



What is BookFlicks?

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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 upskilling and inspiring libraries & festivals to use #booktok as an innovative way to engage with younger audiences, locally and nationally.

The BookFlicks Toolkit

**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**

The BookFlicks Toolkit

The recommendations in this Toolkit represent 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.

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Each Library is different. 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**.

WHY BOTHER?

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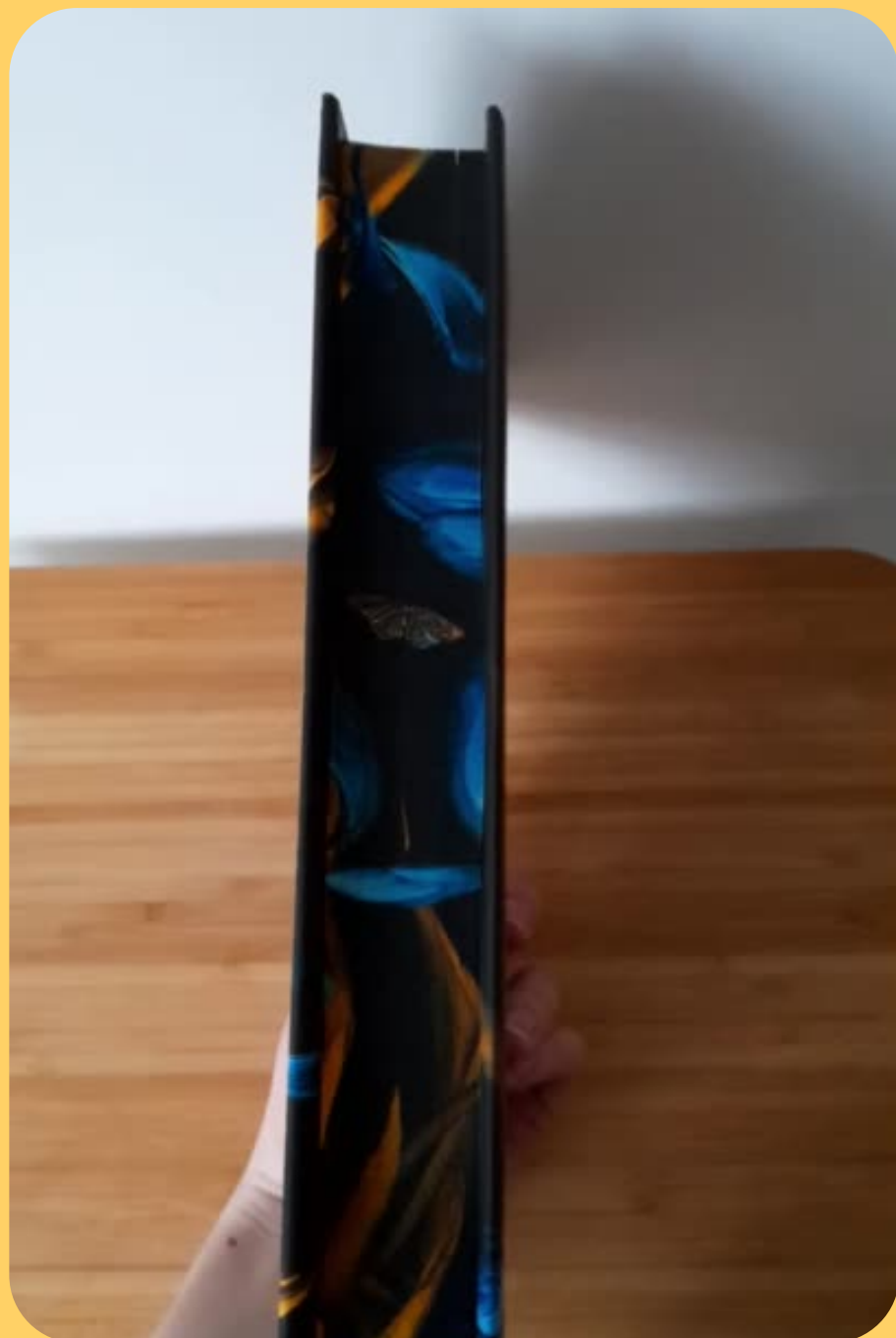
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Social Media is a powerful recommendation tool and a place where libraries can connect meaningfully with a captive (and hungry!) audience.

EXAMPLES:



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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

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

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

TIME
1x hour per
#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**



CAPACITY
1x creator
(volunteer/staff)

OPTION 4

VOXPOP #BOOKTOK

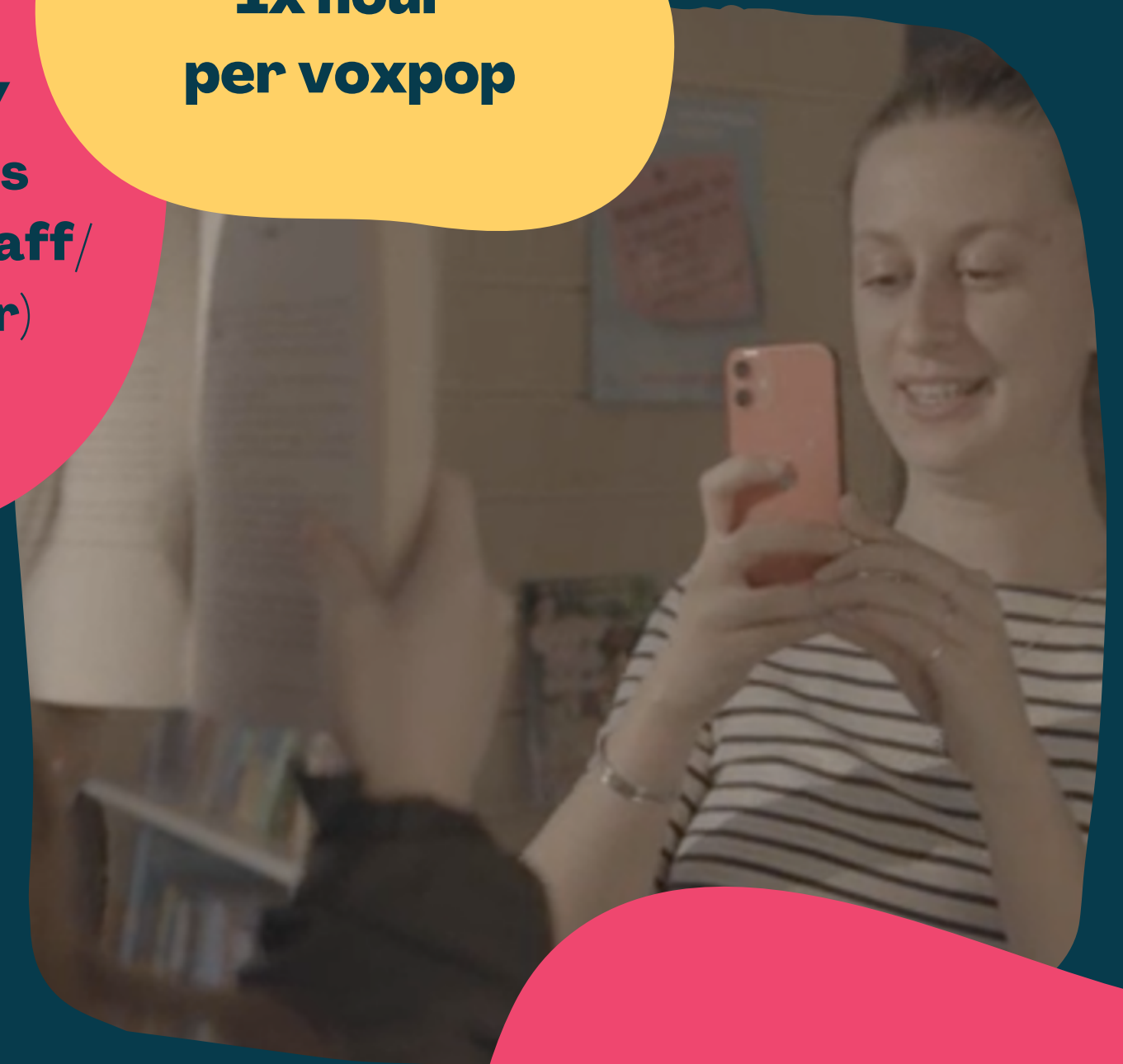
Recommend book(s) using interviews/talking to camera.

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



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

OPTION 5

#BOOKTOK WORKSHOP

TIME
**2x hours per
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



OPTION 6

#BOOKTOK CAMPAIGNS

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

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!**

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



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!

COMPLIANCE

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

- **Remember, your library users must be over 13 to have a social media account.**
- **Don't use music/sounds that are not copyright free.**
- **Keep it short! 30 secs-1 min is best.**
- **Do not use imagery/photographs that aren't copyright free.**
- **Do not film others without their consent.**
- **Make sure content is captured on the appropriate device.**

FORMAT



THANK YOU
www.ruralmedia.co.uk/bookflicks

QUESTIONS?