

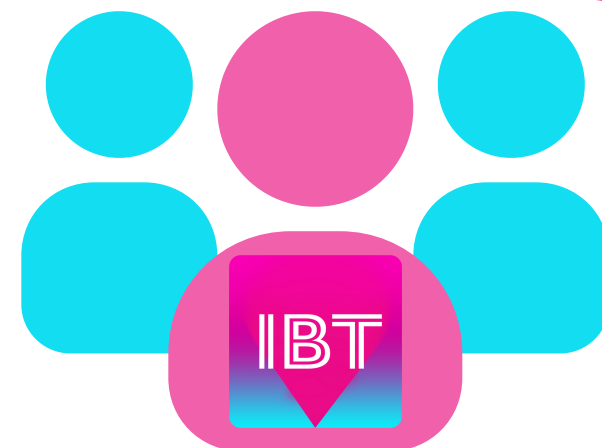
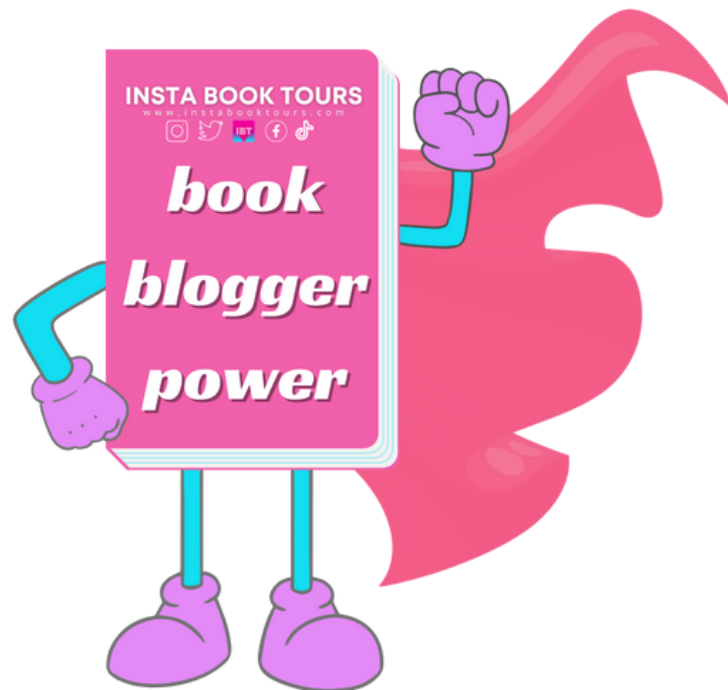
# Frequently Asked Questions

**INSTA BOOK TOURS**

www.instabooktours.com



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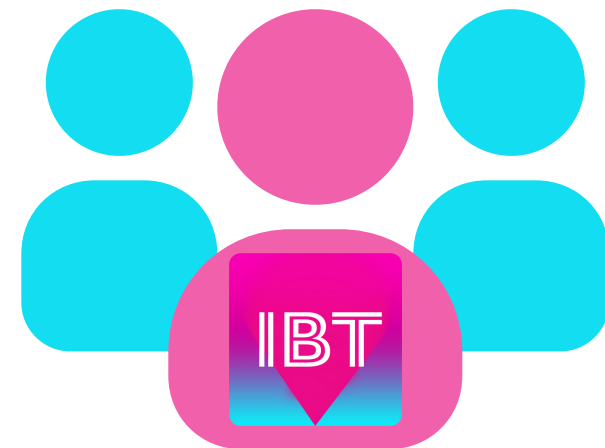


# How do I become an Insta Book Tours blogger?

All you need is a public Instagram profile and a genuine love of books. There is no minimum follower requirement.

Once you have signed up to our website, you will automatically be added to the mailing list.

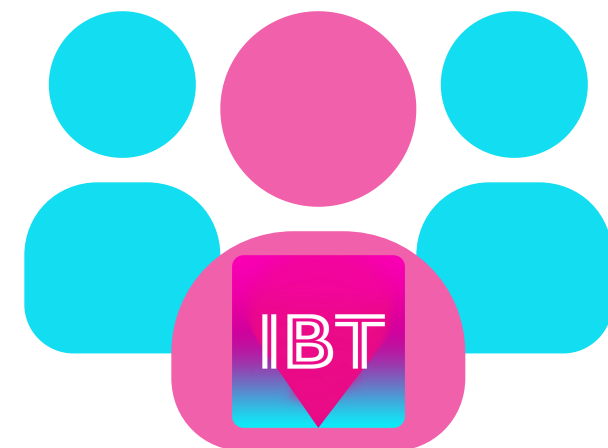
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# How do I apply for campaigns?

New campaigns are added to the website weekly. Here you will find details on the book, including cover and synopsis, as well as information on the author and publisher. Each book has a form to fill out, that will officially register your interest in the book. Normally we are able to confirm who is on the campaign within 2 weeks of the form going live, though in some cases this may take longer.

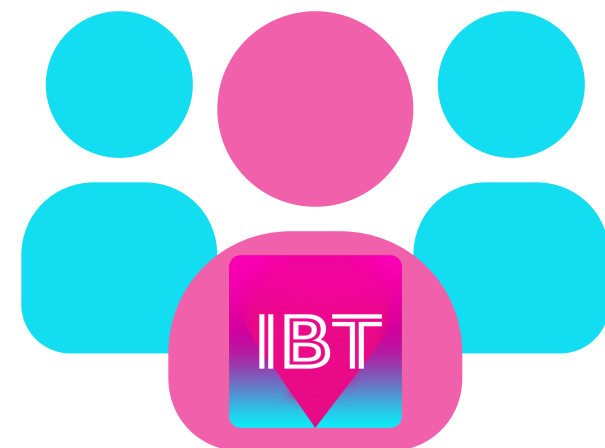
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# How do blog tours work?

A blog tour is basically a set review schedule. You will be given a specific date that you need to have read the book by and then you post your review on that day.

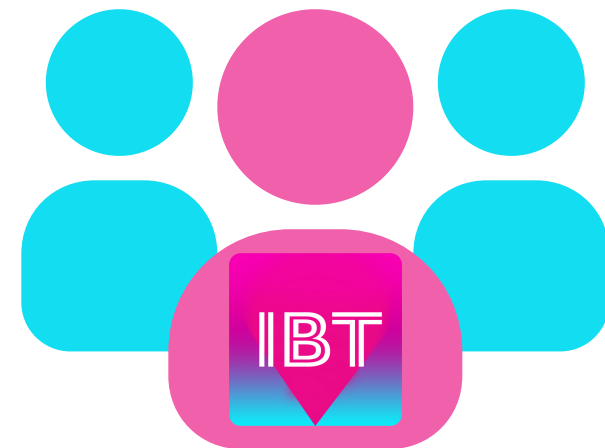
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# How do I review the book?

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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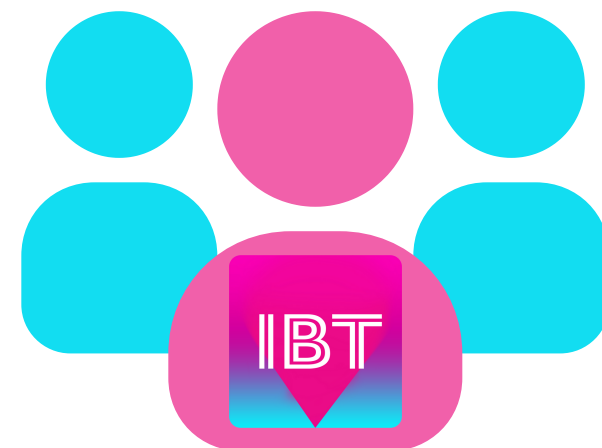
## Do I need to give the book a star rating?

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?

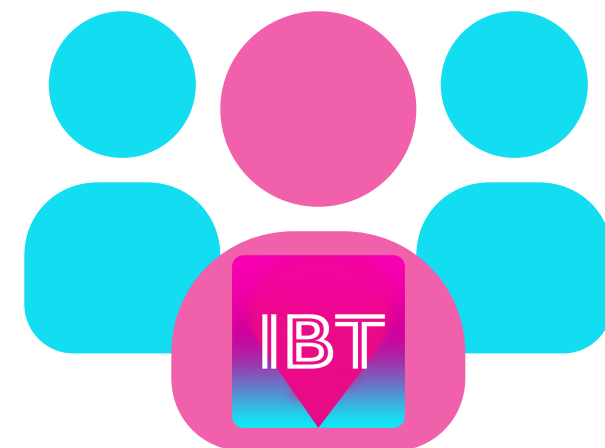
Lets face it, no single book is for everyone. Reading is so subjective, and once in a while you are going to come across something that just isn't your cup of tea. Ideally, this will be avoided in the most part by following these steps :

- **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.

At this point it's worth noting that you should **NEVER** tag an author in a negative review. Not just with Insta Book Tours, with book reviews in general.

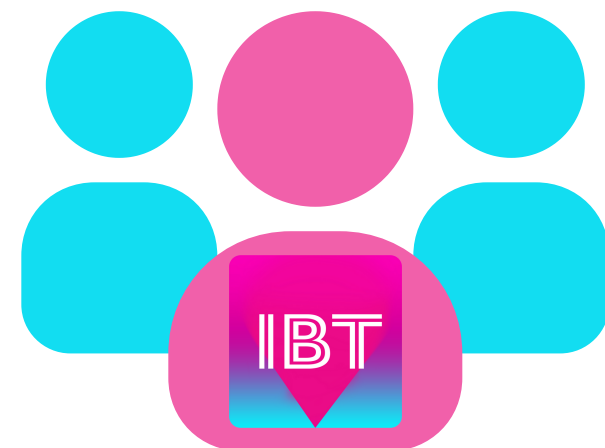
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# What happens if I can't meet my tour date?

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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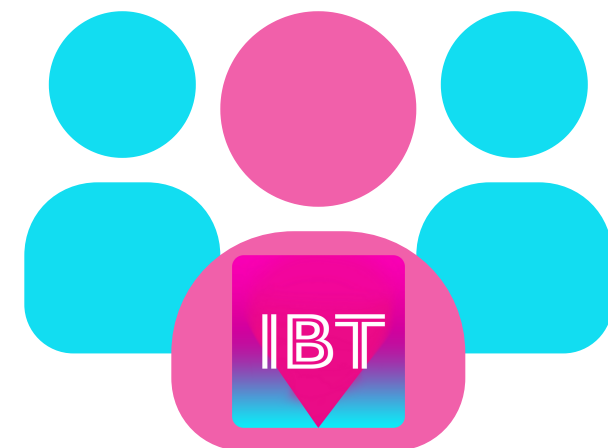


# Where do I post my review?

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. Links to the books are sent out with the medial kit.

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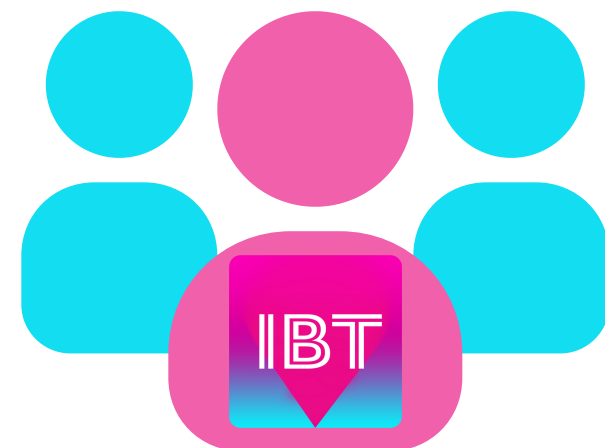


# How do read alongs work?

Read alongs are an opportunity to be a part of a large buddy read over a 2 week period, usually ending the day before the blog tour begins.

We have a group chat at the end of each part and ask questions about what we have just read. Then after we ask participants to follow up by posting on their socials.

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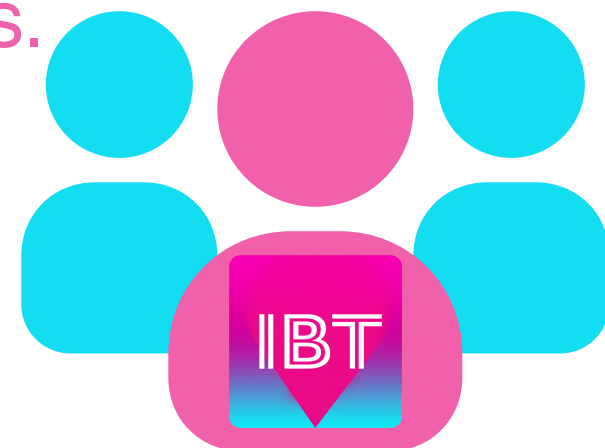
# How are bloggers chosen for campaigns?

First and foremost, we try to pair the book with the right reader using the genres that they prefer and post about most often, but there are several factors to consider, such as the number of books we have to supply and the amount of bloggers applying for the campaign. We try to make it as fair as possible where we can.

We never chose bloggers based on follower numbers\*, so everyone is given the same consideration. Reliability with previous campaign is also something we take into account when choosing participants.

\* Very occasionally, a publisher will ask for a minimum number of followers per blogger, though this is rare.

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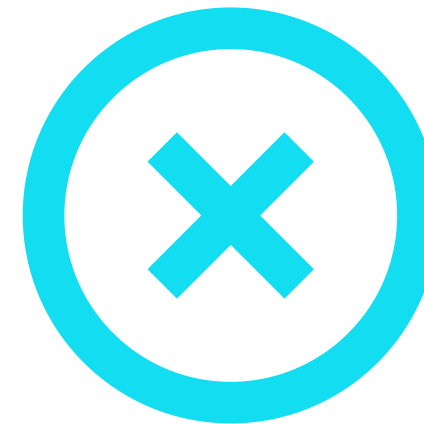


# Do I have to declare that I was sent the book for free?

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

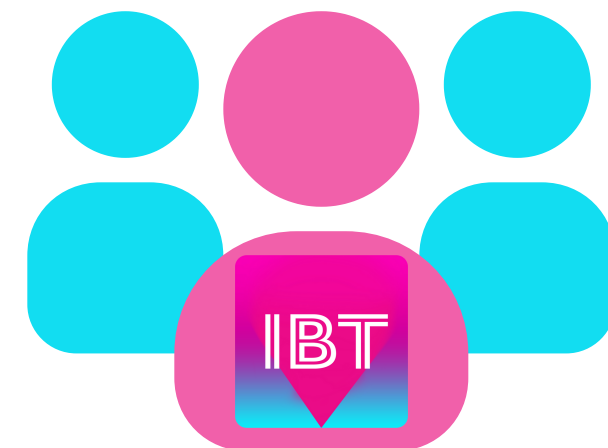


- #gifted \*
- #sponsorship \*
- #sponsoredpost
- #paidpartnership

\* 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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