



Social Media Tips for **YOUR IGNATIUS BOOK FAIR**



PHOTO IDEAS

Try to capture most of your pictures and videos vertically for social media!

Book fair set up: Document the fun of unboxing the books and items, arranging them on the tables, putting up our colorful posters and flyers, and laying out the tablecloths. Take some photos of the volunteers making the space vibrant and inviting.

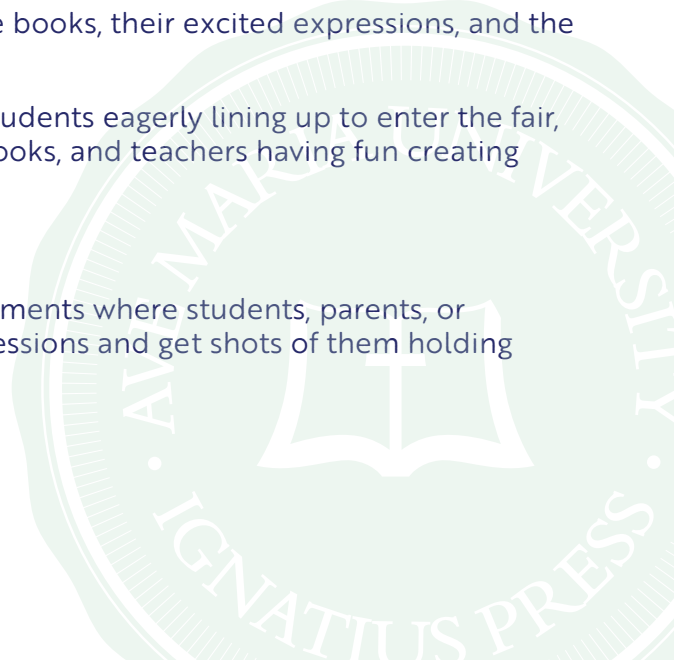
Reactions: Capture the joy of students holding up their favorite books, their excited expressions, and the wonder on their faces as they read and explore the fair.

Shopping: Snap some photos showing the excitement of the students eagerly lining up to enter the fair, parents and children browsing and picking out their favorite books, and teachers having fun creating their wish lists and shopping.

VIDEO/REEL IDEAS

Interviews & Reactions: Set up a few candid interview-style moments where students, parents, or teachers are sharing why they love reading. Capture their expressions and get shots of them holding their favorite books while they speak.

store.ignatiusbookfairs.com



Candid Conversations: Take a scope of the whole fair in action to show what it looks like as a viewer peeking in. Look for moments where a student or parents are spontaneously sharing what they've discovered with a friend, teacher, or fair volunteer.

INSTAGRAM OR FACEBOOK POST/STORY IDEAS

Teacher Testimony: Before the book fair, invite a teacher to discuss one of their favorite books from the Ignatius Book Fair list! Their insights can spark interest in that book or author. Encourage them also to express their excitement about the fair and invite others to participate!

Spotlight book: Highlight a popular book to feature! Provide an engaging summary and review of the story, explore the author's background, and capture some photos of kids and teachers enjoying the book. You might also consider showcasing several books that share a common theme or relate to a specific saint.

Countdown: Encourage anticipation for the fair with a fun countdown post or story! Share photos from past book fairs, or give each day a theme by involving the spotlight book, author, or saint in the posts. Create interactive polls during the daily countdown or even during the event itself.

Instructions: Have a teacher or staff member share what to expect at the Ignatius Book Fair! They can highlight must-see books for kids, share essential tips for parents, and explain how to best come prepared.

Go Live: Go live during the event and give a tour of your fair, conduct interviews of students and teachers during the live fair, ask the book fair volunteers to share how their experience has been.

Contests and giveaways: Conduct a giveaway contest for students! Create a contest for the students to guess how many items are in a jar or sell raffle tickets for a chance to win a prize. Make a post explaining the contest to build excitement and attract attention to the fair!

Reviews: After the book fair, conduct some fun interviews and create a post featuring parents, teachers, and students sharing their experiences! They can talk about what they learned, their favorite moments, and all the excitement they felt.



Check out our Instagram
page for more ideas

@ignatiusbookfairs

*Remember to tag us
so we can see your
fun creations!*

SAMPLE ADVERTISING SCHEDULE FOR IN-PERSON BOOK FAIRS

6 Weeks Before the Fair: Use this graphic: **SAVE THE DATE FOR OUR BOOK FAIR** to make a social media post on all of your social media channels, put a post in the parish bulletin if you are associated with a church, and include the information in your weekly newsletter/email or on the bulletin board.

Sample wording for caption:

- We are excited to announce that our school (parish/organization) is hosting a book fair on: *(include start and end dates of fair).*
- Ignatius Book Fairs offers a variety of beautiful, fun, engaging books and activities that will be your children's favorites.
- Supporting the book fair with a purchase will help us purchase new books for our school and classroom libraries because we receive 20% back from every sale for this purpose.
- Please mark the dates down!
- Free shipping to our school is available during the dates of the fair. We can't wait!

(*Ensure that your teachers have logged in to create their classroom wish lists and reading recommendations. This will be an important piece as parents will start to create their accounts and will want to see these lists.)

5 Weeks Before the Fair: Share **THIS VIDEO** on social media and include the link in weekly newsletter or email to parents.

Sample wording to accompany the video:

- Our online book fair is in 5 weeks! We are excited to be partnering with Ignatius Book Fairs! Click here to create an account, link up with our school to see your children's teacher's wish lists: **IGNATIUS BOOK STORE.**

Ensure your teachers have logged in to create their classrooms and wishlists. Reach out to them individually. Send them the invite from the website so that their classroom is easy to find and claim.

4 Weeks Before the Fair: Post another Save the date informational post. You can use **THIS IMAGE** as a post.

3 Weeks Before the Fair: Select a few titles from the website that you, your staff, or your children enjoy reading and let your community know that books like these (selection is subject to change) are available at the fair and on our website. Explain how all sales will benefit your school.

If you are a Parish school, start using our **PULPIT ANNOUNCEMENT** resource to advertise to parishioners and remind parents of children at the parish school about the book fair. There are announcements each week leading to the fair starting 3 weeks before the fair.

2 Weeks Before the Fair: Have the principal or pastor send out this letter to your families: **LETTER TO PARENTS.**

1 Week Before the Fair: Pass out the Sneak Peek Flyer, one per family, provided in the marketing kit Book Fair box to each student at your school. Leftover flyers can be handed out at the checkout station at the fair.

The Evening Before the Fair: Post stories and official posts on your timeline to the book fair set up and some select titles that capture your attention to remind parents that the book fair starts tomorrow!

First Day of the Fair: Take a picture of the kids enjoying preview day and post your excitement about how fun it was to have them come through the fair and fill out their wish lists.

Sample wording for caption:

Book Fair Buzz!

Parents, keep an eye out—Book Fair lists will be coming home for your approval! Please review them with your child and return the signed list the next day along with your preferred payment (cash, card, or check).

Checks should be made out to [Your Organization/school Name].

Our students and staff can't wait!

"I'm getting the new Loupio comic book— that's my favorite comic series!" – Jordan, 3rd grade

"It's amazing to see how excited the kids get about reading!" – Mrs. Thomas, 2nd Grade Teacher

"I love helping students find their next favorite story!" – Mr. Lee, Librarian

Let's make this Book Fair a huge success!

(Include interviews or quotes of students and staff showing their excitement and favorite books-filling in the examples above)

2nd Day of the Fair: Post videos and images of the book fair on your school's social media to inspire parents to have their children participate in the book fair throughout the week! Make sure to tag us on social media @IgnatiusBookFairs

Sample wording for caption:

Your children enjoyed the fair yesterday. We would love to see you too!

If your child did not bring back their wish list today there is still time to bring it in!

If your child forgot to bring back their wish list today, no worries—there's still time!

Students can shop at the fair using cash, check (made out to [Your Organization/school Name]), card, or FACTS.

Let's help them build their home libraries one awesome book at a time!

(Include a picture from the fair and post the times when the fair is open for shopping)

3rd Day of the Fair: Post a thank you for everyone who has shopped already, remind them of the last opportunities to shop.

Last Day of the Fair: Remind your community that the last day to shop is today. Thank everyone who has come out so far. Share how excited you are to be able to earn many free books for your school and classroom libraries.

Once Book Fair is complete:

Post a book fair overview with highlights from your fair - Make sure tag us on social media @IgnatiusBookFairs