



WEB ILLUSTRATION: MAISHA SYEDA

BookTok - Making reading trendy

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"I could instantly share a video talking about a book I just finished reading, or shoot several videos with the same attire. For book recommendations, I just need to shoot short clips while keeping the transitions in mind," shared Ramisa Chowdhury (@sentencedbookworm). She emphasised on the fact that how

BookTok content is not necessarily about what the audience prefers but what the user likes. "It is easy to get caught up with reach, likes, and comments but one must remember to continue posting for themselves, sharing things that they love. It takes some time but these micro influencers have a more loyal and authentic fanbase

than mega influencers with millions of followers," she explained.

BookTok is not only a positive social media community, it also helps resurface older books, and highlight hidden gems. The titles trending on BookTok are not limited to just new releases—in fact, many of the book recommendations are from years ago,

like "A Thousand Splendid Suns" by Khaled Hosseini (2008), "The Book Thief" by Markus Zusak (2007), and Madeline Miller's "The Song of Achilles" (2011). Many BookTokers have also organised their bookshelves by colour, and therefore, pretty covers is becoming a purchase criterion for these bloggers. While this may sound superficial, hypes

created through TikTok are having a real impact on the publishing industry and bestseller lists. This includes authors paying more attention to cover details, and bookstores creating separate corners for what's trending on BookTok. These traits are yet to arrive in the Bangladeshi scene but content creators are confident that it is not too far away.

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