



## #behindeverybook

Brussels, 27 April 2020

Dear EWC Member, colleagues, friends,

You could say: **this was a great party, a declaration of love to authors and their books as well as a movement of solidarity with each other!** All over the world, writers, translators and illustrators followed our invitation to join the [EWC campaign #behindeverybook](#)

### some facts & figures of #behindeverybook is ...

- **over 2000 Facebook posts** from writers, translators, and illustrators
- [retweeted](#) and [re-posted](#) by the EWC, fans, Unions and friends
- average re-post: 1,2
- **1,300 Instagram-pics** in 24 hours
- The European Writers' Council reached **65,200 impressions on Twitter on 23.4.!**
- **#behindeverybook was a trending** hashtag on 23.4. – for an hour ;)
- EWC has quadrupled the number of subscribers and followers, as nearly everyone tagged or mentioned us; in this way, we reached a new, worldwide visibility
- the most active tweets and posts came from **Austria, Catalunya, Ireland, Iceland, Finland, Germany, Netherlands and Norway.**
- authors from Russia, New Zealand, Sweden, Malta, Cyprus, Greece, US (Iowa, Las Vegas, Texas), United Kingdom, Canada, Italy, Spain, Switzerland, Romania, France, Flanders, Iran, India, Moldavia, Bangladesh, Dakar, Sri Lanka ... joined the movement
- several blogs, newspapers, online-magazines, institutions, NGOs and cultural federations reported, shared and announced #behindeverybook – for example, the **German Embassy in Moscow** or **the WorldBookDay-Club South Africa**
- several writers' organisations from in- and outside Europe joined us and encouraged their members to take part – i.e. The Writing University at the University of Iowa, the Authors' Society of New Zealand, **the US Authors Guild**, the National Writing Union USA, the Norsk PEN, the Mörderische Schwestern (**Sisters in Crime**) Austria.
- **women writers used Instagram more, while male authors' first choice was Twitter**
- in the photos, several authors are accompanied by a hat, a cat, a dog, but we also found **Unicorns**, penguins, foxes, and coffee-mugs with the **#behindeverycoffee is ....**
- most often the **#behindeverybook is ...** was completed with “an author, a writer, a life / a universe”, but also: “a dreamer, a beating heart, a masochist, a team, often a translator, long and moaning hours of works with trillion post-its”
- several authors mentioned how good it felt to be part of a huge, worldwide **solidarity movement for and with authors** — especially in these times. Together we are stronger!

### The European Writers' Council says:

THANK YOU DEAR AUTHORS AND TRANSLATORS FROM AROUND THE WORLD!

Next year, same date (23. April 2021): make it visible, who is **#behindeverybook!**

Nina George  
President

Myriam Diocaretz  
Secretary-General