

# GET SOCIAL – JULY 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<b>Throwback Thursday</b> 1 Ask teachers to submit a throwback photo. Then post 1-2 pictures and have everyone guess who it is.	<b>Marketing Minute</b> 2 Quick! Post a reminder of your deadline to purchase a yearbook.	<b>Saturday Spotlight</b> 3 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.
<b>4th of July</b> 4 Post: Nothing sparkles as much as the new yearbook! What is your favorite way to spend the holiday?	<b>Marketing Minute</b> 5 Find a GIF and post a reminder for your school community to purchase a yearbook at <a href="http://yearbookforever.com">yearbookforever.com</a>	<b>The More You Know</b> 6 Tweet an interesting fact with #TheMoreYouKnow. Follow up with a reminder to buy a yearbook.	<b>Marketing Minute</b> 7 Distribution Reminder: Create a short video reminding the school community about Distribution Day and what it will include.	<b>Teacher Appreciation</b> 8 Post a video of a student explaining what they appreciate most about their teacher.	<b>Marketing Minute</b> 9 Post a poll of your favorite pictures in the yearbook and ask the students to vote on the one they like most.	<b>Saturday Spotlight</b> 10 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.
	<b>Marketing Minute</b> 11 Post: In 20 years, we'll look back and smile with our families at the memories captured in our yearbook. Buy your copy today!	<b>Marketing Minute</b> 12 Post a picture of your yearbook staff hard-at-work with a caption about reserving your copy now at <a href="http://yearbookforever.com">yearbookforever.com</a> .	<b>Guess the Celebrity</b> 14 Post 3 separate clues. The first student to guess correctly gets a prize.	<b>Marketing Minute</b> 15 Post your preview of a favorite spread and tag the students in it.	<b>Yearbook Impact</b> 16 Post a video of a student explaining what they like most about yearbooks.	<b>Saturday Spotlight</b> 17 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.
<b>National Ice Cream Day</b> 18 What is your favorite flavor of ice cream? Post a follow up with a pie chart of the most popular flavors.	<b>Marketing Minute</b> 19 Recruiting Reminder! In a short video, have 3 students share what their favorite part of being on the yearbook staff was.	<b>Guess How Many</b> 20 Post a picture of a container with candy inside near the yearbook room and the closest guess of the amount wins the prize inside.	<b>Marketing Minute</b> 21 Post: "More than ___ Photos More than ___ Pages More than ___ Days Don't miss out! Reserve your copy today at <a href="http://yearbookforever.com">yearbookforever.com</a> !"	<b>The More You Know</b> 22 Tweet an interesting fact with #TheMoreYouKnow. Follow up with reminder to buy a yearbook.	<b>Marketing Minute</b> 23 Find a summer themed GIF and create a post about purchasing a yearbook.	<b>Saturday Spotlight</b> 24 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.
	<b>Marketing Minute</b> 25 Post: What is the thing you are most excited to see when receiving your yearbook?	<b>Coach's Corner</b> 27 Post a short video of a student explaining what they like most about their coach and a lighthearted imitation.	<b>Marketing Minute</b> 28 Create an informative post about how to purchase a yearbook with <a href="http://yearbookforever.com">yearbookforever.com</a> link and a place to ask any questions.	<b>Throwback Thursday</b> 29 Ask teachers to submit throwback photos. Then post 1-2 pictures and have everyone guess who it is.	<b>Marketing Minute</b> 30 LAST chance to buy a yearbook at <a href="http://yearbookforever.com">yearbookforever.com</a> .	<b>Saturday Spotlight</b> 31 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.