

Frequently Asked Questions

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INSTA
BOOK
TOURS

How do I review the book?

There is no set format, just review the book as you would normally. We just ask that you tag the author, publisher and Insta Book Tours in your post.

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Do I need to give the book a star rating?

No. We know that some people feel uncomfortable giving a book a star rating, so this is down to personal preference. If you would like to the general rule of thumb would be :

- 5 ★** Excellent / A new favourite / Highly recommend
- 4 ★** Great book / Entertaining / Would recommend
- 3 ★** Good / Enjoyable / Definitely worth a read

If the book is under 3 stars, we would ask you not to post.
See next section for more details.

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What if I don't like the book?

Lets face it, no single book is for everyone. Reading is so subjective, and once in a while you are going to come across something that just isn't your cup of tea. Idealy, this will be avoided in the most part by follwing these steps :

- **Only apply to be part of campaigns that you find genuinely interesting**
- **Take note of the trigger warnings! We always make them clear in the initial sign up form, so please take a moment to read them and consider properly before you apply.**

Of course, sometimes it's simply a case of "this just doesn't float my boat" and that's fine! We get it. You just need to let us know. If a book isn't for you, we would rather you DNF it than force yourself to finish it. If this happens, we will supply you with a slide that will contain either an extract or the synopsis to post instead. If you do not wish to feature the book at all, please try and give us enough notice so that we can amend the tour.

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What happens if I can't meet my tour date?

We encourage you to check the timings on the campaign before you apply to ensure that you do have time to fit it in. Of course, things can always pop up that we can't prepare for, and we always say "real life comes first." Some things are more important than book reviews, so just let us know, we will understand and we will sort it.

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Where do I post my review?

As we are primarily based on Instagram, this is where the main campaign will take place. If you use other social media platforms such as Twitter or Tik Tok, we would love it if you would post your review there too!

We ask that final reviews be posted on Amazon and Goodreads, but this is down to the individual bloggers preference. Its worth noting that consumer reviews can have a huge impact on book sales.

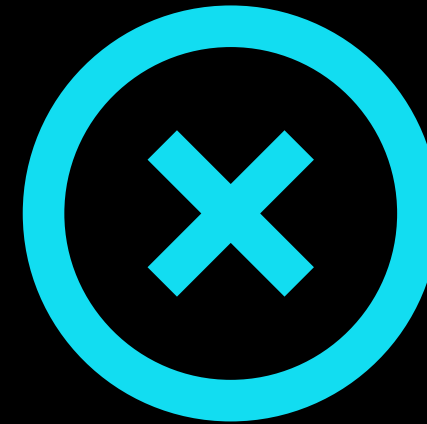
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Do I have to declare that I was sent the book for free?

Yes. It should be made very clear that you have been sent the book for free, as a pr product. Terms to use as advised by the Advertising Standards Authority are:



- #ad
- #advertisement
- #advertisementfeature
- #prproduct
- #adprproduct



- #gifted *
- #sponsorship *
- #sponsoredpost
- #paidpartnership

* These terms are NOT approved by the ASA

[For more information about the ASA, click here](#)

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What are the media kits for?

Media kits are created to make it as easy as possible for the bloggers to post on socials and spread the word about the book. Statistics show that individual posts are seen across socials more than shares, especially on Twitter. With our media kits there is an option for every platform, without having to spend the time creating posts. We also give the option of artwork for blog tour review posts for those who are less confident taking bookstagram photos.

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