



Hello, friends of Independent Bookstore Day!

We are launching our consumer-facing social media campaign, “Bookstore Shout-Out,” on April 6 with a video from our 2021 author ambassador, Glennon Doyle.

We are hoping to get you and your authors to participate in our campaign by amplifying existing posts and by creating your own.

Below are the basic instructions. We welcome participation from your colleagues, authors, personal and official accounts. Please pass it on!

Bookstore Shout-Out campaign, launching April 6

- 1. Post an Indie Bookstore Day-inspired video or still: In a bookstore, holding your TBR pile, reading in bed, etc.**
- 2. @ the bookstore(s) you plan on visiting on Bookstore Day + two of your favorite readers.**
- 3. Tag your post with #BookstoreShoutOut and #IndieBookstoreDay***

Giveaway, April 17-24

*Every day from April 17 - 24, we will choose a random winner from the people posting with #BookstoreShoutOut and #IndieBookstoreDay on Twitter or IG. Winners will receive an *Independent Bookstores of the United States Map* from [Pop-Chart](#), a free 3-month membership from [Libro.fm](#), and a 2021 IBD tote bag.



Additionally, we will be hosting a TWITTER PARTY on Wednesday, April 21 at 4 pm EDT. Join us at @BookstoreDay, #indiebookstoreday.

Thank you for your continued support of indie bookstores and Independent Bookstore Day. Our logos and other assets are available on our website, [HERE](#).

Yours,
Samantha

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