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
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