

book sales **BLITZ**



Week Two: Oct. 12-16

Showcase this year's unique content inside the yearbook

MONDAY, OCT. 12: 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!
#VarsityBookSalesBlitz #VarsityYearbook

TUESDAY, OCT. 13: 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. 14: #PHOTODUMP

Activity: Create a TikTok, Reel or carousel of unused candids 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. 15: 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. 16: 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**