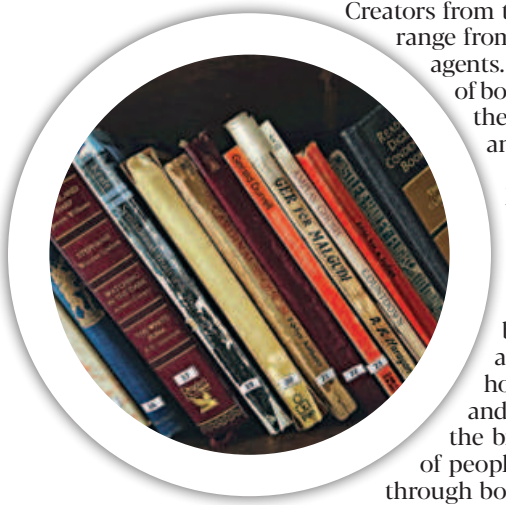# BookTok – Making reading trendy

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'BookTok', is a hashtag on TikTok, that connects avid readers across the world who interact with each other, discover new books and share their own ideas on what they read. Following the Bookstagram wagon, thousands of young readers are now posting about their favourite books on the video sharing app. Altogether, the videos under this hashtag have obtained a little more than 105 billion views. Creators from this community are called BookTokers, and they range from readers and authors to publishers, and literary agents. While their content varies, it is mostly made up of book recommendations and reviews. Users also post their book hauls, share challenges, host giveaways, and participate in advertisements.

The hashtag first appeared on the platform in late 2020. Instead of plain reviews of books, users began shooting creative short videos, mostly shorter than 60 seconds. In them, they present what they have recently read, play out novel plots or take part in fun challenges — like reading a book in one day, or matching their outfits with a popular character. Just like any other pandemic hobby, the numbers began growing exponentially and over time it became a sub community within the billions of users on the platform. Presently, a lot of people browse through the platform simply for going through bookish posts, and sharing their own thoughts on them.

Unlike other social media platforms, Tiktok's algorithm is designed to reach more than just a user's current follower base, connecting people with a large scope of creators and users that are interested in similar content. In fact, book bloggers find it easier to navigate and connect on this platform, given the simplicity of the type of content one posts here.