



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**