

#Bookstagram: Where Readers Connect, Discover, and Belong

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The digital landscape of the twenty-first century is constantly changing, creating new opportunities for individuals to interact online. In other words, distinct communities are being created in relation to specific digital activities. So I introduce the bookstagram community, a space dedicated to reading lovers, born from the development of a simple hashtag, #bookstagram, which focuses on users' digital experiences. In addition to the content dedicated to books, I also highlight the processes implemented, namely the characteristics of the social media Instagram.

By fostering a virtual space where people share aesthetics, intimate book-related experiences and curated content, bookstagram allows users to build a sense of "home" within the digital ecosystem they are interested in. Therefore, transcending geographical boundaries and fostering a community centered around the love for books, the members reflect their personal comfort and connection to the literary world. Beyond these shared interests about reading, the active members can be vulnerable with one another and

create a sense of belonging at a deeper level than usual conversations about what book they have read recently.

Since all the activity occurs entirely online, there are a variety of techniques by which both bookstagrammers and individuals in the community interact with each other. These include visually appealing posts, where the book product and detailed descriptions, which tend towards recommendations and reviews, are prominent, as well as the hashtags used. In this manner, #bookstagram lays the groundwork for connectivity between participants, becoming a point of convergence between individuals with similar passions, and supports a community that is "home" to its own trends, subcultures, and even custom language for bibliophile members.

The art of bookstagram

The approximately two billion consumers of digital content on Instagram get to interact with the aforementioned hashtag and by default, as both the

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platform and the number of followers grow, this community grows steadily. To that end, #bookstagram plays a key role in promoting books in the digital environment (Tselenti 2020).

The bookstagram trend has emerged from the intersection of two words, stemming from the product itself, "book", and the social media platform being harnessed for digital activity, "Instagram". Thus, it illustrates the presentation of books in the form of positive encouragements (Siguier, 2020). The network that emerged around the hashtag laid the foundations of a unique space dedicated to readers and reading lovers, where they can connect, recommend new books or even create and strengthen friendships. Accordingly, the availability of the internet gives participants the opportunity to interact with the created environment whenever they want, from anywhere. Moreover, the virtual space created is a safe and authentic way through which they can create friendships with other book enthusiasts (Wiederhold 2022). Bookstagram thrives on aesthetic

preferences since users are more drawn to an account who has a personal style and also creates content that is visually appealing.

Individuals participating in this online activity also share relevant information and literary recommendations as well as create key visuals in posts that have the hashtag #bookstagram (Wolna 2018). Furthermore, we mention the opportunity to interact with new knowledge about the field, such as literary genres and sources of inspiration, as well as opportunities to purchase lesser-known books, whether fiction, non-fiction or poetry published by active community members. Therefore, bookstagram is not limited to just photos, but it also starts discussions, intrigues challenges, shares recommendations and reviews, and strengthens the sense of support for the digital space created.

Finding your tribe – bookstagrammers

In addition to the actual culturalization of Instagram users, I also highlight the impact #bookstagram has on several

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areas, such as social or political. Here, influencers present in the community encourage changes for the better and promote various behaviors among their followers (Balaban et al. 2020). Most notably, the community around the hashtag connects online readers through comments and shared experiences posted on Instagram, bringing members spiritually closer together, even if geographically they are in distant corners of the world. Along these lines, the ecosystem created by readers is not just a way to showcase readings but provides feelings of belonging through active interactions and the chance for individuals to identify with people who share the same literary pleasures or cultural perspectives (Wiederhold 2022).

Hence, these dedicated individuals who repeatedly promote

literary content on Instagram are referred to as bookstagrammers - people who are part of the community like any other member, but who wanted to evolve their experience by relating it from a literary perspective to other members. Specifically, posts that include reviews, discussion of specific topics, or even recommendations for future books have been promoted (Darma et al. 2020). Thus, online book influencers appeal to their target audience, regardless of age, through a variety of promotional techniques, placing primary emphasis on the #bookstagram sense of belonging. In this way, the community offers freedom in terms of expressing opinions and starting discussions about books, but also glimpses a welcoming behavior for anyone who wants to actively participate (Novotná et al., 2021).

With this in mind, the need for twenty-first century users to seek the most honest connections with other individuals arises, and the hashtag mentioned, along with the variety of bookstagrammers and consumers using it, reinforce these digital actions constantly through their activity in the #bookstagram community. For this reason, trust is born out of the honesty of posts, such as authentic images of books or unadulterated opinions of literary genres (Reddan B., 2022).

United by pages

One of the important aspects that #bookstagram creates in the digital environment is the sense of camaraderie it imbues in the experience of every member of the community. To this extent, the present readers connect with each other through discussions that provoke a variety of feelings, and they share their communicated passion for reading. The relationship between them is beneficial for both participating parties, since they form a virtual community united by shared identities and feelings of understanding and support (Novotná, et al. 2021).

So, #bookstagram succeeds in tapping into users' deep human need to connect. Moreover, the community's own footprint is created by the experiences readers

participate in, and the shared language they use in their digital activities on Instagram. In this vein, I highlight the personalized vocabulary of bookstagrammers and book lovers, from which words such as "TBR" (to be read), "ARC" (advanced reader copy), and "comfort read" emerge. Also, the process of connecting individuals in the community is entirely supported by the language, but the interactions between members are also influenced by the images and texts used, namely captions (Thomas 2021).

Users may interact with people who enjoy similar visual styles thanks to the platform's emphasis on shared aesthetics, which fosters a feeling of community based on common tastes. Curated material, which includes reviews, conversations, and book suggestions, encourages a feeling of community and intellectual interchange. Joining like-minded people as they explore the literary world gives users a sense of familiarity and comfort. The intimacy and emotional connection that result from this vulnerability and shared enthusiasm deepen the sense of community. Therefore, the atmosphere created around this online space dedicated to books where there is ease of communication and love for reading reinforces the members' perspective of belonging, of building a "home"

with people similar to them. Thus, the concept of home is more than a physical location, it is a comfort and sense of understanding brought about by the similarities between the people involved.

In conclusion, Bookstagram does more than just serve as a photo-sharing website. It has evolved into a virtual shelter and home for book enthusiasts by giving users a place for exploration, inspiration, and a feeling of community. This unique online space plays a significant role in shaping the contemporary literary landscape, offering a supportive and up-to-date community for readers in the digital world. For

this reason, #bookstagram provides a space that feels like "home" for any user or member who wants to share his love for reading.

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#Bookstagram lays the groundwork for connectivity between participants (...) and supports a community that is "home" to its own trends.

Secondary literature

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