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### **Introduction**

Little Dickens Givens Books, or Given's Bookstore, is a bookstore located in Lynchburg, Virginia. Given's Books sells educational material, books for the young and the old, as well as toys. They are quite old, dating back to the 1970's, but are still quite present in the community. I chose this company to analyze because I am a fan of their shop. I have visited many different times to look for used textbooks, which they also sell. They are vibrant in person, so I wanted to see if their social media presence is as inviting as their store is.

### **Methods**

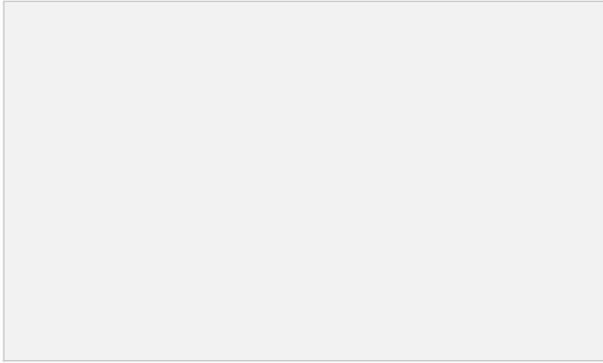
To analyze Given's Book's social identity, I looked at their Instagram account, but I did not analyze their Tiktok or Twitter, because it did not seem like they used that platform to create content. Their Instagram is the platform that they use the most. I chose only to go back to the previous month's worth of content, because they post almost every day. There were 35 posts in the last month, so that was the pool that I was drawing from. At times, they post more than once a day. Given's Books usually posts videos instead of just photos, so the majority of the content that I analyzed was videos. I did pay attention to when they posted, and if that followed a pattern. In summary, I analyzed not just videos, but the frequency at which they posted. For their website, the content is more informational instead of promotion. However, they are quite up to date on their website as well. Because they use their website as a catalog for products instead of promotion and content, I chose not to analyze their website.

### **Results**

Given's Book's Instagram account has multiple patterns that they follow for scheduled content. They post every Tuesday, which they call "Street Date Tuesday", where they post new books that have come into the store. These videos range from 5-10 minutes, where Elisa, one of the workers, gives abstracts and summaries about the new books that have arrived. Given's Books are quite consistent with this, not missing a Tuesday in the month of March.

Like mentioned above, this is not the only pattern that they follow for their content. Because educational tools and toys are a major part of what they sell at the store, Given's Books also has toy spotlights. These toy spotlights, while not on a specific day, make up the majority of their content in the month of March. Out of their 35 posts for the month of March, 11 are toy spotlights. To further see the breakdown of content, look at the graph below.

Table 1:



### **Discussion**

After an in-depth analysis of Given's Book's Instagram, my analysis is that their content is mostly for children. Their style and voice is fun and young, which is exactly who their target audience is. However, they do gear some of their promotions for the parents of such children. Given's Books not only gives the fun elements of a toy, but also provides the educational side of the toys. However, they do not post nearly as often about the actual books that are in the store. It is in my opinion that they should post more about the books instead of just the toys.

Additionally, their posts are effective for their audience. Like mentioned before, their target audience is kids and teenagers. They do reach that audience with voice. The content is effective because they post videos of the actual toys and how they function. This is quite effective for kids. They are consistent on their Instagram, but the other platforms are lacking in comparison. For example, their Twitter account has not been active since 2017. If Given's Books utilized other platforms instead of just one, then their content would reach multiple audiences.