

YBK DAY [YOUR] WAY

Don't let the coronavirus steal your moment. You can still have a big yearbook reveal and make it your way.

Add your school name, initials, mascot or school colors so they know it's personal. See examples on the next page.

Using Herff Jones technology you already have, and platforms you are probably familiar with, you can host a reveal, include speeches and follow up with a virtual signing party. There are many ways to customize your virtual YBK Day to your school and no one-size-fits-all answer, but here are our suggestions.

Choose the approach that works for you.

CONSIDER THE FOLLOWING:

- ▶ How can you honor established school traditions — or create new ones — for revealing your yearbook? If you had an assembly, can it be virtual? If there was a cover reveal moment, can you do that online?
- ▶ How can you celebrate the senior class? Are there sections or stories that will appeal to the entire Class of 2020?
- ▶ How can you involve the overall school community and give them all a feel-good moment?
- ▶ What are the tech abilities of your staff or other people at your school (IT personnel) who might be willing to help?

MAIN COMPONENTS:

1. The flipbook feature in MyHJYearbook.com for showing off your work
2. An online meeting platform such as Zoom or Google Meet
3. Virtual Yearbook Signing offered through our partnership with Kudoboard
4. Promotional tools: Send and Sell, social media, school emails

HERE'S HOW TO MAKE YOUR DEBUT:

1. PLAN

- ▶ Check out these YBK Day reveals to get ideas and then make your own.
 - [YBK Day The Brighton Way](#): Via YouTube, editors read the theme copy — but listen for some cool touches.
 - [YBK Day The Steinbrenner Way](#): This reveal uses the MyHJYearbook flipbook and video editing software.
 - [YBK Day The Latin School Way](#): This pre-recorded message includes an intro, theme reveal and dedication.
- ▶ Decide which platform to use. Zoom and Google Meet are popular for ease of use, and social media is always an option if you have lots of followers.
- ▶ Decide if you will have speakers and what their role will be.

SPEAKER IDEAS

- Editors can narrate as they flip through sections of the book and talk about their favorite spreads.
 - Read theme or opening/closing copy (because you worked hard on it — and it will be too small for your audience to read.)
 - If there are interesting notes behind the stories, pause to share them.
 - You could read a dedication or senior superlatives.
 - If you choose Zoom or Google Meet, you could invite a smaller group to attend the debut, especially if there are opportunities to honor those people through a dedication or special story.
- ▶ Consider background music to add a festive atmosphere.
 - ▶ Practice flipping through. Spend up to 10 seconds on each spread.

2. ANNOUNCE:

SEND AND SELL (OR ANOTHER EMAIL LIST)

- ▶ With eDesign, advisers can use Send and Sell to send an email to a selected audience — parents, seniors, all book buyers, all seniors — depending on the email lists you have loaded into your master list.
- ▶ Weigh the pros and cons of previewing the book to the entire school rather than just buyers. Is it more important to give seniors their own private preview or invite the entire school?
- ▶ Whatever you decide, you can write a simple email inviting people to watch your recorded presentation (or join a live meeting.)

SOCIAL MEDIA CHANNELS

- ▶ Give your audience two to three days' notice for a live release.
- ▶ Social media or YouTube might work best if you have a large number of students. Consider a live-tweet style release or a scheduled Instagram story to reach the most people without breaking the Internet.

3. PREPARE/PRESENT:

- ▶ Practice speeches and presentations for a more polished reveal.
- ▶ Decide if you want to attempt a live show or if you want to record your presentation and then share the link. (If you'll have more than 100 attendees, we recommend recording the presentation rather than doing it live.)

4. AFTER-PARTY:

- ▶ After your presentation, throw a virtual party. Send your audience this link: herff.ly/kudoboard. Through our exclusive agreement with Kudoboard, Herff Jones customers get a free mini board and a discount on premium products. Invite all of your classmates to participate.
- ▶ If you have extra yearbooks that you have not sold, now's the time. Point potential buyers to YearbookOrderCenter.com (if you are all set up and have not closed your sales.) Make sure they have the order number, just in case.