

**INVITATION**  
**WRITERS, ILLUSTRATORS AND TRANSLATORS:**  
**JOIN AGAIN #BEHINDEVERYBOOK ON #WORLDBOOKDAY2023**  
**Sunday, 23 April**

*Brussels, 11 of April 2023*

**Dear EWC Member,**

In 2020, the European Writers' Council launched the hashtag campaign **#behindeverybook**. Since then, and every year, on 23 April and World Book Day, we celebrate the originators behind every book - the authors, the visual artists, the translators, and especially the writers.

This year, we are again calling on your individual members to join the action with their own works to make visible those spirits, who are the sources of the book sector, and the sources of knowledge, beauty, understanding and excitement. Let's make them visible – because behind every book is a writer, a translator, an illustrator, a whole life.

**#behindeverybook**  
**on World Book Day, Sunday, 23 April 2023**

**HOW TO TAKE PART**

- **Take two pictures of yourself with your written, illustrated, or translated book.**  
All kinds of genres of books are welcome – novels, comics, translations, memoirs, non-fiction, plays, poetry, short stories, picture books – and even manuscripts in the making!
- **The first picture is with the open book in front of your face, and the second with your face visible → → →**  
**Post the two pics together on World Book Day 2023 (Sunday, 23 April)** on every account – Facebook, Instagram, Twitter ...
- **IMPORTANT: use these two #hashtags** #behindeverybook and #worldbookday2023
- **YES, YOU CAN also translate** #behindeverybook into your language, like #hinterjedembuch
- **Loop us in:** mark the European Writers' Council (Twitter: @CouncilWriters, Facebook: [europeanwriterscouncil/](https://www.facebook.com/europeanwriterscouncil/) - and your own Union / Writers' Association, so we and them can share your post!
- **Feel most welcome to complete the sentence** in English after **#behindeverybook** and add:  
...is the author      ...is a coffee machine      ...is (often) a translator      ... is an illustrator  
... is a whole life      ... is *anything you want to say!*



→ Share this link: <https://europeanwriterscouncil.eu/join-behindeverybook-2023/>

**A bit background** Many debates on the policy level are about « sectors » or « the book industry» – but those with whom the book chain begins are individuals, people, personalities. To praise and celebrate these authors, writers, illustrators and translators, to make the spirits, minds and faces behind every book visible, to put authors on stage, is the basic idea of #behindeverybook.

### Why the 23 of April?

The annual UNESCO event World Book Day is the original idea of the Valencian writer Vicente Clavel Andrés to honor the author Miguel de Cervantes, who died on 23 April.

On this day we praise the living authors, who enrich every society with their work and contribute to diversity, democracy, and humanitarian education in all areas, within all genres.

### Some facts, figures and details of #behindeverybook in 2022:

- **the hashtag #behindeverybook** reached 1.1 Million Twitter, Facebook and Instagram users and led to 2800 interactions (retweets, likes, comments)
- **the Instagram-posts can be found** here:  
<https://www.instagram.com/explore/tags/behindeverybook/>
- the profile of European Writers' Council reached **6000 views and visitors on [Twitter](#)**
- the most used languages: English, German, Italian, Spanish
- we spotted writers, translators and illustrators from Austria, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Norway, Portugal, Romania, Spain, Slovenia, the Netherlands and United Kingdom. And one from Canada
- most popular backgrounds: **pure nature, flowers, mountains, book shelves, living rooms**
- most popular animal companions: **dogs, horses, cats, ant bears**
- noticeable increase in **translators** as well as **female writers**, and a lively participation also from **visual artists for children's books**
- most frequently used hashtags together with #behindeverybook **#paythewriter**

We hope that #behindeverybook will continue to develop over the coming years to put a spotlight on the writers, translators and visual authors behind every book.

With kind regards:

The EWC Board