**CIBD 2024 – SAMPLE SOCIAL POSTS**

We have drafted some messaging for members to promote CIBD 2024. These messages are from a bookstore perspective but could be adapted to suit publishers and industry partners. Some messages may require adjustment to fit within character limits.

We encourage you to include campaign graphics alongside all your posts.

**Primary Hashtag:**#CIBD2024

**Secondary Hashtags:**   
#IndieBookstoreDay #ShopLocal #IndieBookstores #BookLovers

**Save the Date:**SAVE THE DATE: Saturday, April 27 is #IndieBookstoreDay. 🗓 Indies across Canada will host activities and customer giveaways and @indiebookstoresCA is running another contest for book lovers. 🤩 We’ll share more details soon!

**General #1:**

Are you ready for indie bookstore day? On April 27, bookstores will host events, offer discounts, and give away free stuff. 😱 And have you checked out the #CIBD2024 Contest for Book Lovers yet? Visit indiebookstores.ca/CIBD for more info. ✨

**General #2:**

We can’t wait to celebrate #CIBD2024 with you all! 🙌 This is a special day for indie bookstores across the country and we’re ready to ring it in with style. [X] days and counting! ⏰

**Contest:**

As if there weren’t enough reasons to #ShopLocal, @indiebookstoresCA is running another contest in celebration of #CIBD2024! 🙌 Every book purchased from an indie bookstore on April 27 = one entry and books by Canadian authors/illustrators are worth double. 📚 You could win one of four gift cards to your favourite indie bookstore worth $250 or—if you’re very lucky—worth $1000! 🏆 Visit indiebookstores.ca/CIBD for details. 🖱

**Artwork:**We can’t get enough of the stunning artwork created for #CIBD2024 by illustrator Cornelia Li. 😍 Cornelia’s illustration celebrates the way indies foster a sense of community. 📚 Read about her creative process at [bit.ly/CIBD2024Art](https://bit.ly/CIBD2024Art). ✍️

**Customer Giveaways:**

We can’t wait for #CIBD2024. As part of our celebrations, we’ll be giving away swag to customers! 🎉 [Insert line about the swag you have in-store and specific details for how you will give it out – e.g., to the first 30 customers, in-store vs. online.] Be sure to mark your calendars for April 27 so you don’t miss out. 🗓

**Product Exclusives:**

We’re all stocked up on [include product you are promoting] created in celebration of #CIBD2024! These [items] are on sale exclusively at indies starting April 27. Quantities are limited so be sure to get ‘em before they’re gone! 🙌

**Special Activities:**

#IndieBookstoreDay is coming up on April 27 and we’ve got some exciting plans in the works. [Insert line about your unique activities – e.g., social media photo contest, in-store prize wheel, events.] We hope you’ll join us for the celebration. It’s going to be one for the BOOKS! 😂

**Event Day (April 27):**Today is Canadian Independent Bookstore Day! 🥳 Will you join us in the celebration? [Insert line about your unique plans.] And the #CIBD2024 contest is NOW OPEN! 📣 Buy books for a chance to win a gift card to your favourite indie. Visit indiebookstores.ca/CIBD for details! **🖱**

**Day After (April 28):**

Another edition of Canadian #IndieBookstoreDay wrapped! Thanks for joining us. 🥰 If you purchased books from an indie yesterday, you have until 11:59pm PT to enter the #CIBD2024 contest. Go to indiebookstores.ca/CIBD to enter. ⏰