

GET SOCIAL — JUNE 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Marketing Minute 1 Quick! Post a reminder of your deadline to purchase a yearbook at yearbookforever.com.	Teacher Appreciation 2 Post a video of a student explaining what they appreciate most about their teacher.	Throwback Thursday 3 Ask teachers to submit throwback photos. Then post 1-2 pictures and have everyone guess who it is.	Marketing Minute 4 Recruiting Reminder! Post 1-2 pictures of the staff during a team bonding activity or class party and follow up with "Join us next year!"	Saturday Spotlight 5 Select a student to spotlight and post their photo with 3 fun facts about them. Have students send in their nominations for next week's student spotlight.
6	Marketing Minute 7 Post: What would you like to see at our yearbook release party?	National Best Friend Day 8 Have students share their best friend and what makes their friendship special.	Marketing Minute 9 Post: Share what you are most proud of during this school year.	The More You Know 10 Tweet an interesting fact with #TheMoreYouKnow. Follow up with a reminder to buy a yearbook.	Marketing Minute 11 Find a GIF and remind your school community to purchase a yearbook at yearbookforever.com	Saturday Spotlight 12 Select a student to spotlight and post their photo with 3 fun facts about them. Have students send in their nominations for next week's student spotlight.
13	Marketing Minute 14 Find a GIF and emphasize that a limited number of yearbooks remain, <i>so get your copy today!</i>	Solve the Riddle 15 Post a Riddle: I have no doors, but I have keys. I have no rooms, but I have a space. You can enter but never leave. What am I? (Keyboard) First to solve gets a prize.	Marketing Minute 16 Create a fun poll and post it across social media. Share the results and follow up with "Remember to buy your yearbook at yearbookforever.com."	Marketing Minute 17 Post a preview photo from a club or organization that will be in the yearbook.	The More You Know 18 Tweet an interesting fact with #TheMoreYouKnow. Follow up with a reminder to buy a yearbook.	Saturday Spotlight 19 Select a student to spotlight and post their photo with 3 fun facts about them. Have students send in their nominations for next week's student spotlight.
Happy Father's Day 20 Make sure to wish the fathers in your community a Happy Father's Day!	Yearbook Impact 21 Post a video of a student explaining what they like most about yearbooks.	Marketing Minute 22 Create a fun survey about what students are most excited about for next school year. Post popular answers and include a message about buying a yearbook.	Marketing Minute 23 Create an informative post about how to purchase a yearbook through yearbookforever.com. Include the link and a place to ask questions.	Throwback Thursday 24 Ask teachers to submit throwback photos. Then post 1-2 pictures and have everyone guess who it is.	Guess the Movie 25 Post 3 separate clues. The first student to guess correctly gets a prize.	Saturday Spotlight 26 Select a student to spotlight and post their photo with 3 fun facts about them. Have students send in their nominations for next week's student spotlight.
27	Marketing Minute 28 Have each of your staff members post on their own social media pages reminding followers to buy a yearbook at yearbookforever.com.	National Camera Day 29 Have your staffers share a favorite picture that they're proud of taking.	Marketing Minute 30 Post: Don't miss out! Only ____ more days to purchase a yearbook. Create a sense of urgency!			