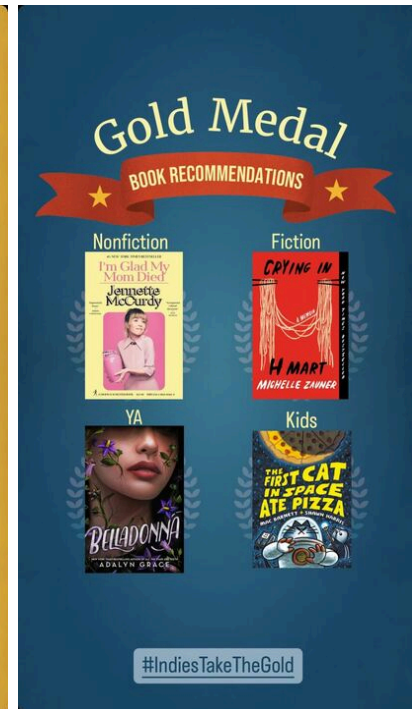


# Suggested Language, Captions, and Using Templates

## Using Instagram Story Templates

- *Gold Medal Bookstore Award*
  - Stores can feel free to use this template and tag themselves and award themselves with what they are the best in.
  - Readers and followers can also use this to tag their favorite stores and award them a gold medal in what they feel they are the best in!
  - Examples
    - For Best In-Store Events
    - For Best Book Clubs
  - Be sure to add the #IndiesTakeTheGold hashtag!
- *Gold Medal Book Recommendations*
  - Stores can use this template to recommend their favorite titles by including the genre and book cover as shown in this example
  - Be sure to add the #IndiesTakeTheGold hashtag!



## Newsletter

- While Am\*zon Pr\*me Days loom on the horizon, we invite you to celebrate the true champions of bookselling. From personalized book recommendations to supporting local jobs and championing diverse authors, indie bookstores consistently take first place. Join us in honoring these gold-standard businesses and discover why they deserve your support now more than ever.
- This Summer Olympics season, let's cheer for the real gold medalists in bookselling: independent bookstores! The "Indies Take The Gold" campaign highlights everything that makes indie bookstores special, from personal service and community support to fostering new and diverse authors. As Am\*zon Pr\*me Days approach, remember that no algorithm can replace the warmth and expertise of your local bookstore. Choose to support the businesses that truly make a difference in our neighborhoods.

- Coinciding with the Summer Olympics, the “Indies Take The Gold” campaign emphasizes the gold-standard service and community support that indie bookstores provide. Amid the allure of Am\*zon Pr\*me Days, it’s the perfect time to appreciate the personal touch and unique offerings of your local bookstore. Support the champions who always put people first and make our communities thrive.
- This summer, as we revel in the spirit of the Olympics, let's also celebrate the gold standard in bookselling: independent bookstores! The “Indies Take The Gold” campaign showcases the myriad ways indie bookstores excel — personalized recommendations, community engagement, local job creation, and championing diverse voices. As Am\*zon Pr\*me Days draw near, choose to support the true champions in our communities. Discover the unmatched value of your local bookstore and join us in celebrating them!

## Social Media

1. “Indies Take The Gold” celebrates the gold standard of bookselling. Independent bookstores lead in personal recommendations, community support, and more. This July 16-17, choose the champions! #IndiesTakeTheGold
2. For this Summer Olympics, cheer for your local indie bookstore! They come first in personalized service, community impact, and supporting diverse authors. Don’t settle for less. #IndiesTakeTheGold 🌟
3. Independent bookstores are the true winners in bookselling. 🏆 Celebrate their gold-standard service, community contributions, and unique offerings this July 16-17. #IndiesTakeTheGold
4. Celebrate the Olympic spirit with your local indie bookstore! From personal recommendations to championing diverse authors, they always take the gold. Choose indie this July 16-17! 🏆 #IndiesTakeTheGold
5. Independent bookstores take the gold in every category: personal touch, community building, and more. This July 16-17, support the real champions! #IndiesTakeTheGold
6. Indie bookstores are the champions we need. They excel in creating jobs, building relationships, and supporting debut authors. Join the celebration this July 16-17! #IndiesTakeTheGold
7. This July 16-17, go for gold with your local indie bookstore! They’re first in community support, personalized service, and championing diverse voices. #IndiesTakeTheGold #IndieBookstores
8. Independent bookstores are the gold standard of bookselling. Celebrate their unique contributions and support them this July 16-17! #IndiesTakeTheGold

9. Choose the gold standard this July 16-17. 🏆 Independent bookstores lead in personal service, community support, and promoting new authors.  
#IndiesTakeTheGold
10. Celebrate the spirit of the Olympics with indie bookstores! They come first in providing personal recommendations, supporting the community, and more.  
#IndiesTakeTheGold