relevant accounts, e.g. publisher, author, book cover designer and add a location. Once you're happy with it, select "Share" and this will appear on your Instagram grid.

### Sharing a photo or video to an Instagram story



1. Tap the camera icon to create a photo within the Instagram app or select the (+) above 'Your Story' to select a photo or video.



2. You now have the option of customising the photo/video by adding text, links, gifs and location
3. Select 'Your Story' once you're happy with how it's looking and it'll be uploaded to your Story and appear on your profile

### Instagram terminology

**Bio:** bookshops can add a short description to the biography section on your account

**Direct messages (DMs):** like other social media platforms, it's possible to privately message other users – e.g. a customer might message you privately to ask if they can order a book or you might want to send a direct message to a publisher to request more details about a book.

**Filters:** a popular feature on Instagram, there's a vast selection of filters available to enhance photos.

**Follow:** like other social media platforms, when you follow another account – whether business or personal, you'll see the content associated with those users on your timeline. You'll also be able to see their stories at the top of the application.

**Followers:** your followers are listed on your profile and they'll see your content on their timelines.

**Hashtag (#):** a hashtag is used to categories words or phrases, e.g. if you use the hashtag #bookshop on a post, it'll appear publicly to anyone searching for that specific hashtag. Hashtags are key to widening your audience and it's a good experiment to see which hashtags are best for your posts – e.g. locational hashtags, book-related hashtags

**Instagram Stories:** Instagram stories is one of the most popular features on the platform. You can upload photos, videos, gifs and more as part of a Story which disappear after 24

hours. It's possible to location all stories posted on your account in the 'Archive' section, which can be useful for creating Highlights (more on that below) and re-posting and re-purposing old content.

**Highlights:** after 24 hours, Instagram stories disappear from your profile, unless you add them to a "Highlight" – e.g. a bookshop might want to create a "staff picks" highlight of all the Instagram stories of staff book recommendations. The highlights appear on your profile above the Instagram grid.

**Home:** the home button will take you to your timeline. Here you can scroll through posts from your followers, as well as adding your own posts.

**IG:** IG is an abbreviation for Instagram.

**Instagram handle:** your handle is your username – e.g. @booksaremybag. Like Twitter, the username is required when tagging other users in your posts or Stories.

**Tag:** to tag another user on Instagram use the @ symbol to tag them in a caption or Instagram story.

Tips & tricks:

- Promote Instagram account via your website, email signature and other marketing materials
- Post 1-2 times a day if you can
- Use hashtags related to your location so users can easily find your posts such as:
  - #London
  - #LondonBookshop
  - #LondonBusiness
- Use hashtags related to books and the book community such as:
  - #bookstagram
  - #bookworm
  - #bookish
  - #bookobsessed
  - #booklover
  - #bookshop
  - #bookshopping
  - #bookshopsoftheworld
  - #bookshopsofinstagram

- Experiment with Instagram stories and create “highlights” so they’re permanently on your Instagram and don’t disappear after 24 hours (as per regular Instagram stories) – e.g. “Events”, “Staff Reading Picks”, “Book Clubs”
- Add opening hours to bio
- Like other social media platforms remember to @ the author, publisher, illustrator etc. in posts
- Upload photos of stacks of books – your bestsellers that week, staff picks etc. as well as taking advantage of campaigns/themes in the calendar – e.g. feminist books for Feminist Book Fortnight, summer reads
- Ultimately, the quality of the photo is key so if possible, make sure you use a smart phone that has a good camera or use high-res photos that a photographer may have taken (transfer them from your computer to your phone)
- Experiment with how you want to share events happening in your shop, e.g. Instagram stories – either short videos or posts with captions, Instagram live – which streams the event live or posts
- Take inspiration from other bookshops:
  - London Review Bookshop: <https://www.instagram.com/lrbbookshop/?hl=en>
  - Books Are Magic (USA): <https://www.instagram.com/booksaremagicbk/?hl=en>
  - The Last Bookstore (USA): <https://www.instagram.com/lastbookstorela/?hl=en>
  - The Second Shelf: <https://www.instagram.com/secondshelfbooks/?hl=en>
  - Tales on Moon Lane: <https://www.instagram.com/talesonmoonlane/>
  - Persephone Books: <https://www.instagram.com/persephonebooks/?hl=en>
  - Forum Books: <https://www.instagram.com/forumbookscorbridge/?hl=en>
  - Golden Hare: <https://www.instagram.com/goldenharebooks/?hl=en>
  - Small Print Books: <https://www.instagram.com/smallprintbooks/>