

VARSITY YEARBOOK

GUIDE TO

YBK

social



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WHERE TO START

This is a different type of social studies.

Leveraging social media can significantly boost yearbook sales and enhance the visibility of the yearbook program. This guide will help you create effective social campaigns, engage with your audience and maximize your reach.

Consider the value of having students manage your social media — with oversight, of course.

Students who manage social channels develop customer service and marketing skills they can take with them when they graduate.

ESTABLISH YOUR GOALS

Social for a business is different than for personal.

Set up social media accounts solely for your yearbook program. Just as businesses do, create goals, such as getting interactions or making book sales from posts. Always think of how your posts can generate interest in the product you are selling and consider the audience you are trying to reach.

- Book Sales (deadlines, price increases, etc.)
- Important events (portrait day, club photos)
- Excitement about the book (sneak peeks)
- Promote your program (fun in class)

See more on about content planning page 5.

DETERMINE WHAT PLATFORMS YOU SHOULD HAVE

Each social media platform has its own target demographics, but all are great for promoting to your audiences. Use these tips as you decide what platform would be best for your school.

Focus on platforms where your buyers are most active:

Instagram: Great for photo and video content.

TikTok: Ideal for engaging videos and trends.

X (Twitter): Useful for quick updates and announcements.

Facebook: Good for reaching parents, grandparents, teachers and community members.

SOCIALS

BY THE NUMBERS

What is the most used social media platform?

Facebook continues to be the most used social media platform.

What is the most used social media by age?

AGE RANGE BREAKDOWN:

18-29 YEARS

Snapchat (41%), TikTok (35%), Instagram (32%)

30-39 YEARS

LinkedIn (34%), X/Twitter (34%), Snapchat (33%), Instagram (32%)

40-49 YEARS

LinkedIn (25%), Facebook (22%), X/Twitter (21%)

50-59 YEARS

Facebook (29%), LinkedIn (24%), Pinterest (24%)

What age range is the most active demographic on social?

Millennials are the most active demographic on social media, with **68.8%** of them estimated using social. In terms of daily time spent using social media, Gen Z tops the list with **35%** using it more than two hours a day.

CREDIT: Sprout Social's New Social Media Demographics report in February 2024.



William Campbell Yearbook >

Page · School Sports Team

31 likes · 61 followers

Welcome to the home of WC's Yearbook The General!

[yearbookordercenter.com/gener...](#)

Not yet rated

Like

Message

Posts

About

Photos

More

William Campbell Yearbook's posts



William Campbell Yearbook

Jun 1 · 🌐

Congratulations, Class of 2024! We are thrilled to announce that the graduation photos are now ready for you to view and order! 📸 ✨ ... See more

WILLIAM CAMPBELL HS // VA



@dobson.yearbook

6

Following

396

Followers

11.7K

Likes

Message



@DOBSON.YEARBOOK // DOBSON HS // AZ

CREATE AND PERSONALIZE

It's important to make your yearbook social media accounts recognizable to your school community at first glance.

- Make dedicated yearbook program accounts on popular platforms.
- Provide the login information to your adviser.
- Use consistent handles (e.g., @SchoolYearbook) across all platforms.
- Choose a recognizable profile picture (like the school logo) and a cover photo that showcases previous yearbooks or candid school moments.
- Write a compelling bio that includes your school name and who runs the account.
- Include a link to purchase the yearbook.
- Provide contact details for inquiries.

DETERMINE WHO OVERSEES CONTENT AND PUBLISHING

It's crucial to assign a dedicated editor or team of editors responsible for posting content, monitoring comments and managing the account — even outside of school hours. This ensures timely responses and that any issues are addressed promptly, fostering a proactive approach to social media management.

ESTABLISH WHAT IS APPROPRIATE CONTENT FOR POSTING

Keep your socials on the up-and-up by always maintaining a professional and positive attitude in your writing. Your grammar and spelling should also reflect your business persona rather than a casual one. Avoid using photos sourced from any other social media account without permission, and always request the original photograph for use in both the yearbook and on social media.

Additionally, ensure compliance with district policies before sharing images online. Adhere to the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) to protect student privacy and uphold school guidelines.

TIPS FROM THE PROS:

DETERMINE YOUR STRATEGY

- 1.** Consistency is key. Work with your social team to determine a schedule that you think is sustainable.
- 2.** Find a way that you can have a calendar that all team members have access to.
- 3.** Define 3-5 specific content pillars to guide your topics of social media output.
- 4.** Focus on a form that consists mostly of reels and carousels and monitor which form is performing best to double down on.

Our pros include Taylor Shupe and Mickey Beer, marketing specialists for Varsity Spirit. See their content and strategy on the @VarsitySpirit socials.

FINDING THE PURPOSE

TIPS FROM THE PROS:

WRITE EFFECTIVE CAPTIONS

1. When creating copy, come from a journalistic approach — the inverted pyramid. The most interesting statement should be in your first sentence! If you were to recap your caption to a friend, you would start with the most interesting idea rather than telling the story from beginning to end.
2. Be concise! Social media users run on a tight attention span. Make sure you get your point across.
3. Be sure to speak the same language as your audience (within reason) to build a stronger connection and come across more authentic and relatable.
4. Always include relevant terms and emojis that are popular to stay on the forefront of trends.

As a student, you are part of your target audience.

Think about the content you'd like to see if you didn't know anything about the yearbook or what it was like to be on staff. But make sure to look at groups and points of view that are not represented on your yearbook staff and consider their unique interests.

At the end of the day, your job is to both create a yearbook your school values and wants to buy and then to promote that book, so your hard work makes it into the hands of students.

BOOST SALES: One of the biggest purposes for social media is to promote sales for your yearbook and ads. It's important to include details in such as the current price of the yearbook, sales deadlines or if you're close to selling out. Make sure captions create a sense of urgency, especially if you offered tiered pricing where the yearbook is less expensive at the beginning of the year. Here's some help: Graphics are available to download at ybk.link/sellonsocials.

PUSH OUT YEARBOOK-RELATED NOTIFICATIONS:

Use social to post about picture day dates, book price increases and other yearbook-specific info. Highlight the benefits of joining the yearbook team, promote journalism and show the yearbook creation process to generate interest.

SHOWCASE HIGHLIGHTS: With thousands of images captured throughout the year, share those that didn't make it into the book. This not only highlights more students and events but also showcases the range of activities and achievements within the school.

PROMOTE YOUR PROGRAM: Showcase the hard work and dedication it takes to create the yearbook. Make it fun by sharing behind-the-scenes moments, such as staff members exaggerating their stress around deadlines. This not only highlights the effort but might also attract new applicants to the yearbook team.

CROWDSOURCE CONTENT: Your staff can't be everywhere. Use social media to find coverage you might have missed. Reach out to students, parents or others in your school community who captured great moments at events. Always give credit where it's due by including "photo courtesy of..." in the photo credit.



STAY CONNECTED: Follow students on social media to see what they are interested in. This can reveal hidden interests within the student body, such as a group passionate about pickleball, leading to more inclusive content and potentially more yearbook sales.

LIVE REPORTING: Use social media to “go live” at games and events, providing real-time updates on scores and highlights. This is a great way to practice quick writing, editing and decision-making skills, and it reflects how professional journalists use social media. Photographers can simultaneously post real-time photos on Instagram.

CREATING YOUR CONTENT

WHAT TO POST:

Photos: High-quality images of school events, student groups and sneak peeks of the yearbook.

Videos/Reels: Behind-the-scenes looks at the yearbook creation process, interviews with staff and highlights from school events. Fun content to highlight administrators or faculty.

Stories: Quick updates, polls, countdowns and interactive content to engage followers.

Graphics: Eye-catching posters, countdowns and infographics about yearbook deadlines and benefits.

EXAMPLE POSTS

ANNOUNCEMENT: “Yearbooks are now on sale! 📖✨ Don’t miss out on capturing this year’s memories. Order yours by [date] at [link]. #SchoolYearbook #CaptureTheMoment”

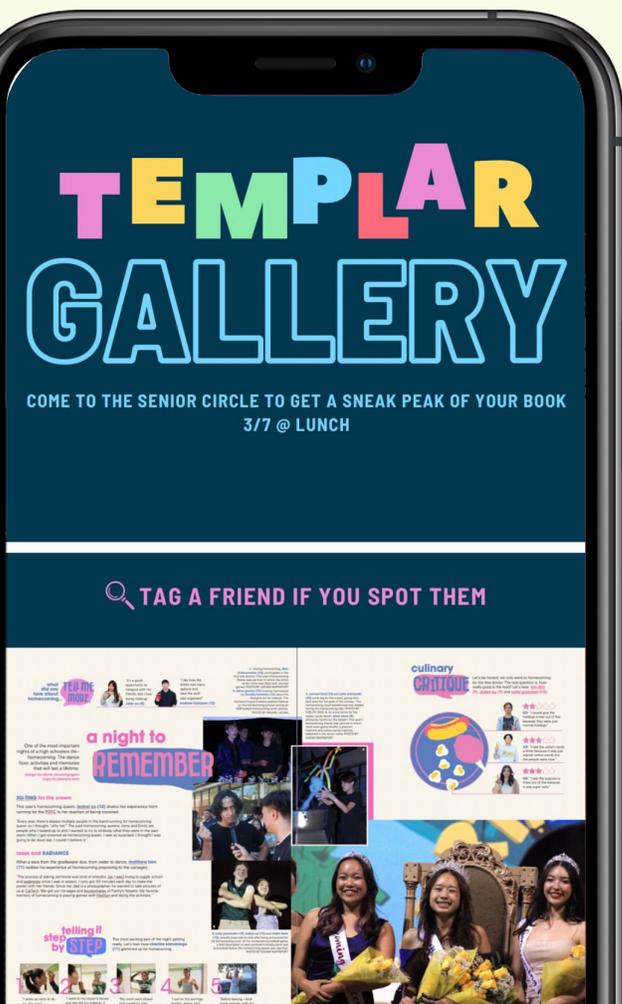
IMAGE IDEA: A photo of the yearbook cover or a group of students excitedly holding yearbooks.

SNEAK PEEK: “Sneak peek of our sports section! 🏆 Can you spot yourself? #YearbookSneakPeek #SchoolSpirit”

IMAGE IDEA: A sample page from the sports section.

BEHIND-THE-SCENES: “Our yearbook team is hard at work creating something special! 🍳📸 Stay tuned for more updates. #BehindTheScenes #YearbookCreation”

IMAGE IDEA: A candid shot of the yearbook staff in action.



EXTRA PUSH WITH BOOST

Paid social media promotion can significantly boost the reach and impact of your posts.

Whether you're promoting an event, increasing yearbook sales or raising awareness, understanding how to effectively use paid promotions is valuable.

CREATE COMPELLING CONTENT

Your ad needs to stand out to capture attention.

High-quality visuals: Use clear, engaging images or videos.

Clear message: Make sure your message is easy for all your audiences to understand.

Call to action (CTA): Encourage your audience to take action, like "Buy Now," "Learn More" or "Join Us."

SET YOUR BUDGET

Determine how much you can spend on your promotion.

Daily budget: Set a specific amount to spend each day.

Lifetime budget: Set a total amount to spend over the duration of the promotion.

Start small: Begin with a small budget to test your ad's performance.

TARGET YOUR AUDIENCE

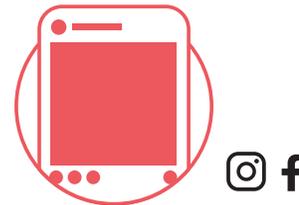
Reach the right people by targeting specific demographics:

Age and gender: Focus on your peers or specific age groups. Don't forget to expand your audience to include adults for book and ad sales.

Location: Target your community and local area.

Interests and behaviors: Reach people interested in specific topics, activities, or events.

EXAMPLE CAMPAIGNS



SALES CAMPAIGN

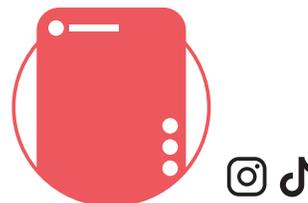
PLATFORM: Instagram or Facebook

AD TYPE: Carousel Ad

TARGET AUDIENCE: Community aged 30-50 in your school's location

BUDGET: \$45 over two weeks

CONTENT: High-quality images of the yearbook, a sneak peek of inside pages and a CTA "Order Your Yearbook Now!"



AWARENESS CAMPAIGN

PLATFORM: Instagram Reels or TikTok

AD TYPE: Video Ad

TARGET AUDIENCE: Students aged 14-18 in your school's location

BUDGET: \$14 over one week

CONTENT: Creative video showing off the yearbook staff interviewing, creating spreads or taking photos with CTA "The yearbook is staff is hard at work for your book. Don't forget to order!"

LAYERS OF ENGAGEMENT

ENGAGE WITH YOUR AUDIENCE

Asking students, teachers and parents to follow your accounts is important, but there are other layers of engagement that will help ensure that they see your posts and keep coming back to your content.



TAGGING AND MENTIONS

- Tag students, teachers and clubs in posts to increase visibility.
- Mention the school's official account to get reposted.



CONTESTS AND CHALLENGES

- Host photo contests where students submit pictures for a chance to be featured in the yearbook.
- Create hashtag challenges to encourage students to post about the yearbook.



STORIES AND HIGHLIGHTS

- Use Instagram and Facebook Stories for timely updates and reminders.
- Create story highlights for easy access to important info.
- Get onboard with a trending sound or dance. (Keep it clean!)

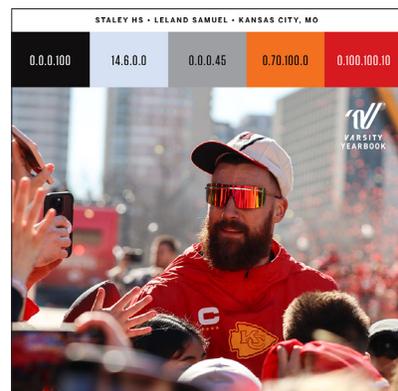
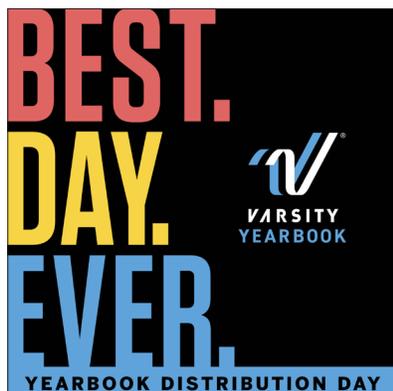


INFLUENCERS AND COLLABS

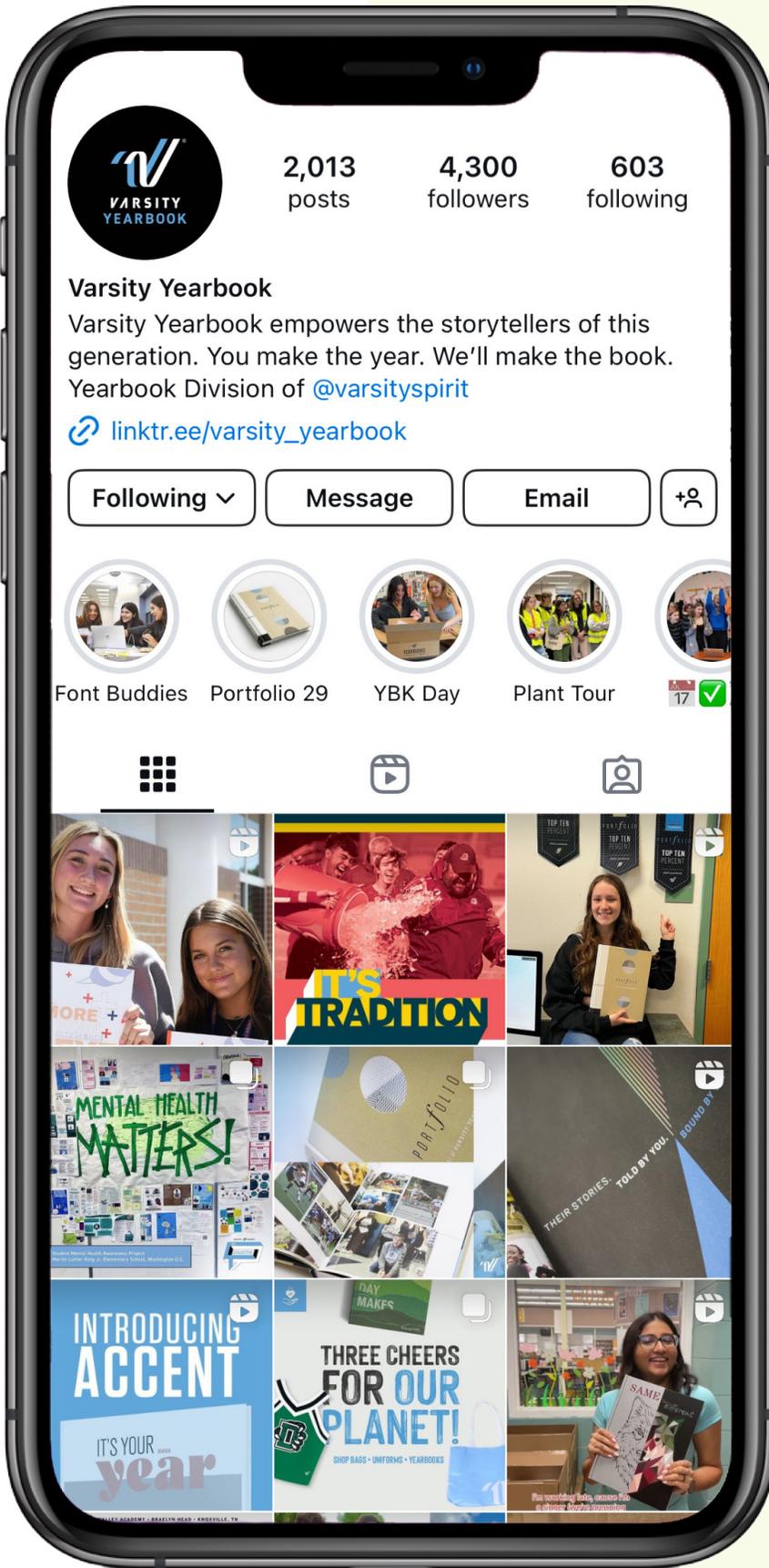
- Partner with school clubs and sports teams to cross-promote.
- Work with popular student influencers to reach a wider audience.



FIND MORE INSPO: Follow @Varsity_Yearbook to stay up to date on the happenings in the yearbook world. Show us what you're up to and find more ideas to promote your yearbook, sales and staff. Tag us in your content for some social media love.



@VARSITY_YEARBOOK



TIPS FROM THE PROS:

BUILDING CONTENT YOUR AUDIENCE WANTS

Creating a strong community on social media is essential for promoting yearbook sales and fostering engagement with the yearbook program.

- To build a community, you must LISTEN to your community. Your content should speak to them and be something they're interested in. Follow other school's yearbook social media accounts to get ideas and to see what is performing well for other accounts.
- Have fun with your content so your followers will be excited to interact.
- Craft content that is appealing to your audience to cultivate an active and engaged community.
- Actively manage your community daily by replying to comments, liking tagged photos and responding to incoming direct messages to build brand recognition.
- Make a list of pre-approved responses to common questions or issues, and keep it handy to copy/paste from. Make answering stress- and drama-free.
- Collaborate with similar accounts to cross-promote your account to new audiences. For example: Share action shots of the football team and make it a collaborative post with your school's official football or booster account to grow awareness of your channel.



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