

BOOKSTAGRAM:

The Ultimate Guide



by Taylor Mack

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This information is based on personal experience with Instagram, and has no association with Instagram.

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About the Author



Hi there!

If you don't know me yet: I'm Taylor.

I own SilverFire Books, an independent online bookstore on Instagram. I've been part of the Bookstagram community for over 2 years now, and I've loved every minute of it.

When I'm not on the 'gram or working on my shop, you can probably find me curled up with a book and a cup of tea. I also love dogs, travel, and exploring the outdoors.

Oh, and I have a wicked sweet tooth. I firmly believe chocolate is its own food group.

Part 1: A Bookstagram Backstory

Introduction

In this book, I'm laying out all the knowledge you might need in your Bookstagram journey. It's your choice what to do with it.

If your main goal with Bookstagram is to connect with fellow book lovers and you couldn't care less about growth, feel free to skip that section. For some, Bookstagram is purely a creative outlet.

But if you're hoping to grow an audience so you can work with brands and publishers, those chapters are there for you.

I want to make one thing clear: this isn't some stuffy technical book.

While we will be deep diving into growth strategies and the details of how Instagram works, we'll also be talking about tapping into your creativity, and going over unique aspects of the Bookstagram community. I want you to have fun with this!

My intent is to share nuggets of wisdom that help you flourish as a Bookstagrammer, however you choose to define that.

To give you a well-rounded perspective, I've also included tips and advice from established Bookstagrammers. You'll find them scattered throughout the book.

Remember that *done is better than perfect*. It would be a shame to let your fear of imperfection hold you back. Create what you love, improve as you go, and enjoy yourself.

Most of all, don't lose sight of *why* you decided to join the Bookstagram community in the first place.

Now, it's time to make the magic happen!

What is Bookstagram?

Bookstagram is a little slice of Instagram reserved just for bibliophiles.

It's not just a hashtag; it's a way of life.

It's basically one giant book club with hundreds of thousands of people who *actually understand* your obsession with books. (In fact, they help fuel it!)



“I love being part of a book community that spans across all genres. No one understands fictional obsessions quite like other readers.”

- @tiffany.the.bibliophile

There are users who post solely about young adult books, horror books, or classic literature. There are book

vloggers (users who create videos discussing books). There are online bookshops and bookish candle companies and artists inspired by literature.

All these people come together to make up the multi-passionate and dynamic Bookstagram community.



“Bookstagram is a collection of book nerds living our best lives through photos of our favorite stories.

In post questions, small group chats, and book clubs, I have found a safe haven for my inner bookworm. This community proves that reading can and should be a social event.”

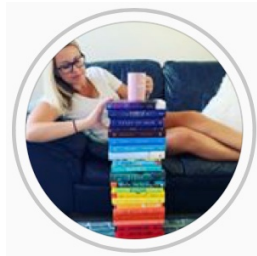
- @barr_bookworms

Bookstagram has been around for at least 5 years. It continues to grow each day, without showing any signs of stopping.

(I *think* it has something to do with the fact that it's the best online community there is.)

It's a haven for bibliophiles to connect and discuss stories; a place to discover your next enthralling read and share your unique perspective. It's a wealth of creative inspiration and discovery.

Having a Bookstagram account allows you to share your love for books, your unique voice, and your creativity all at once. For many bibliophiles, it's an irresistible trifecta.



“Be sincere, enjoy getting to know other readers, and use Bookstagram as an ongoing book club where you can garner endless recommendations and new friends in the process.”

- @sand_between_pages

My Bookstagram Story

I have to admit: it's slightly hilarious that I'm writing a book about Instagram.

Why? Because when Instagram first came out as the hot new social media platform, I avoided it like the plague.

I wasn't an early adopter of social media in general, but I refused to embrace Instagram especially.

I assumed it was purely superficial, and thought all it did was put too much emphasis on celebrities. (Keep in mind, I had never actually *used* the app.)

Fast forward a few years: I was doing research on starting an online shop, and I quickly realized that I was going to have to bite the bullet and get on the 'gram.

And you know what? I'm so glad I did. Because while there will always be some less-than-authentic activity on the platform, there are also *real* people sharing stories, inspiring others, and making connections.

There are pockets of true community in the Instagram world, and I never would have discovered that if I hadn't pushed past my negative expectations.

In the Bookstagram community especially, not only do real friendships form, but people are so willing to support and share about the brands they love.

Not only does Bookstagram motivate me to read more, but it also inspires me to live a more literary life. And I think that's something we can all get behind.

Now, let's address the elephant in the room: *who do I think I am to be writing this book?*

If you looked at my account (@silverfirebooks), you'd see that I'm not *technically* a Bookstagrammer. My account is actually an online bookshop that I built through Instagram.

But much of what I do is exactly what other Bookstagrammers do: discuss books with fellow bibliophiles, share book photos through Instagram stories, host giveaways; all that good stuff.

The thing is, I'm lucky to have a dual perspective on the Bookstagram community. I know what it takes to tame the beast that is Instagram (including that pesky algorithm!), and I also know what it takes to work with brands. Because, well, I am one!

I've been a part of the Bookstagram community for over 2 years now. I've learned the ins and outs of Instagram

(more than I ever thought I wanted to know about an app!), and I've also worked with hundreds of Bookstagram influencers.

I know what brands are looking for when it comes to representatives and partnerships.

But even if you aren't looking to work with brands or publishers, you're in the right place.

Because Bookstagram is, first and foremost, a community of people looking to cultivate the best passion in the world: a love for books.

Whatever your reasons are for joining Bookstagram, it's safe to say there's something here for every reader.

— — — *END OF EXCERPT*