



book sales **BLITZ**

Week One: Oct. 6-10

Celebrate your staff during National Yearbook Week

MONDAY, OCT. 6: STAFF SPOTLIGHT

Activity: Show your yearbook staff hard at work with a Reel/TikTok or candid photos.

Social caption idea: You're making the year. We're making the book. Happy #NationalYearbookWeek!
#VarsityBookSalesBlitz #VarsityYearbook #VarsityYBKWeek

TUESDAY, OCT. 7: YEARBOOK WEEK GRAPHIC

Activity: Use a Varsity Yearbook ready-to-post graphic found at ybk.link/nyw.

Social caption idea: It's #NationalYearbookWeek! Comment a 🍷 to say thank you this year's yearbook staff.
#VarsityBookSalesBlitz #VarsityYearbook #VarsityYBKWeek

WEDNESDAY, OCT. 8: WHY WE YEARBOOK

Activity: Each staffer shares one reason they joined yearbook or why they love yearbook. Post on social or share as a reel, story or carousel.

Social caption idea: We yearbook because memories matter. Our staff shares why yearbook is their favorite part of school. **#NationalYearbookWeek #VarsityYearbook #VarsityYBKWeek**

THURSDAY, OCT. 9: THANKFUL THURSDAY

Activity: Celebrate your adviser by creating a fun post thanking them for everything they do for your program.

Social caption idea: Behind every great yearbook is an amazing adviser. Thank you for your guidance, creativity and support! **#NationalYearbookWeek #VarsityYearbook #VarsityYBKWeek #VarsityBookSalesBlitz**

FRIDAY, OCT. 10: PRINT AND SHARE

Activity: Print out the "Everyone has a story. What's yours?" sheet from ybk.link/nyw-print and have each staffer write or doodle their response. They could share why they joined yearbook, their favorite story they've covered or the moment they felt proudest on yearbook staff. Photograph each response and share as a carousel, reel or TikTok showcasing your staff's responses.

Social caption idea: We're more than photographers and designers — we're storytellers. Every yearbook staffer has a reason why they love capturing the story of the year. Here are ours. **#NationalYearbookWeek #VarsityYearbook #VarsityBookSalesBlitz #VarsityYBKWeek**



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Week Two: Oct. 13-17

Showcase this year's unique content inside the yearbook

MONDAY, OCT. 13: PHOTO SNEAK PEEK

Activity: Tease a small blurred or cropped piece of unused photos from eDesign. Have a guessing game in the comments, then give the answer and full photo at the end of the week.

Social caption idea: Think you know this moment? Prove it in the comments then buy your yearbook today!
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TUESDAY, OCT. 14: GUESS THAT QUOTE

Activity: Share a powerful, funny or emotional student/staff quote that appears in the yearbook — but without the name attached. Have followers guess who said it in the comments.

Social caption idea: This quote made the cut in the yearbook. Can you guess who said it? Order yours today to find the full story in the yearbook. **#VarsityBookSalesBlitz #VarsityYearbook**

WEDNESDAY, OCT. 15: #PHOTODUMP

Activity: Create a TikTok, Reel or carousel of unused candid photos from fall activities, sports games, rehearsals or class projects.

Social caption idea: Yearbook photo dump, but no spoilers here. More great content like this lives in the 2026 yearbook. Go order yours today. **#VarsityBookSalesBlitz #VarsityYearbook**

THURSDAY, OCT. 16: SPREAD SNEAK PEEK

Activity: Post a blurred or partially covered headline of a feature spread (ex: senior superlatives, big game, club spotlight). Ask followers to guess what it's about.

Social caption idea: Something big is waiting inside this year's yearbook... Any guesses? Find out when you order yours and pick up your yearbook on Distribution Day. **#VarsityBookSalesBlitz #VarsityYearbook**

FRIDAY, OCT. 17: PHOTO REVEAL

Activity: Reveal the full version of the teased photo from Monday, along with context or a short caption.

Social caption idea: The moment you've been waiting for — here's the big reveal! Don't miss hundreds more memories like this one in your yearbook. Order today! **#VarsityBookSalesBlitz #VarsityYearbook**



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Week Three: Oct. 20-24

Create urgency to close book (or ad) sales

MONDAY, OCT. 20: COUNTDOWN KICKOFF

Activity: Post a countdown graphic or reel showing how many days are left to buy at the current price (or before the deadline).

Social caption idea: The clock is ticking — only 5 days left to lock in your yearbook at this price! Don't wait, order today. **#VarsityBookSalesBlitz #VarsityYearbook**

TUESDAY, OCT. 21: TREND TUESDAY

Activity: Find an appropriate trending sound on Instagram or TikTok. Create a post that follows the trend while also promoting your book or ad sales.

Social caption idea: We put our own spin on the latest trend... but the message is clear — buy your yearbook now before it's too late! **#VarsityBookSalesBlitz #VarsityYearbook**

WEDNESDAY, OCT. 22: WINNING WEDNESDAY

Activity: Post grade or homeroom standings with who has bought the most yearbooks. Create a sense of competition to encourage others to buy a yearbook.

Social caption idea: Freshmen are in the lead. Sophomores can you catch up? Buy today to boost your grade using the link in our bio. **#VarsityBookSalesBlitz #VarsityYearbook**

THURSDAY, OCT. 23: SALES STATION

Activity: Set up an outreach table or bulletin board in your school. List out students who haven't bought a yearbook as a reminder. Take photos while at your booth and post your setup on social media.

Social caption idea: Find us at our sales station today! Check the list, buy your book, and secure your copy before time runs out. **#VarsityBookSalesBlitz #VarsityYearbook**

FRIDAY, OCT. 24: FINAL CALL FRIDAY

Activity: Share a bold, urgent graphic (ex: "LAST DAY" or "Final Hours") reminding students it's the final day of this sales push.

Social caption idea: This is it — the final call! Today is your last chance to get your yearbook during the #VarsityBookSalesBlitz! Don't miss out! **#VarsityYearbook**