



# Social Media Tips for YOUR IGNATIUS BOOK FAIR

## PHOTO IDEAS

**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.

**Candid Conversations:** Take a scope of the whole fair in action to show what it looks like as a viewer peaking 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.

**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 or author 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!