

MAINTAIN THE EXCITEMENT...

Help students anticipate the arrival of their yearbooks

Much of your effort will revolve around selling the book, which is extremely important, but you must also keep buyers and potential buyers interested and excited throughout the year. Ultimately, the yearbook is a surprise at the end of the school year. While it's a large scope project that will hold surprises and some mystery that only the staff will know about, it is important to let the rest of the student body know a bit about what's going on in the process.

To attract and keep students' attention, updates surrounding the yearbook should be frequent. You should use the resources readily available to you — social media. Through popular social media platforms that your audience uses on a daily basis, you can create interest and engage students in conversation about the yearbook. Tease an amazing photo that will be printed in the yearbook or announce a really cool spread topic to get students excited and talking.

Sometimes, requesting action from your audience will create buzz and elicit interest. This could be through asking students to submit photos or thoughts on a particular topic to be featured in the yearbook. Or maybe you poll students on which topic they would rather see in the yearbook, offering a handful of options. Harvest excitement and interest by holding students' attention spans — there are countless number of ways to do this.

- Many yearbook staffs are using Facebook, Twitter, Instagram and other social media platforms to keep interest high for the yearbook.
- There is enough work involved in an active and engaging social media campaign to warrant a staff position of social media director or editor.
- Having students and community members submit photos using the Herff Jones eShare program keeps students involved and can result in great coverage that might have otherwise been missed.
- Consider using an inclusionary coverage device throughout the yearbook that requires gathering several photos and/or quotes from different students on campus. Either the yearbook staff is visibly out gathering details or better yet, have students submit their own pictures and quotes. The coverage could be theme-related or simply cover random topics provided by the yearbook staff.
- Be sure to keep the yearbook and school websites updated with yearbook information and as a reminder that work is continuously going on in order to record the history of the school year.

Your goal is to sell as many books as possible, but at the same time, to keep students slightly informed of what's happening with the book that they have purchased or are considering purchasing. The rest of the student body may buy the book and appreciate it at the end of the school year, but showing them just how much actually goes into making it is valuable as well.

