



# ADVISER ASSISTANCE



## HOW TO YBK

### Here comes week two

This week in our Book Sales Blitz, we're challenging your staff to take their social media to the next level for book sales. How can your staff get creative with our prompts to turn their social media posts into yearbook orders? [Get the full challenge details here.](#)

Don't forget that only registered schools are eligible for prize entries when submitting their weekly participation in the challenge. [Sign up today!](#)

#### LET'S TALK: *Using social media for your yearbook program*

- **Refining reading and writing skills is just the beginning.** Properly training and allowing your staff to manage a yearbook social media account provides them with real-world experience they can use when they graduate.
- **Tracking down a source for a photo or story is much easier with social media.** If your publication has a social following, chances are the person you are trying to identify is already a follower or at least a friend of a follower.
- **Generating story ideas is as easy as scanning social feeds.** Plus, social networks become great places to share all that extra content your staff has curated during the year. Just make sure you are also working hard to build followers by asking students and parents to follow your accounts.
- **Your sales can fly off the charts.** There really is no better way to quickly reach the masses than through social channels.

For more social media tips and graphics, visit our [Sales and Promotion page](#) for all the important information you need. Plus, find this helpful [social media guide!](#)

**INFLUENCER**

**It doesn't matter if you have 1,500 or 15,000 followers.**

**We are looking for people who...**

1. Enjoy social media
2. Have an online presence and creative marketing skills
3. Truly have a love and passion for yearbook.

**Send [this link](#) to your YBK staffers so they can apply to become Herff Jones YBK Influencers today!**

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