



PROMOTING PLUS ONE

Here are several different items you can use to help get the word out that your yearbook is accessible digitally to your yearbook buyers. Pick and choose the pieces that will work best in your situation.

FULL PAGE EDITABLE PDF

Download the form and fill in the box to let your students know what individual code they should use when logging in to the app. Print as many copies as you'd like to post around school in classrooms, hallways, the cafeteria and main office.

QUARTER PAGE EDITABLE PDF

Download the form and fill in the boxes to let your students know what individual code they should use when logging in to the app. Print and cut along the dotted lines so you have as many copies as you'll need to notify all of your yearbook buyers about the Plus One app.

SOCIAL MEDIA POSTS

Download the graphic to post along with the following text:

ON FACEBOOK

We're so excited to offer all yearbook buyers the chance to view the book on a smartphone or tablet using the Herff Jones Plus One digital yearbook app. Simply download the app, search for our school and log in using your last name and **unique student identifier**. *(Be specific when you post and tell students exactly what "unique student identifier" to use to log in by substituting the blue text for the correct item. Is it their student ID, lunch code, locker number, etc.?)*

ON TWITTER

View the yearbook on a phone or tablet using Herff Jones Plus One. Search for our school & use last name and **unique student identifier** to log in. *(Be specific when you post and tell students exactly what "unique student identifier" to use to log in by substituting the blue text for the correct item. Is it their student ID, lunch code, locker number, etc.?)*

ON INSTAGRAM

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ASSORTED WEB BANNERS

Choose the size that best fits your school website to advertise that your yearbook is accessible using the Herff Jones Plus One digital yearbook app. If you want to link it to pertinent information letting your web visitors know what they will be getting, link to either of the following:

VIDEO

<https://www.youtube.com/watch?v=czOCpnWNYsg>

PLUS ONE PAGE ON YEARBOOKDISCOVERIES.COM

Shows students where to download the app and provides some additional information that may be of interest to them. <http://yearbookdiscoveries.com/plus-one-app/>



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