



THIS SIMPLE TOOLKIT WILL ENABLE YOU TO:

**PROMOTE
BOOKS
AND THE
LOVE OF
READING
VIA
SOCIAL
MEDIA**

**CULTIVATE
NEW
AUDIENCES
AND
ENCOURAGE
INCLUSIVITY**

**INSPIRE
READERS TO
SHARE THEIR
BOOK
SUGGESTIONS**

**LEARN
TRIED-AND-
TESTED
TECHNIQUES
TO GET YOU
STARTED**



*Created by Rural Media
#ACESupported*



Facilitated by Rural Media, BookFlicks is a youth-led project helping young people make & share creative social media content about the books they love and up-skilling and inspiring libraries to use ‘#booktoks’ as innovative ways to engage with national young audiences.

To watch the BookFlicks content, search @bookflicks on TikTok or visit www.tiktok.com/@bookflicks

The recommendations in this ToolKit represent a distillation of months of research and consultation. During the BookFlicks Project, we have worked directly with participants aged 13-30yrs, watching and understanding the way they interact with social media both as users and as content makers.

We have engaged with library staff across the country and listened to the way their communities interact with their library, and the unique challenges that they face as they continue to provide a free service to all their users with more and more demands made on their capacity.

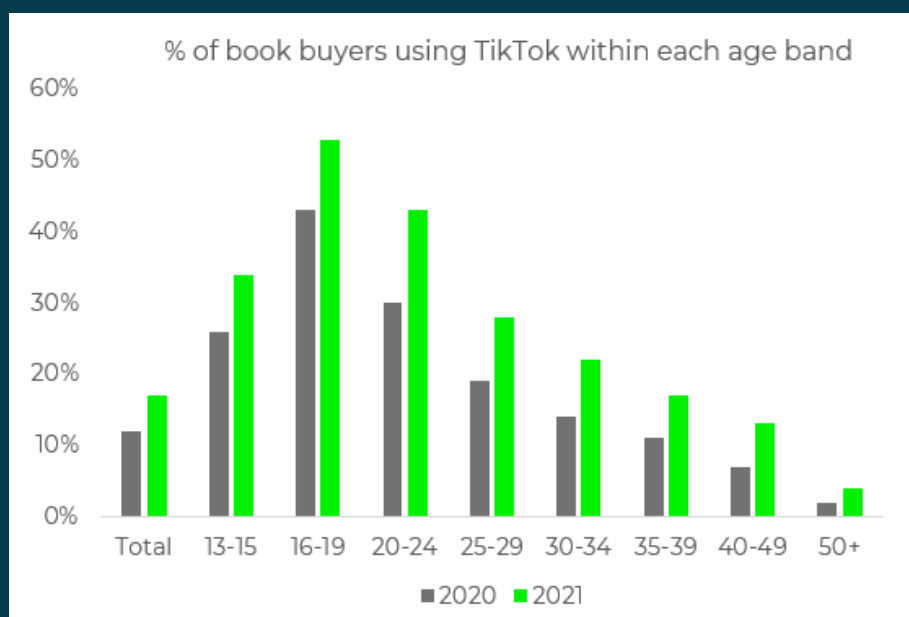
There are a number of different ways to engage with the BookFlicks project, outlined in this toolkit. Each Library is different and we're keen to support Library Services to utilize this toolkit in ways that best suit them. Therefore, we recommend that each Library handpick the option(s) that work for their team and capacity.

If you require further help or support, please visit ruralmedia.co.uk/bookflicks

WHY BOTHER?

#BookTok and #bookstagram are wildly popular subsections of the online global community, who use social media platforms like TikTok and Instagram to look for and create book recommendations. With **1 billion monthly active users** and #booktok racking up **46.6 billion views** (and counting), these social media platforms offer an inclusive and diverse space to truly connect the publishing and reading community both globally and locally.

Becoming popular across all ages in 2021, #booktok has grown from **12%** of book buyers aged 13-84 in 2020 to **18% in 2023**. Older teens surpassed 50%, while 20-24s increased the most year-on-year, from **30%** to **43%**.



With **17.6 million British users** (about one in four of the UK population) TikTokers are **17%** more likely to make an impulse purchase of something they've seen in the app, than users of other social media platforms like Instagram or Twitter.

Social Media is therefore a powerful recommendation tool *and* a place where libraries and literary festivals can **connect meaningfully** with a captive (and hungry!) audience.

Sources: [Mashable](#), [Book Machine](#) & [The Book Seller](#)

Publications that are recommended on #booktok can be very popular - check they are available in your library before promoting!

OPTION 1

#BOOKTOK SHELF

- 1. Research the months top recommendations online and on social media.**
- 2. Stock them on a clearly marked #booktok shelf.**

CAPACITY
1x team member
to research

TIME
1x hour per month



OPTION 2

#BOOKTOK CORNER

- 1. Devote a corner of the library to creating content.**
- 2. Have a ring light by your #booktok shelf with a chair & mini tripod for holding phones.**
- 3. Include a list of simple instructions/guidance/rules.**

CAPACITY
1x team member
monitoring area
during shift +
doing research

TIME
1x hour per month



OPTION 3

LIBRARIAN #BOOKTOK

Make a Library #booktok:

Find a book > find a space > record > edit using CapCut > add tags and #'s > post!

Think about:

- **Recommending a book**
- **Showcasing your library/literary space**

CAPACITY
1x creator
(volunteer/staff)

TIME
1x hour per
#booktok



A VoxPop is an opinion represented by informal comment(s) from members of the public.

OPTION 4

VOXPOP #BOOKTOK

Recommend book(s) using interviews/talking to camera. Think about:

→ **Being *real*. TikTok is all about content by everyone, for everyone. Don't be afraid to showcase your personality and be relatable!**

CAPACITY
2x creators
**(volunteer/staff/
library user)**

TIME
1x hour
per voxpop



OPTION 5

#BOOKTOK WORKSHOP

Run a workshop in your library! Think about:

- **Using the *How To Run A Workshop* Appendices**
- **Advertising/opening it up to young people – use the poster and don't forget to add your own details!**
- **Utilising local youth groups/clubs to recruit**
- **BookFlicks is all about being creative and showcasing the love of reading. Keep it fun!**

CAPACITY
2x volunteers/staff

TIME
**2x hours per
workshop**



Top Tip: To encourage viewers to keep coming back, get them hooked into a series of your videos. Always leave a cliffhanger at the end of each video!

OPTION 6

#BOOKTOK CAMPAIGNS

Create a small, medium and large campaign utilising #booktoks & Voxpops. Think about:

- **Creating a narrative/series. The aim is to encourage people to come back and watch your content time & again. Keep up the momentum!**

CAPACITY
**3x volunteers/
staff/library users)**

TIME
**4-6x hours
to run over
3-6 weeks**



COMPLIANCE

Remember, your library users must be **over 13 to have a social media account.**

In order to avoid copyright infringement, it's very important, when creating your content to:

Top Tip: If you've added music to your videos in TikTok, always tick the 'I accept the music usage conformation' tick box.

- Avoid using music or sounds that aren't copyright free. When you choose your music/sound, make sure **it is available within the social media platform first**. If it is available within TikTok, that means it is royalty free. **Do not upload music to your video from elsewhere**, unless it has been created for you by a musician who has given you permission to use it. If you are using music created for you, make sure you credit the creator when you share the content. Compared to Instagram, TikTok has a wide range of royalty free music. Click [here](#) to browse the library.
 - In general, video clips containing music should be short. While there is no clear answer on what 'short' means, aim for short-form content (between 30secs 1 minute) when in doubt.
 - Music may not be allowed in some countries. While music is available for Instagram and TikTok in 90 countries, some places do not currently hold the rights, and might render these guidelines irrelevant in your area. Check it is available in the UK!
- Avoid showing images or photographs that aren't copyright free. If you wish to include an image in your video, **you must use websites that have free stock photographs** to download them. Try Pexels.com and Unsplash.com.
- Never film members of the public without their consent. Be aware of what your shot(s) contain and aim not to capture others within it, without their consent. If you have filmed members of the public, it's worth gathering permission forms to share the footage.
- Always film on device of the participant, never your personal phone. Work phones are fine!

PROJECT TESTIMONIALS

"BookFlicks encourages a currently under-represented library demographic greater access to the library and highlights it as a space that is open to them as well. It will make the library space more inclusive and less 'them and us' and daunting! It's not about quiet spaces anymore or just somewhere your gran goes or that you used to go to to do your homework." - Lincoln Library

"I didn't even know this was a thing but I believe it's super popular so you have given us a brilliant opportunity we wouldn't otherwise have had. Thank you!" - Ledbury and Colwall Library

"I think a library booktok shelf would be such an easy win and links in with much of what we do anyway regarding promotion, book displays and quick picks. I also really like the idea of a booktok corner and think it works well with the overall mission statement of libraries, which is to provide access to materials (in this case lights, tripods etc) so everyone has an opportunity to access them." - Herefordshire Libraries

"I always really enjoy quite a "lo-fi" and "DIY" creative process in my own personal projects, and I find it's hard to find opportunities to put that sensibility to use in a lot of freelance projects like this. I really liked thinking about how to interpret the books creatively and within these limitations, and ultimately it was a great opportunity to set the books' atmosphere to screen in a really unique way." - BookFlicks Participant

"This project has made me want to think bigger [...] Sometimes I can get tired by things but this has given me energy and makes me want to just carry on the process and make the most of the opportunity. It's also made me realise my skills in writing which I want to pursue. I never used to be believe in myself, but as I've got older I'm now starting to see it with my own eyes!" - BookFlicks Participant

DIMENSIONS & FORMATTING

- **File size:** Your video should be up to 287.6 MB in size.
- **Orientation:** TikTok and Instagram are formatted to be viewed on a smartphone, so, where possible, vertical video is always best. Horizontal is also allowed on most social media channels, so if your content cannot fit or work vertically, format it horizontally.
- **Dimensions:** All video dimensions should be 1080×1920 pixels (vertical) or 1920×1080 pixels (horizontal).
- **Aspect ratio:** The aspect ratio should be that of a standard smartphone screen, 9:16. 1:1 is also possible, but it won't take up the whole screen.
- **File type:** Export as an .mp4 or .mov file. Where possible, .mp4 is best.





www.ruralmedia.co.uk/bookflicks