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THE FREE BOOKSTORE SOCIAL WORKBOOK

Give readers a reason to ask.

Eight captions. Four useful weeks.
The facts behind every post.

Useful beats invented.

Calendar / captions / image descriptions / answer key

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

Create an honest content pack around two fictional books, a closure and a stock change. Use complete drafts, check the exact image permissions and measure inquiries without pretending every comment becomes a sale.

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How to use this workbook

A complete free workbook: four weeks of book-specific posts, usable captions and a measured follow-up routine. No paid AI tool is required.

1. Build a small, truthful content packet

Maple Margin Books, its books, staff and records are fictional. Nothing below reports actual publishing, customer activity or AI execution. Your finished exercise is a four-week calendar, eight caption drafts with image descriptions, an asset ledger, a correction notice and a small inquiry review. Use paper or a document; an assistant is optional.

Help readers take an informed next step without promising follower growth. An edition, premise and availability check are more useful than an invented endorsement.

Packet F: approved source facts

ID	Supplied fact	Boundary
F1	Maple Margin Books, 16 Cedar Walk	Fictional address
F2	Tue-Sat 10:00-18:00; Sun 11:00-16:00	Closed Mondays; local time
F3	Closed Sunday October 18, 2026	Stocktake; not ordinary hours
F4	The Rain Atlas by Mira Sol; hardcover RA-H1, USD 24	Fictional family story with coastal maps
F5	Folded Paths by Jules Reed; paperback FP-P1, USD 18	Fictional essays about city walks
F6	Jo prepares the display; no reading endorsement supplied	No invented staff review
F7	Stock questions checked at 12:00 and 16:00 on open days	Request is not reservation
F8	Owner Ellis approves this exercise's fact packet	No awards, quotations or event supplied

Stock packet S0, counted October 5: RA-H1 has six good physical copies, two reserved, leaving four unallocated. FP-P1 has eight good physical copies, three reserved, leaving five unallocated. These are dated counts, not promises that stock will remain available for four weeks. Only a verified reservation response commits a copy.

Later packet S1 supplies the October 20 morning count: RA-H1 has zero unallocated copies and no confirmed replenishment date. The transactions causing that change are not supplied. Recheck both stock and closure facts before publishing.

2. Clear the exact asset, not just the credit line

These exercise grants are supplied evidence, not universal rules about book covers. Possessing a review copy does not establish reproduction permission. Naming a photographer or publisher is not the same as receiving reuse rights.

Packet A: final asset versions

Asset	Visible content	Supplied permission
A1-v1	The Rain Atlas cover, blue map design	Publisher grants organic IG/FB through Nov 1
A2-v1	Jo's hands arranging plain display stands	Photographer and Jo grant organic IG only through Nov 1
A3-v1	Owner-made hours/closure text card	Store-owned; organic IG/FB through Nov 1
A3-v2	Owner-made regular-hours card, no closure notice	Approved derivative; organic IG/FB through Nov 1
A4-v1	Empty shelf space and plain request card	Store-owned; organic IG/FB through Nov 1
A5-v1	A reviewer's quotation about a book	Quote source and permission absent; hold
A6-v1	Customer photograph with purchase receipt	No reuse grant; hold
A7-v1	Folded Paths cover, gray street-line design	Publisher grants organic IG/FB through Nov 1
A8-v1	Owner-made "hardcover or paperback?" text card	Store-owned; organic IG/FB through Nov 1

Both cover grants require "Cover image supplied with publisher permission." They exclude paid ads, altered artwork, interior pages and excerpts. A2 requires "Photo: Maple Margin studio archive; shared with Jo's permission." Do not attach these fictional credits to real assets without evidence.

Ready-to-adapt request: "May Maple Margin Books use your exact image A6-v1, after you approve a new receipt-free version and its caption, on our organic Instagram and Facebook feeds through November 1? This request excludes paid ads. Please state your preferred credit. Saying no is fine; we will not publish without the agreed image and scope."

The request does not clear A6. Cropping a receipt creates no reuse grant. Do not upload the original to AI; use a new, cleared store-owned photograph if permission remains absent.

3. Put review time into the four-week calendar

The window is Monday October 5-Sunday November 1, 2026. Posts are proposed for Tuesdays and Fridays at 11:00 local time: a staffing choice, not an algorithmic recommendation. All scheduled dates are open days under F2/F3.

Post / date	Topic	Asset	Channels
P1 / Oct 6	Specific hardcover introduction	A1-v1	IG + FB
P2 / Oct 9	Display preparation	A2-v1	IG only
P3 / Oct 13	City-walk essay collection	A7-v1	IG + FB
P4 / Oct 16	Sunday closure notice	A3-v1	IG + FB
P5 / Oct 20	Hardcover unavailable update	A4-v1	IG + FB
P6 / Oct 23	Ask about the exact edition	A8-v1	IG + FB
P7 / Oct 27	Reader conversation prompt	A2-v1	IG only
P8 / Oct 30	Weekend planning	A3-v2	IG + FB

Six dual-channel concepts plus two Instagram-only concepts make fourteen placements. For P8, use A3-v2: regular hours without the stale closure notice. The exercise supplies owner approval for this derivative on both channels through November 1. Other versions need separate review; cross-posting never extends A2's grant.

Budget B1 allows 12 minutes per concept for drafting/fact review, three minutes per placement for preview/accessibility checks, and four weekly reply-review blocks of 15 minutes. Total: $8 \times 12 + 14 \times 3 + 4 \times 15 = 198$ minutes. Corrections require extra time or postponement; this is not measured performance.

Reusable queue row: "Post/version ____; fact IDs/date checked ____; exact asset/version ____; permission evidence/expiry ____; channel/account ____; caption and image description ____; reviewer/time ____; intended publishing time/timezone ____; actual link/status ____; next stock check ____; correction owner ____."

4. Adapt eight finished captions and image descriptions

These are unpublished drafts. Inspect real final images before adapting descriptions. Keep essential facts in readable captions too. W3C's image guidance supports that principle, not identical controls on every social app.

P1: let the premise do the work

"A family story with coastal maps: The Rain Atlas by Mira Sol is on our shelf in hardcover, edition RA-H1, at USD 24. If that premise catches your attention, ask us to check today's stock before making a special trip. Find Maple Margin Books at 16 Cedar Walk. A message requests a stock check; your copy is reserved only when our team confirms it. Cover image supplied with publisher permission."

Image description: "Blue map design on the cover of The Rain Atlas by Mira Sol." Do not invent a prize badge or advertise SO's dated count as live availability.

P2: show work without pretending it is a review

"Shelf preparation with Jo at Maple Margin Books. A display is not a claim that Jo has read every title. What helps you browse: a premise, edition, or price? We review replies during open-day check-ins. Photo: Maple Margin studio archive; shared with Jo's permission."

Image description: "Jo's hands arranging plain display stands on a bookstore table." Instagram only; no staff review or biography is supplied.

P3: identify format and subject

"For a reader curious about city walks: Folded Paths by Jules Reed is an essay collection, available here as paperback FP-P1 at USD 18, subject to current stock. Ask for that exact edition when you contact Maple Margin Books so we can check the right copy. Our open-day stock-question checks are at 12:00 and 16:00. Cover image supplied with publisher permission."

Image description: "Gray street-line design on the cover of Folded Paths by Jules Reed." No particular city or walking-safety advice is supplied.

P4: publish a useful exception

"Maple Margin Books is closed Sunday October 18 for stocktake, and normally closed Mondays. Regular hours: Tuesday-Saturday 10:00-18:00; Sunday 11:00-16:00 except October 18. We will review stock questions on our next open day. Thank you for checking before travelling."

Image description: "Hours card: Tuesday-Saturday 10:00-18:00; Sunday 11:00-16:00; Mondays closed; special closure Sunday October 18 for stocktake." Do not say orders are being processed on the closed days.

P5: make an unavailable update useful

"Stock update, October 20: we have no unallocated copies of The Rain Atlas hardcover RA-H1. We do not yet have a confirmed replenishment date. If you are checking an existing reservation, contact the store privately with your reference; this notice does not cancel it. We can record a stock question, but cannot promise a copy or arrival date. Please check with us before making a special trip."

Image description: "Empty shelf space beside a plain request card." No "sold out in minutes" claim: S1 supplies availability, not the cause or speed of the change. Remove an obsolete availability call to action from P1 where possible and record the correction.

P6: reduce edition mix-ups

"Hardcover or paperback? Include the title, author and desired format when asking about stock. Our practice shelf includes The Rain Atlas hardcover RA-H1 and Folded Paths paperback FP-P1. We will check the exact edition before confirming a reservation. Please send no payment-card details in comments or messages."

Image description: "Text card asking: hardcover or paperback? Include title, author and desired format." This helps someone ask a better question without promising that either book is in stock now.

P7: invite a low-pressure conversation

"What helps you choose your next read: a setting, subject, or the shape of a sentence? No purchase history or personal details needed. We are collecting ideas for clearer shelf information and will review comments during open-day check-ins. Photo: Maple Margin studio archive; shared with Jo's permission."

Image description: "Jo's hands arranging plain display stands on a bookstore table." Instagram only. This illustration is not evidence that comments have arrived.

P8: close the month with practical information

"Visiting Maple Margin Books this weekend? Our regular hours are Saturday 10:00-18:00 and Sunday 11:00-16:00 at 16 Cedar Walk; Mondays are closed. Ask us to check a specific edition before travelling for a book. A stock question is not a reservation until the team confirms it. We check questions at 12:00 and 16:00 on open days."

Image description: "Regular-hours card: Tuesday-Saturday 10:00-18:00, Sunday 11:00-16:00, Mondays closed." Use approved A3-v2. Reapprove if operations change.

5. Route questions without exposing readers

Ready-to-adapt private reply: "Thanks for asking about RA-H1. We will check the exact edition against current stock. Your question has not reserved a copy. Please tell us only the quantity you need; do not send card details. If we can offer a reservation, we will state the expiry and ask you to confirm before recording it."

A comment does not authorize mailing-list enrollment, exposing purchase history or inferring sensitive interests. Keep identifiable records in the approved shop system, not a content prompt. Collect only necessary operational information.

If readers want future updates, offer an optional signup separately. Mailchimp documents a confirmation step for double opt-in where configured. A person awaiting that confirmation is not equivalent to a confirmed subscriber; declining marketing must not prevent an ordinary stock question.

Moderation worksheet: "Reference ____; issue ____; private information visible ____; response ____; private channel needed ____; owner ____; due ____; outcome evidence ____." Do not turn criticism into promotional content. Escalate threats or exposed personal data under the store's procedure.

6. Measure a small inquiry cohort honestly

L1 supplies eight anonymized records. IDs use verified shop matching, not guesses about usernames. Channel is a recorded self-report or intake source, not proof of persuasion.

Row	Inquiry ID / channel	Recorded event
1	A / Instagram	New stock question
2	A / Instagram	Follow-up, same inquiry
3	B / Facebook	New stock question
4	C / Instagram	New stock question
5	C / Instagram	Reservation confirmed
6	D / walk-in	New stock question
7	E / Facebook	New stock question
8	F / unknown	New stock question

Closeout L2 independently confirms a reservation for A. No other reservation is verified. A later collects one USD 24 book; C's reservation remains uncollected, and no payment for C is supplied. No other sale belongs to this record set.

There are six unique inquiries, not eight leads. Two have confirmed reservations: $2 / 6 =$ approximately 33.3%. Among the four inquiries with a recorded Instagram/Facebook source, two are confirmed: $2 / 4 = 50\%$. These are small descriptive cohort ratios, not conversion uplift or attribution proof. One known collection is not two completed sales. The recorded USD 24 receipt is revenue evidence for that transaction, not profit or incremental campaign revenue.

For an independent reach example, M1 supplies 1,200 impressions and 36 profile visits across the campaign. The event-count ratio is $36 / 1,200 = 3\%$. Neither number is supplied as unique people. Do not divide six inquiries by 36 visits and call it a verified funnel: the identity linkage and common measurement population are absent.

7. Audit, approve and correct the queue

Use this optional bounded prompt with the complete F, S0/S1, A, B1, L1/L2 and M1 packets above:

"Review this fictional bookstore content pack. Return a post-by-post fact/asset/channel matrix, revised drafts only where needed, and the stated workload and cohort calculations. Cite source IDs. Preserve edition codes, dated availability, rights expiry and Instagram-only grants. Separate permission from credit, requests from reservations, collections from payments and event counts from unique people. Treat missing awards, review quotes, replenishment dates and platform capabilities as unknown. Send nothing, access no account, and upload no real reader records. End with unresolved launch gates and twelve pass/fail answers, not a growth prediction."

Correction template: "Update to our earlier post [reference]: as of October 20, RA-H1 has no unallocated stock and no confirmed replenishment date. Existing reservations require a private record check. We have updated the availability message; please contact us before travelling." Do not say every copy of the original post disappeared. Check both channels and any queued derivative, record what was corrected, and escalate anything you cannot edit.

Before publishing, a human checks the account, caption, asset version, permission, stock and mobile preview. Then verify the public result. After a scheduler timeout, inspect the queue and account before retrying; a failed response does not prove no post exists.

8. Run twelve independent answer checks

1. **Initial stock:** S0 gives RA-H1 six minus two and FP-P1 eight minus three. Answer: four and five unallocated copies, not live four-week promises.
2. **Calendar:** Eight dates span October 5-November 1. Answer: two concepts in each week; none scheduled on the October 18 closure.
3. **Channel scope:** Six dual-channel and two Instagram-only concepts. Answer: fourteen placements; Facebook versions of P2/P7 fail permission review.
4. **Work allowance:** B1 is $8 \times 12 + 14 \times 3 + 4 \times 15$. Answer: 198 minutes; unplanned corrections are extra work.
5. **Missing quotation:** A5 lacks source and permission. Answer: hold it; attribution alone does not clear it.
6. **Private receipt:** A6 includes customer information with no grant. Answer: do not upload or reuse; a request and a crop do not equal approval.
7. **Stock change:** S1 supplies zero RA-H1 unallocated on October 20. Answer: publish a checked unavailable notice, not an invented sales total or arrival date.
8. **Artwork version:** P8 uses a regular-hours caption. Answer: use approved A3-v2; stale October 18 artwork fails even if the caption is correct.
9. **Duplicate inquiry:** L1 has eight rows. Answer: six inquiry IDs; two follow-up rows are not new leads.
10. **Reservations:** L2 plus row 5 confirm A and C. Answer: 2/6 overall and 2/4 recorded-social-source ratios; neither proves incremental effect.
11. **Sales evidence:** L2 verifies A's one USD 24 collection/payment only. Answer: one known sale and USD 24 receipt, not two sales, profit or campaign ROI.
12. **Metric denominator:** M1 has 36 visits and 1,200 impressions. Answer: 3% event-count ratio; unique-person conversion and inquiry linkage remain unknown.

Sources and review notes

Reviewed September 17, 2026. Books, grants, counts and outcomes are fictional. No account, AI provider or campaign was executed or measured. Replace invented details before adapting. This free workbook needs no subscription or additional guide.

- **W3C: image text-alternative decision tree**. Context-sensitive descriptions and essential image information; not social-app feature documentation.
- **Meta: creators, publishers and intellectual property**. Primary rights-management context, not a license for the exercise assets or a promise of access to Rights Manager.
- **Mailchimp: double opt-in**. Optional confirmation workflow; no claim that an RSVP, comment or purchase supplies marketing consent.

The tighter asset/version/channel rules are explicitly supplied owner policies. Attribution and rights may require case-specific review; no legal permission is inferred from a book being sold in the shop.