



## “Shop Early” Resources for Booksellers

We are seeing delays and continued disruptions to the supply chain in advance of the holiday shopping season. In response, CIBA is working with publishers and other suppliers on behalf of indie bookstores as well as communicating directly with shoppers across our communications channels.

**Throughout October, we will promote a “shop early” message. We encourage booksellers to do the same using the messages and images below.**

Beginning in November, we will weave this message into our larger holiday marketing campaign (“Go Beyond the Gift Guide”). Our campaign – which celebrates the expertise of indie booksellers – allows members and supporters to promote books and items that are readily available while focusing on a positive, evergreen message.

### Facebook

**OPTION 1:** Have you started your holiday gift shopping? We encourage our community members to shop early this year to avoid anticipated supply chain disruptions and delays. Plus, how nice would it feel to have all your shopping done by December 1?! 🧑🏻‍🛒

**OPTION 2:** Two words: SHOP EARLY! We’re thankful that you have decided to #ShopLocal this holiday season and we’re doing everything we can to minimize the impact of supply chain delays, but we need your help. Shop early so we can help you find the perfect gifts for the people in your life. 🎁

**OPTION 3:** The holidays will be here before you know it! The supply chain is still reeling from the pandemic. We’re here NOW to help you #ShopEarly for your loved ones this holiday season. Visit us in-store or online today. 📅

### Instagram

**OPTION 1:** Anyone looking for advice on ensuring this holiday season is as relaxed and festive as possible? 🧑🏻‍🛒 Here is our tip: SHOP EARLY! By starting your shopping now, you’ll help ensure that supply chain delays and low stock don’t leave you and your loved ones in the cold. 🧑🏻‍🛒

**OPTION 2:** How goes your holiday shopping? A reminder that the supply chain is still stumbling because of the pandemic, so please #ShopEarly to avoid disruptions and ensure your perfect gift is wrapped and ready to go. 🎁

**OPTION 3:** Finding the best gifts for your best people is going to be a #TeamEffort this year. There are notable delays and disruptions at different levels of the supply chain, so please #ShopEarly so we can help you find what you need, when you need it. 🙌

## Twitter

**OPTION 1:** Two words: SHOP EARLY! 📣 We're doing everything we can to minimize the impact of supply chain delays, but we need you to #ShopEarly so we can help you find the best gifts for the best people in your life.

**OPTION 2:** Finding the perfect gifts for your loved ones is going to be a #TeamEffort this year. Visit us ASAP so we can help you find what you need in face of industry-wide supply chain disruptions. 🙌

**OPTION 3:** The holidays are right around the corner. 📺 High demand and anticipated delays mean that we need more time to help get that perfect gift in your hands so #ShopEarly! 🕒

## Newsletter

It may seem early to be talking about the holidays but because of pandemic-related supply chain disruptions – including shipping delays, labour shortages, and printing capacity limitations – finding that *perfect* gift is going to be more challenging this year.

The best defense? Shop early! We strongly encourage our customers to shop early this holiday season to account for anticipated delays. You can visit us in-store, online, or contact us by email or phone today so we can help you find what you need for *when* you need it.

Plus, how great would it feel to have all your shopping done by December 1 so you can sit back, relax, and enjoy the season?

## Hashtags

- #ShopEarly
- #ShopLocal
- #HolidayAdvice
- #AmReading
- #IndieBookstores
- #ShopIndie

## Graphics

Click the linked images to access our pre-populated social graphics. If the image opens in your browser instead of downloading, right-click on the image and select “save image as” to save it to your computer.



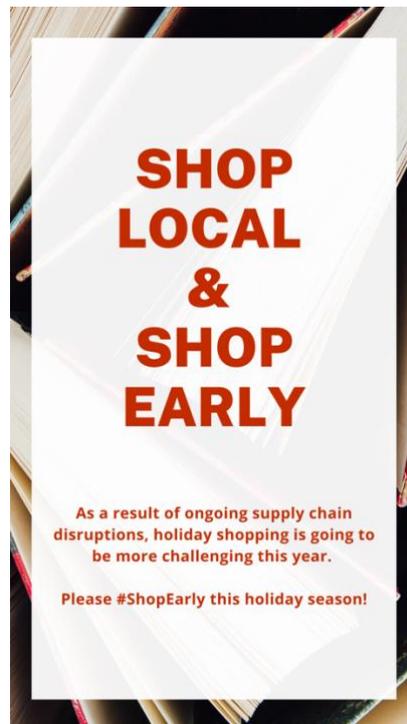
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