

## Celebrate every little victory

We love it when staffs celebrate [National Yearbook Week](#) with us by completing challenges and interacting with us on social media. Follow [@HJyearbook](#) on Facebook, Twitter and Instagram. When you interact with our social media accounts by reposting, sharing and using **#HJybweek** and **#JustWatchUsYBK** in your posts, you could get a shout-out or even a giveaway.

### HOW TO GET RECOGNITION:

Use the hashtag **#HJybweek** and **#JustWatchUsYBK** and follow along with the challenges below. We'll reach out to your staff via social media, so make sure your account includes the full name of your school and city/state as well.

### MONDAY, OCT. 4: SNEAK PEEKS


**Show your work:** By giving your community a sneak peek of the work you're doing, you are building your brand and excitement for your book, which helps fuel book sales. Get everyone excited and bring them into the process by artfully sharing sneak peeks, like a photo and caption, a spectacular type treatment or a snippet of your cover.

**Possible words to include in your post:** We're celebrating National Yearbook Week by giving you a sneak peek of your yearbook. [INCLUDE SALES INFORMATION and LINK to [YearbookOrderCenter.com](#)]. Reserve your yearbook today. @HJyearbook #HJybweek

### TUESDAY, OCT. 5: SHARE THOSE PICS

**Find your focus:** Today's the day to share your photo staff members' best work. Don't forget to use the hashtags. (You don't have to reveal your absolute best yearbook photos. Everyone in your school will love to see the photos that won't fit on a spread.) We encourage you to keep the photo sharing going beyond today and ask your student body to help you by submitting photos. If you use eShare, be sure to mention it and provide a link. Always credit your photographers in your post! Another idea is to share a pic of your photo staff at work covering an event or shooting portraits.

**Possible words to include in your post:** We're focused on making a great yearbook. Here's one of our favorite shots. Send us your best shots and we might just put them in the yearbook. @HJyearbook #HJybweek



# NATIONAL YEARBOOK WEEK

## WEDNESDAY, OCT. 6: EVERY STUDENT, EVERY YEAR

**Take the pledge:** Before class starts, go to [herff.ly/coverage-pledge](http://herff.ly/coverage-pledge) and print the “Every Student” pledge sheet for each staffer. Lead a class discussion about the importance of remembering every story and how to uncover the quiet and often overlooked students in the school. Hang the completed pledge sheets inside or outside your room as a visible reminder of the responsibility staffers have to their classmates to record this year of their shared history accurately and thoroughly. Share the best ones on social media with the hashtags #HJybweek and #JustWatchUsYBK.

## THURSDAY, OCT. 7: STORYTELLERS IN ACTION

**Tell it:** Start the day by reposting today’s badge: “Every student deserves to be remembered.” Tag us and use the hashtag #HJybweek. Take pictures of your staffers interviewing students, working on spreads or out taking photos. Celebrate the hard work your team does to make a spread come together.

**Possible words to include in your post:** Our staff strives to include every student because we all have stories to tell. @HJyearbook #HJybweek

## FRIDAY, OCT. 8: CELEBRATION DAY

**Award your staff:** Today’s the day to celebrate your staff. One of our favorite methods is the Paper Plate Award, so hand out some cheap paper plates and some markers and have your editors make awards for their hardworking peers. Post your award pics with the hashtag #HJybweek, and consider doing it again soon.

**Possible words to include in your post:** We’re wrapping up National Yearbook Week by saluting our hard-working staffers. They’re telling your stories so you’ll have them forever preserved in a #yearbook. @HJyearbook #HJybweek

## What good is a book no one buys?

### BOOK SALES BLITZ:

We hope you chose to bolster your yearbook program by selling books this week and that you’ve just completed the Book Sales Blitz. Stay tuned for more details on the winners. Go to [herff.ly/booksalesblitz](http://herff.ly/booksalesblitz) for more. Don’t forget the contest runs from Sept. 26 – Oct. 9.