

Most schools utilize social media as a way to engage with students, parents and the greater school community. Get to know the person at your school responsible for social media. Make it simple and provide content for each post.

- 1. CHANGE IT UP:** Use a variety of content for maximum engagement such as short videos, fun graphics and simple, plain text to grab attention quickly
- 2. USE ALL PLATFORMS:** Facebook, Instagram, Twitter, or maybe even TikTok? Where can you creatively show up online to create buzz around your yearbook?
- 3. SIMPLE IS BEST:** Don't lose important details! Avoid busy backgrounds and using decorative fonts that are difficult to read. Try dark backgrounds with light text or white backgrounds with dark text.

SAMPLE MESSAGING

Order your **(school initials)** yearbook now and keep the memories of this year forever! Go to **(URL Name)**.

Don't miss out on the memories! Buy your yearbook today by going to **(URL Name)**.

The **(school name)** yearbook is now on sale! Order your copy right now by going to **(URL Name)**.

Go to our school website and click on the yearbook link to buy your yearbook today.

(school event) is this Friday night. Stop by our table in the Commons and buy a yearbook to help your student remember all the great moments of the year.

The **(school event)** starts this Thursday. It will be covered in the yearbook, so be sure to buy yours and remember all the fun of this event. Go to **(URL Name)**.

Parent-teacher conferences are this week at **(school initials)**. While you are there, stop by our table and buy your student their yearbook.

The **(school initials)** Yearbook is on sale now at the lowest price of the year! Order yours today at **(URL Name)**

LAST CHANCE **(school initials)** to buy your yearbook! Order now at **(URL Name)**.

It's not too late to order a yearbook! Sales are extended through **(date)**. For only **(cost)**, preserve your student's memories for a lifetime. Order online today. **(URL Name)**

Tick Tock, time is running out! Final yearbook sales end **(date)**. Yearbooks are **(cost)** and can be ordered online at **(URL Name)**.

Missed out on a yearbook? We are re-opening yearbook sales for ONE WEEK ONLY! Hop online and order yours today. **(URL Name)**

CONTINUED



Calling all **(school mascot)**! The school year is almost over! Preserve your memories forever with a 2021-2022 Yearbook. Order online today at **(URL Name)**.

It's the final countdown! Yearbook ordering deadline is **(deadline)**. Don't miss out on our one-of-a-kind **(yearbook theme)** book. Order now at **(URL Name)**.

Friday is the last day to order our 2021-2022 Yearbook! Book are only **\$(cost)**. Contact **(adviser name)** to order or go online to **(URL Name)** today!

Reminder: It's yearbook ordering time! All orders are due by **(date)**. You can go online to **(URL Name)** or contact **(adviser name)** to order yours today.

SNAPCHAT/TWITTER/INSTAGRAM

Try one of these captions with a picture of your yearbook team hard at work or just having fun.

The yearbook team is hard at work capturing all the great moments of this year! Order your copy of the yearbook today and keep the memories forever. **(URL Name)**

You're in this book—you should own it! See what moments we've captured by ordering your copy right now. **(URL Name)**

Post a sneak preview of one of the yearbook spreads and remind people to buy today.

Find a meme or GIF and post with a caption "Don't forget to order your copy today!"

Post some great photos with a caption, "These are just a few of our awesome photos. Buy your yearbook so you can see the rest of them." **(URL Name)**

Post a springtime GIF and post "Spring into action and buy your yearbook at **(URL Name)**