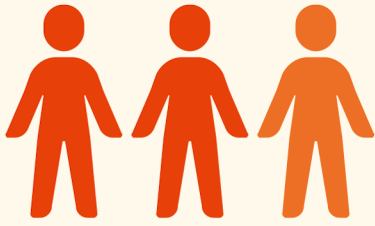


Meet Book Content Creators...

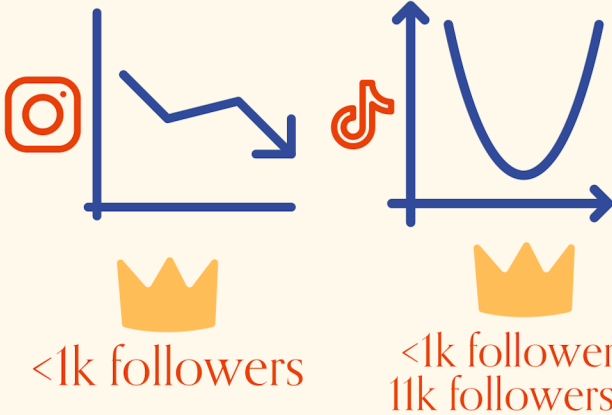


2/3 book content creators "eat, sleep, and breathe" books. They buy books whenever they come across a bookshop.

They enjoy reading because it is...



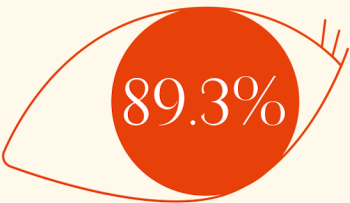
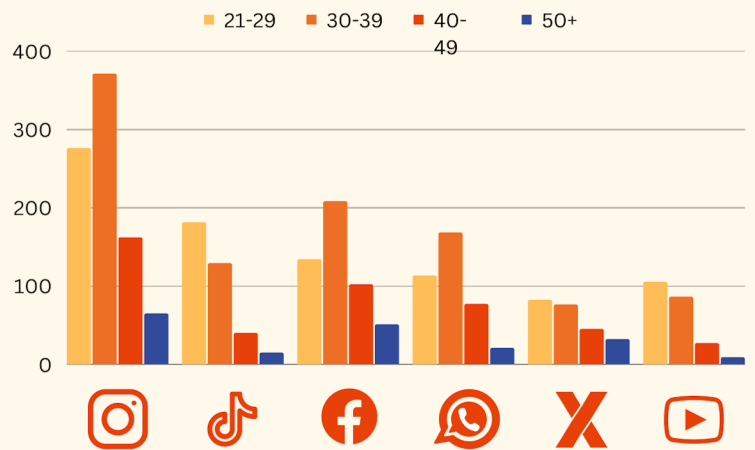
They receive their book news via...



On **Instagram**, the larger the account, the lower the engagement rate. The most engaged account size is **under 1k followers**.

On **TikTok**, smaller and larger accounts see higher engagement rates. The most engaged account sizes are **under 1k followers** and **above 11k followers**.

By age range, you can find them on these social media platforms...



prefer to consume book content in **photo format**. 41.2% prefer **written format**, and 38.5% prefer **short video format**. Similarly, creators prefer posting in these formats too!

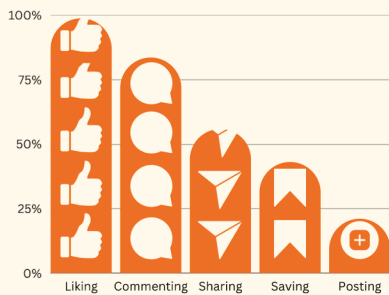
trend

Content creators love social media trends, **60.7% are very likely or certain to take part**. Their favourite trends are **easy / require minimal effort** (58.5%), **does not require their face to be shown** (52.6%), and **have an interesting audio** (35.8%).

Book content creators love posts about **their favourite genres** (72%), **beautiful book covers** (62.4%), **familiar authors and publishers** (54.5%). Posts about **singular titles**, **literary prizes**, and **multi-book comparisons** have the **least appeal**.



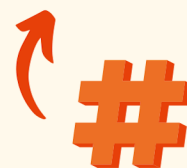
Content creators are most likely to interact with posts by...



The most shareable content are...



35% of creators **replicate their posts cross platforms** and only 23.1% **tailor their posts to different platforms**.



Our community's favourite hashtags!

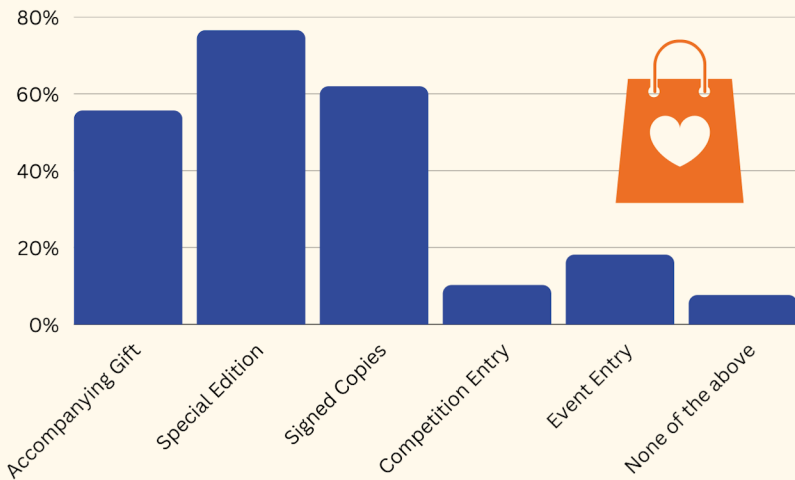


© Tandem Collective 2023 | Sources: Tandem Collective Global Reader's Survey 2023, and Tandem Collective's company data



Fact Sheet For Publishers

Book content creators would be open to paying more for a book with these elements...



93.7%

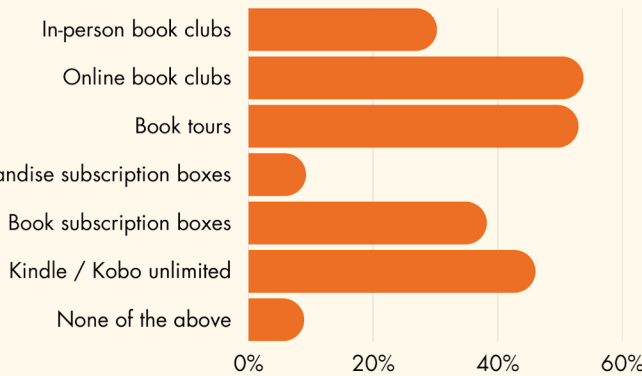


of content creators are open to working with publishers.

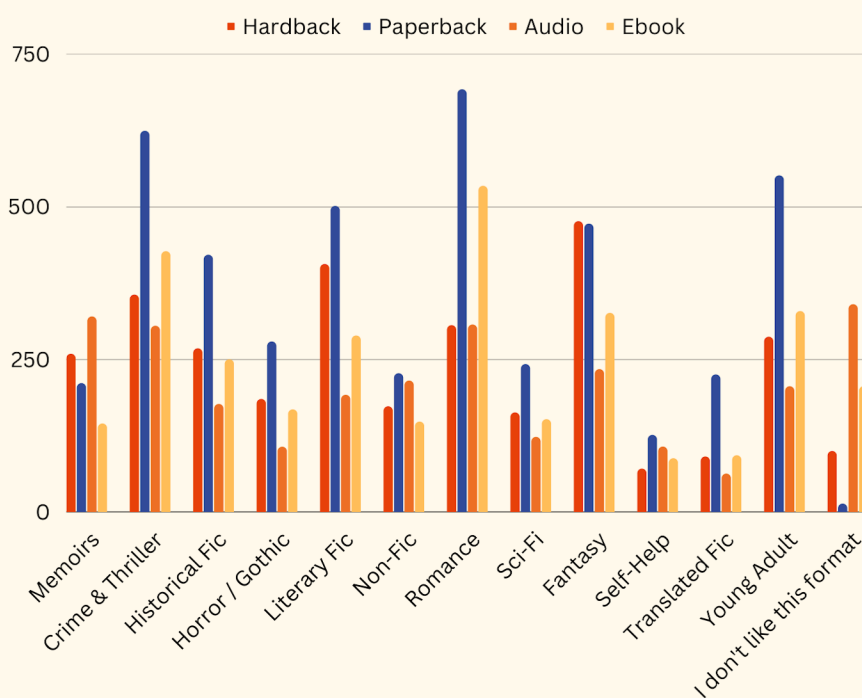
They would love to get involved with...

- ★ Reviewing ARCs / Proofs
- ★ Promotions
- ★ Events
- ★ Sensitivity Readings
- ★ Beta Reading
- ★ Paid Content Creation
- ★ Sharing Organic Content
- ★ Giveaways
- ★ Anything and everything!

They also use the following services...



Book content creators prefer the **paperback format** overall for most genres. **Hardbacks** are coveted for **Fantasy** books. **eBooks** excel with genres like **Romance, Crime & Thriller**, and **Young Adult**. The least popular format overall is **Audio**, though it fares well with genres like **Memoirs, Non-Fic**, and **Self-Help**.



Content creators would like to see more of this from online book communities like **Bookstagram / BookTok / BookTube...**

POC content creators

Diverse reads

Safety to share honest reviews

More publisher interaction / support

Support for smaller accounts

Less eurocentrism

More kindness / open-mindedness



© Tandem Collective 2023 | Sources: Tandem Collective Global Reader's Survey 2023, and Tandem Collective's company data

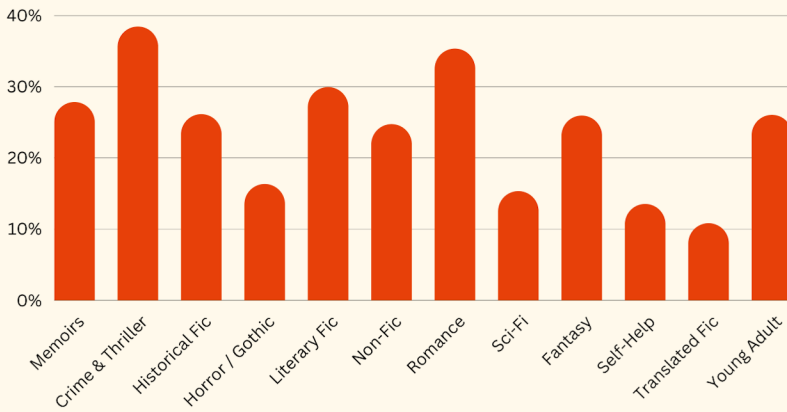
The publishing industry's experts in digital and word-of-mouth marketing

theandemcollective.com @tandemcollectiveuk / @tandemcollectiveglobal @tandemcollective @tandemcollective naomi@theandemcollective.com

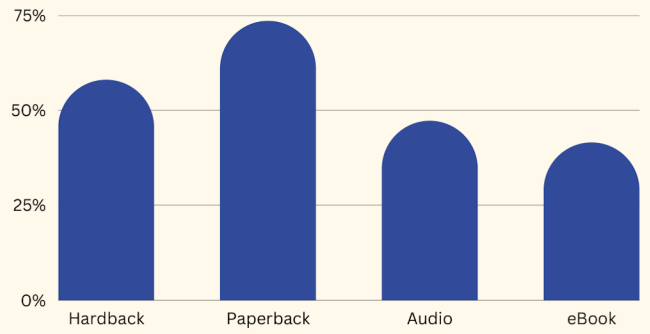


Fact Sheet For Booksellers

Content creators are **more likely to borrow these genres than to purchase them...**



They are also **more likely to borrow these formats...**



When purchasing books, content creators are the type to purchase...

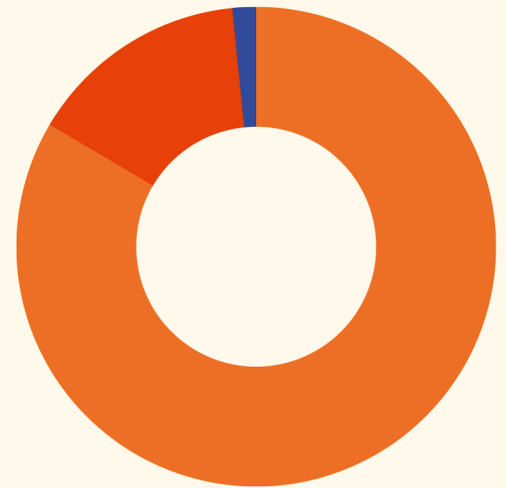
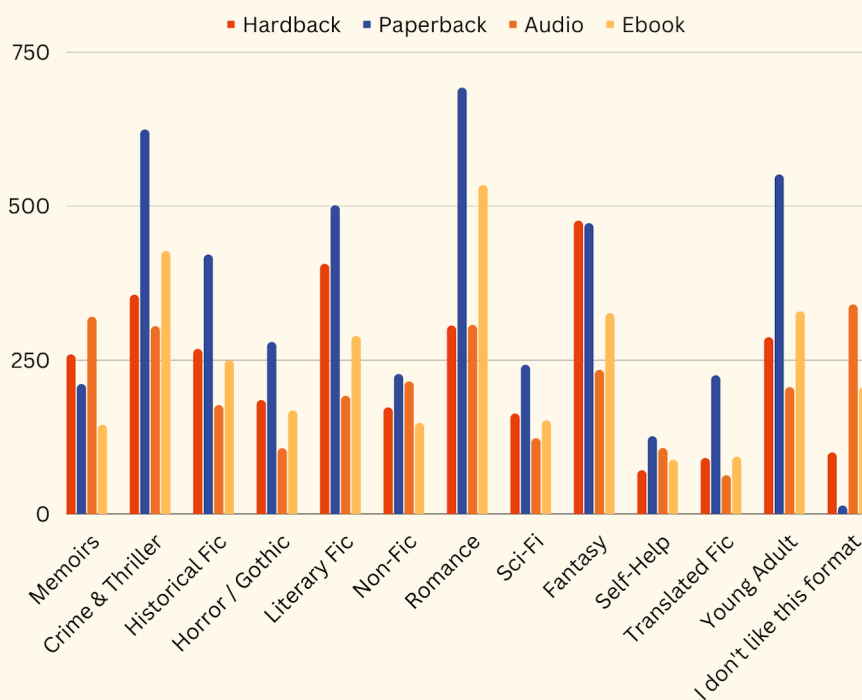


83.5%

of content creators are **open to working with bookshops on a paid or voluntary basis**. 14.9% are open to working **on a paid basis only**.



Book content creators prefer the **paperback format** overall for most genres. **Hardbacks** are coveted for **Fantasy** books. **eBooks** excel with genres like **Romance, Crime & Thriller, and Young Adult**. The least popular format overall is **Audio**, though it fares well with genres like **Memoirs, Non-Fic, and Self-Help**.



● Yes - on a paid or voluntary basis
● Yes - on a paid basis only
● No

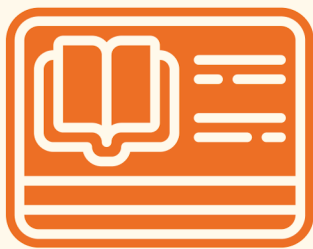
© Tandem Collective 2023 | Sources: Tandem Collective Global Reader's Survey 2023, and Tandem Collective's company data

The publishing industry's experts in digital and word-of-mouth marketing

thetandemcollective.com |
 [@tandemcollectiveuk](https://www.instagram.com/tandemcollectiveuk) /
 [@tandemcollectiveglobal](https://www.instagram.com/tandemcollectiveglobal) |
 [@tandemcollective](https://www.tiktok.com/@tandemcollective) |
 [@tandemcollective](https://www.youtube.com/tandemcollective) |
 naomi@thetandemcollective.com



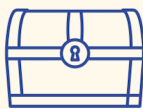
Fact Sheet For Librarians



77%

of content creators **use their local library**. They are most likely to visit **once every month or so**. 21% visit **weekly!**

The most common reasons why content creators don't use the library includes...



wanting to keep their own copies



physical distance



limited selection



own too many books at home

Aside from the **physical and digital content available** to borrow, content creators love going to the library for **the quiet space to read and work**.



31%

of content creators don't hear any news about their libraries

Those who do, get their updates through these channels:

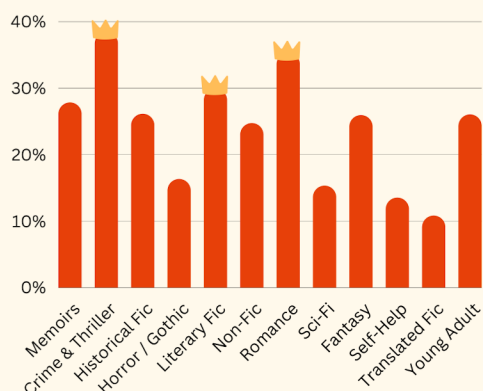
Newsletter (29.2%)

Instagram (28.5%)

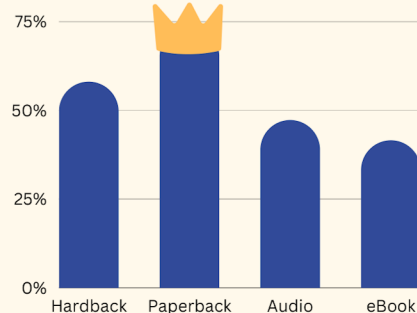
Facebook (21.7%)

Friends / Family / Colleagues (13.6%)

Content creators are **more likely to borrow these genres than to purchase...**



They normally **borrow paperbacks the most** and **eBooks the least...**

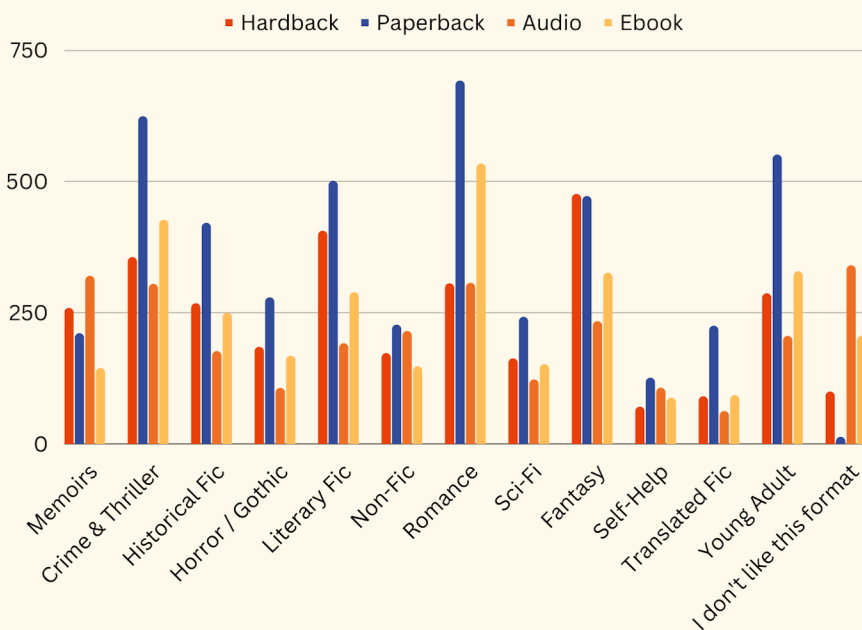


85%

of content creators are **open to working with bookshops on a paid or voluntary basis**.



Book content creators prefer the **paperback format** overall for most genres. **Hardbacks** are coveted for **Fantasy** books. **eBooks** excel with genres like **Romance, Crime & Thriller, and Young Adult**. The least popular format overall is **Audio**, though it fares well with genres like **Memoirs, Non-Fic, and Self-Help**.



Content creators **would like to see more of this** from their local libraries...

- ★ More social events / author talks
- ★ Modern marketing methods
- ★ Book clubs
- ★ Staff curated recommendations
- ★ Evening opening hours
- ★ More new releases and indie titles



© Tandem Collective 2023 | Sources: Tandem Collective Global Reader's Survey 2023, and Tandem Collective's company data

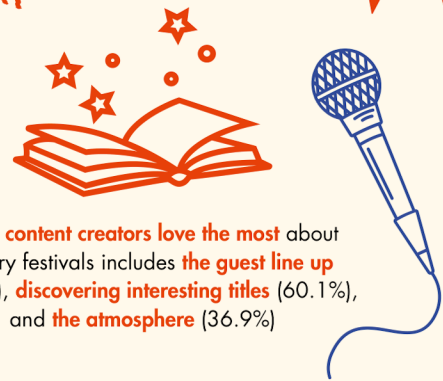


Fact Sheet For Literary Festivals



60.7%

of content creators **don't attend literary festivals**.
44% of those who do **only attend "sometimes"**.



What **content creators love the most** about literary festivals includes **the guest line up** (67.2%), **discovering interesting titles** (60.1%), and **the atmosphere** (36.9%)

The most common reasons why content creators don't attend festivals includes...



lack of awareness



physical distance /
lack of festivals



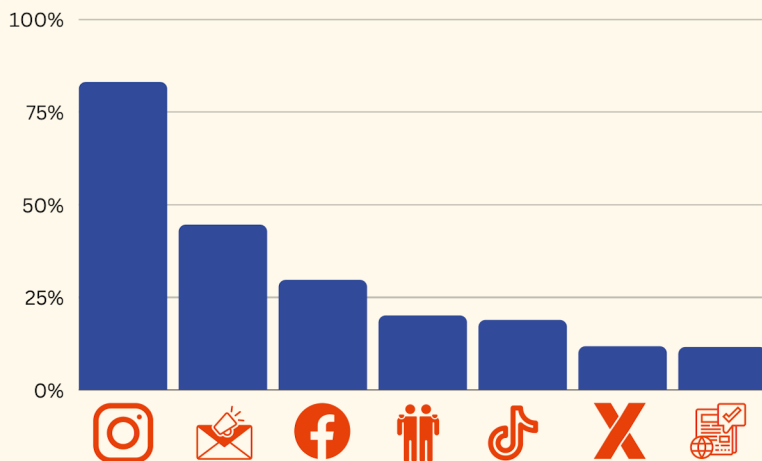
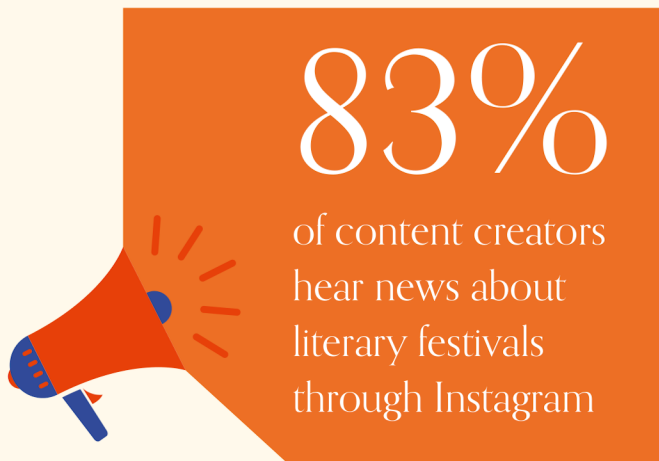
lack of childcare



expenses



accessibility



Content creators **would like to see more of this** from literary festivals...

- ★ Held in more local areas, not just cities
- ★ More accessible (physically and neurologically)
 - ★ More activities
- ★ More diversity amongst guests and hosts
 - ★ Cheaper ticket options
- ★ More literary festivals in general!

85%

of content creators are **open to working with literary festivals on a paid or voluntary basis**. 16% would be open to work on a **paid basis**.

