**Over 300 General Book and Genre Hashtags for Social Media**

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Using hashtags correctly in your social media posts, whether on Facebook, Twitter, Pinterest, Instagram, or your blog helps you connect to specific audiences, spread your message, and market your brand.

* #book
* #books
* #bookseries
* #bookreview
* #bookchat
* #bookcollection
* #bookshelf
* #series
* #read
* #novel
* #nonfiction
* #fiction
* #paperback
* #paperbacks
* #short
* #shortstories
* #shortreads
* #epic
* #epicread
* #epicstory
* #fantasyseries
* #elves
* #elven
* #magic
* #CleanRead
* #ldsauthor
* #Addtogoodreads
* #5stars

**USEFUL HASHTAGS FOR AUTHOR AND**[**BOOK PROMOTIONS**](https://www.thebalance.com/how-to-market-your-book-timing-for-book-sales-success-4034709)

Let people know you have a free book, poem, or book sample available with these hashtags:

* #bookgiveaway
* #free
* #freebie
* #teasertuesday
* #samplesunday
* #poetrymonth
* #shortreads
* #giveaways
* #freestuff
* #freebook

**DAYS OF THE WEEK**

**Monday:**

* #MondayFunday
* #MondayMadness
* #WeekendComeback
* #mondaymorning
* #mondaymood
* #mondayblues
* #mondayvibes
* #mondayssuck
* #mondayoff
* #mondaymuse
* #mondaynight

Hashtags like #mondayblues and #mondayssuck might seem like odd hashtags to use for marketing, but they are opportunities to sympathize with your audience about how hard the beginning of the week is, or to brighten their week up with your amazing book or promo.

**Tuesday:**

* #IndieTuesday
* #TuesdayTreat
* #TipTuesday
* #tuesdayvibes
* #tuesdaythoughts
* #tuesdaytip
* #tuesdaytruth
* #tuesdaytunes
* #tuesdayturnup
* #tuesdaylook
* #tuesdaytalk
* #tuesdayclass

**Wednesday:**

* #HappyHumpDay
* #HumpDay
* #wednesdayhumpday
* #wednesdaywisdom
* #wednesdaywords
* #Wednesday
* #Wednesdays
* #WednesdayFunday
* #wednesdayhumor
* #wednesdaygrind
* #WednesdayMorning
* #WednesdayAfternoon
* #wednesdaywalk
* #wednesdaynight
* #WednesdayWant
* #WednesdayWishes
* #WednesdayWriters
* #WonderfulWednesday
* #WriterWednesday
* #wednesdaymotivation

Celebrate with your audience what you’ve accomplished so far this week.

**Thursday:**

* #tbt
* #thursdaynight
* #thursdaythoughts
* #thursdayvibes
* #thursdaymorning
* #thursdaymood
* #thursdayfun
* #thursdaythrowback
* #thursdaytruth
* #thursdaygrind
* #indiethursday
* #SharingThursday
* #ThursdayTreat
* #Thurds

#tbt stands for Throwback Thursday. It’s an opportunity to share something from the past, whether it has to do with your book/writing, or an old picture of you from your high school yearbook. It’s a very popular hashtag and is an opportunity to grow your audience.

#indiethursday: Readers use this hashtag when tweeting about their indie purchases.

#Thurds is an opportunity for authors to share lines according to the theme that is given that day on the Twitter thread from their works in progress or published works.

**Friday:**

* #fridaynight
* #fridayfeeling
* #fridaynightlights
* #fridaynightdinner
* #fridayflow
* #fridayoff
* #fridayface
* #fridayfood
* #Fridayfreebie
* #Fridayfreebies
* #TGIF
* #friyay
* #freebiefriday
* #FictionFriday
* #FridayFun
* #FridayReads
* #StoryFriday
* #FictFri

#FictFri (tweet about the theme from a work in progress)

**Saturday:**

* #saturdaymorning
* #SaturdayNight
* #saturdayfunday
* #saturdaylunch
* #SaturdayReads
* #SaturdaySwag
* #satudaylove
* #saturdaystyle
* #saturdayrun
* #saturdayride
* #saturdaylife

**Sunday:**

* #sundaymorning
* #sundaymood
* #sundaybrunch
* #sundaydinner
* #ScienceSunday
* #SundayReads
* #SundayRead
* #SundayFunday
* #SundaySpecial
* #SundaySale
* #sundayroast
* #sundayfootball
* #sundaybest
* #sundayservice
* #sundaysesh
* #sundayhike

**HASHTAGS FOR “INDIES”**

Self-published “indie” authors can use these hashtags to connect with other indie authors to support each other and help promote each other’s work on Twitter.

* #indieauthor or #indiepub: Authors use these to define themselves as self-published.
* #BYNR (be your next read)
* #IARTG (Indie Author Retweet Group)
* #IAN1 (Independent Author Network)
* #ASMSG (Author Social Media Support Group)

**EBOOK FORMATS**

Use these hashtags to let potential readers know what ebook formats on which the work is available:

* #ebook
* #kindle
* #sony
* #nook
* #pubit (Barnes & Noble platform)
* #[kobo](https://www.thebalance.com/ebook-sellers-where-to-sell-your-ebooks-online-2800135)
* #ipad

**EBOOK PUBLISHERS AND PURCHASE SITES**

Where the books can be purchased:

* #amazon
* #kpd [(Kindle Publishing Direct)](https://www.thebalance.com/amazon-com-s-kindle-direct-publishing-2800246)
* #fReadO
* #[kobo](https://www.thebalance.com/ebook-sellers-where-to-sell-your-ebooks-online-2800135)
* #nook (Barnes & Noble)
* #smashwords

## **TO CONNECT WITH READERS**

* #books
* #booknerd
* #BookWorm
* #bookreview
* #GreatReads
* #IndieThursday
* #MustRead
* #Novel
* #Paperbacks
* #readers
* #Storytelling
* #WhatToREad
* #WriterWednesday
* #WW

**TO PROMOTE TO READERS**

**\*see also specific days of the week for promotional hashtags ex. #Fridayfreebies**

* #99c
* #AuthorRT
* #BookGiveaway
* #bookaddict
* #bookbuzz
* #booklover
* #BookMarketing
* #free
* #freebie
* #FreeBook
* #FreeDownload
* #FreeReads
* #FridayReads
* #giveaway
* #new
* #Novelines
* #special
* #TeaserTues

## **TO DISCUSS THE WRITING PROCESS**

#1K1H  
#AmWriting  
#AmEditing  
#CopyWriting  
#Creativity  
#EditGoal  
#Editing  
#IndieAuthor  
#RomanceWriter  
#StoryStarter  
#WIP  
#WordAThon

#writingcommunity  
#WordCount  
#WriteChat  
#WriteGoal  
#WriteMotivation  
#WriteTip  
#WritersLife  
#Writing  
#WritingBlitz  
#WritingParty  
#WritingPrompt  
#WritersBlock  
#WroteToday

**TO DISCUSS GENRES**

#christianfantasy

#Crime  
#Comedy

#cookbooks

#cooking  
#DarkFantasy

#epicfantasy  
#Fantasy

#fiction

#food  
#Dystopian

#highfantasy  
#HistFic

#histnovel  
#Historical

#kidlit  
#Literature  
#LitChat  
#LitFic  
#MemoirChat  
#MGLit  
#Mystery  
#NonFiction  
#Paranormal  
#Poetry  
#PoetryMonth

#recipies

#romance  
#Romantic  
#RomanticSuspense  
#TrueStories

#science  
#ScienceFiction  
#SciFi  
#ScriptChat  
#ShortStory  
#SteamPunk  
#Suspense  
#UrbanFantasy  
#WomensFiction  
#YA  
#YALit  
#YALitChat

#youngadult

## **TO ANNOUNCE BOOK LAUNCHES**

#Amazon  
#eBook  
#eReaders  
#iPad  
#Kindle  
#KindleBargain  
#Kobo  
#KPD  
#Nook  
#Pubit  
#SmashWords  
#Sony  
#WebFic

**TO DISCUSS INDIE PUBLISHING**

#AskAgent  
#AskAuthor  
#AskEditor  
#BookMarketing  
#EBooks  
#GetPublished  
#IndiePub  
#PromoTip  
#Publishing  
#PubTip  
#SelfPub  
#SelfPublishing

**KDP/ AMAZON PRIME**

* #KDP
* #KDPselect
* #Kindle
* #KindleFire
* #KindleBooks
* #AmazonPrime
* #borrow
* #lendinglibrary
* Amazon/Kindle
* #Amazonlikes
* #Amazon
* #AmazonKindle
* #KindleFire
* #KindleTouch
* #KindleBooks
* #Kindleebooks
* #Kindlebooks
* #Kindletweet

**GENERAL READERS**

* #99c
* #99cents
* #amreading
* #bestread
* #bookreview
* #ebooks
* #fiction
* #greatbooks
* #GoodReads
* #indie
* #indiepub
* #mustread
* #Novel
* #pubwrite
* #reader
* #reading
* #readers
* #read
* #reviews
* #RT
* #Share
* #weekendreader

**TOP HASHTAGS FOR READERS**

* #AmReading
* #BookLovers – Used by authors, publishers, and anyone who wants to discuss or sell a book.
* #Bibliophile — Everything about books.
* #FreeBooks – Free book offers.
* #BookAddict — Exactly what it says.
* #EBooks – Looking for something to download? This hashtag is for you!
* #Books – Self explanatory.
* #Bookshelves
* #Bookshelf
* #BookPhotography — Just photos of books.
* #BookstoreBingo – Features anecdotes from bookstores.
* #KindleBargains
* #KindleBargain – Featuring Kindle book deals.
* #BookChat – Book discussion hashtag.
* #LitFict – Discussion and sharing of literary fiction books.
* #GoodReads — Connect with others in the Good Reads community.
* #IReadEverywhere — For those who read in weird places. Take a photo and upload it with the tweet.
* #Fiction and #Nonfiction – Discusses and shares books.
* #WomensFiction – Fiction choices for women.
* #GreatReads – People sharing great reads on Twitter.
* #Kindle – Items of interest to Kindle users.
* #WhatToRead – Book recommendations from other book lovers on Twitter or Instagram.
* #Suspense – Featuring discussion and recommendations for Thrillers, Action Adventure, and Suspense titles.
* #BookWorld —  Other book obsessed people.
* #ChickLit – Discussion and recommendations of ChickLit topics.
* #PopBooks — Popular books.

**CHRISTMAS HASHTAGS**

* #lastminutegifts
* #lastminuteshopping
* #xmasgift
* #perfectgift
* #Santaapproved
* #present
* #gifting
* #giftideas
* #MerryChristmas
* #HappyHolidays
* #holidayseason
* #giftsforher
* #holidaygiftguide
* #holidaygifts
* #giftsforteens
* #christmas
* #love
* #gift
* #shopping
* #holiday

Some of the resources for this list:

<http://www.amreading.com/2016/04/18/the-31-most-popular-hashtags-for-book-lovers/>

<https://lorirtaylor.com/102-hashtags-smart-writers-are-using-to-build-big-brands-on-twitter/>

<http://www.trainingauthors.com/40-hashtags-for-authors/#ixzz4zvfyhazI>

<https://adespresso.com/blog/instagram-daily-hashtags/>