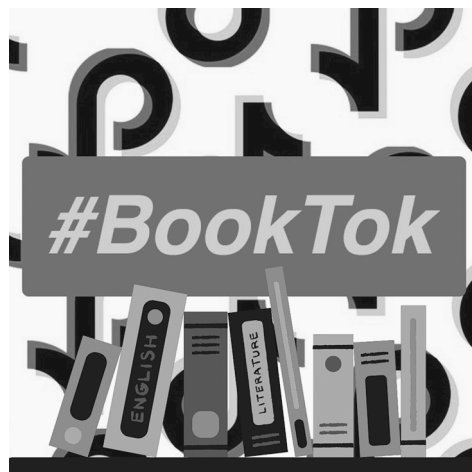


TikTok wants its users to log off and read

- 1 BookTok – the TikTok community of creators who post book recommendations, reviews and discussions – blossomed over the past two years. The popular videos inspired a fresh wave of interest in literature, with retailers like Barnes and Noble making the most of this hype by 4-1 in their bookstores.
- 2 Now, TikTok announced that it is 4-2. Customers will be able to scan a QR code at Barnes and Noble displays that takes them to a “dedicated hub” that features videos from popular BookTok creators. The creators featured in the collaboration with Barnes and Noble include aymansbooks, bookpapi, kendra.reads, kevintnorman, maistorybook and thebooksiveloved.
- 3 TikTok is also 4-3. Readers can then share their leisure time reading experiences on the app with the #BookTokChallenge tag. The creators featured in the collaboration recommended a few summer reads – like Gabriel García Márquez’s “One Hundred Years of Solitude” and “When Women Were Dragons” by Kelly Barnhill – and encouraged followers to respond with their own recommendations.
- 4 “I may be biased because I’m a summer baby all the way, but summertime is the best time to visit new places, experience new things, learn about new cultures and do the things you haven’t done before,” TikTok creator bookpapi said in a recent video about the challenge. “But of course the easiest way to travel to new places is by reading a book.”



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