Fair Ebook Prices Campaign

Sample Social Media Tweets and Posts

Phase #2

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| Twitter – Sample Wording |
| You can use these suggested posts below for the launch of our second phase the Fair Ebook Prices Campaign:  **Guidelines:**   * Tweets should, as often as possible, include a link to the website [www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org) * Always include the hashtag #FairEbookPrices. * And use the web banner image when character count permits. * Whenever you can, include a hashtag for politics in your province (Ex. #onpoli, #ableg, #nspoli) * You may also mention publishers on twitter @RandomHouseCA [@HBGCanada](https://twitter.com/HBGCanada) [@HarperCollinsCa](https://twitter.com/HarperCollinsCa) [@bookbrag](https://twitter.com/bookbrag) [@SimonSchusterCA](https://twitter.com/SimonSchusterCA)   **Messages:**   * Open Letter to Multinational Publishers – Let’s work towards flexible pricing for public libraries #FairEbookPrices <http://fairpricingforlibraries.org> #FairEbookPrices * Indie Canadian publishers have been leaders on [#FairEbookPrices](https://twitter.com/search?q=%23FairEbookPrices) w/ good models - will multinationals follow suit? [http://www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org/) * Municipal governments are joining the fight for #FairEbookPrices check out <http://www.fairpricingforlibraries.org> to show your support! * 21st Century libraries and their users need fairness + flexibility for all digital materials. <http://www.fairpricingforlibraries.org> #FairEbookPrices * Current ebook pricing is unsustainable for libraries, governments & taxpayers + limits accessibility <http://fairpricingforlibraries.org> #FairEbookPrices * Libraries of all sizes should choose what meets their needs w/a hybrid of existing pricing models #FairEbookPrices * Libraries need ongoing + perpetual access to purchased ebooks. Current model is not sustainable #FairEbookPrices * Fair ebook prices from multinational publishers are long overdue for libraries [http://www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org/)  [#FairEbookPrices](https://twitter.com/search?q=%23FairEbookPrices) * Major multinational publishers charge libraries 3–5 times more for ebooks than they do consumers [http://www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org/)  [#FairEbookPrices](https://twitter.com/search?q=%23FairEbookPrices) * Caps and time limits on ebook use mean fewer titles and fewer copies for readers to discover [http://www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org/)  [#FairEbookPrices](https://twitter.com/search?q=%23FairEbookPrices) |
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