



SOCIAL MEDIA

GUIDE

TIPS, TRICKS AND RESOURCES
FOR THE YEARBOOK STAFF



WHY SOCIAL MEDIA?

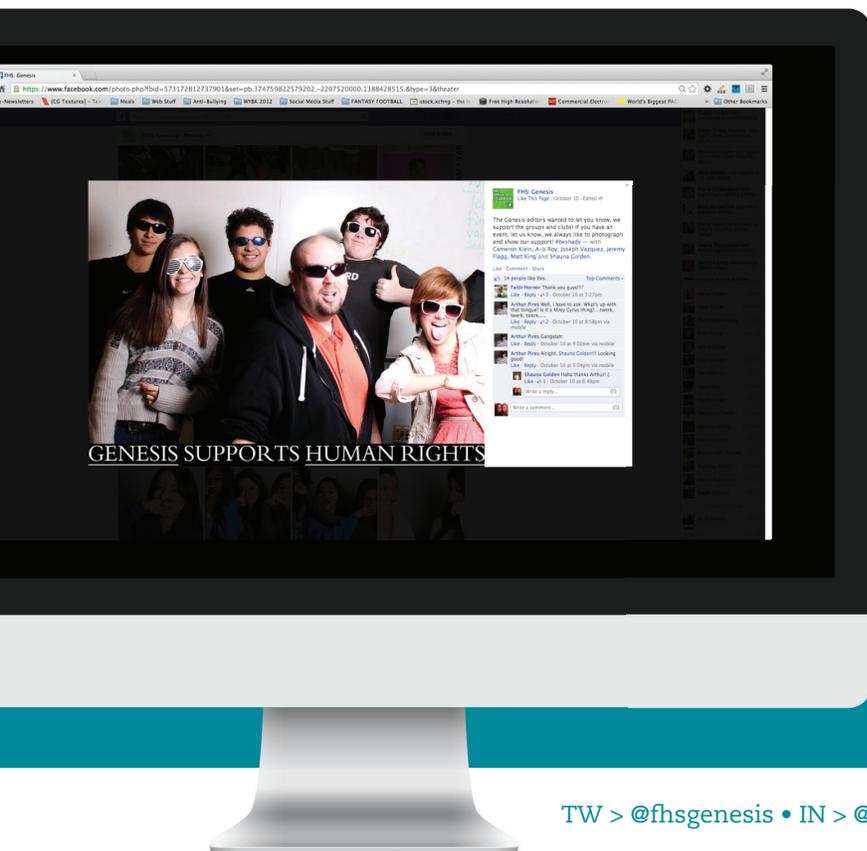
WE LIVE IN A WORLD WHERE INFORMATION IS SHARED FASTER THAN EVER BEFORE. WHEN SOMETHING “NEWSWORTHY” HAPPENS, PEOPLE LEARN ABOUT IT WITHIN MINUTES. IT BECOMES PART OF THE INFORMATION SUPERHIGHWAY WHEN SHARED THROUGH SOCIAL MEDIA. IT MAKES PERFECT SENSE THAT TODAY’S TEENS, KNOWN AS “DIGITAL NATIVES,” MAKE UP THE LARGEST NUMBER OF SOCIAL SHARERS AND WHY IT’S TIME TO MEET THEM WHERE THEY ARE AND PROVIDE AN EDUCATION IN THE PROCESS .

EDUCATION IS BECOMING SOCIAL

According to Best Masters in Education, approximately 96% of students with internet access report using social networking technologies. What was once viewed as inappropriate in schools is now becoming more widely accepted and even encouraged, so it seems only appropriate that yearbook staffs should get involved here, too.

REAL-WORLD EXPERIENCE

Properly training and allowing your staff to manage a yearbook social media account provides them with real-world experience they can use when they graduate. Refining reading and writing skills is just the beginning. Students who actively help to manage yearbook social media channels will develop customer service and marketing skills which are rarely taught in a school setting.



“We also use social media as a public relations tool. After switching advisers and recreating the image of the yearbook, we started releasing images of the staff, what we were working on, and the fun that goes on in class. This not only shows students what they can expect, but it puts faces to the hard work that goes into a yearbook. It also helps me advertise my class to prospective yerds.”

- Jeremy Flagg, Adviser
Framingham HS, MA



SO WHAT'S REALLY IN IT FOR YEARBOOK?

ACCESS CONTENT

Everyone wants to be in the yearbook, but it's not always easy for your staff to be everywhere at all times capturing every moment of the school year. Social media is an excellent way to allow the student body to share and suggest content for the book. They can easily share their own photos with the yearbook staff via Instagram, Facebook or even Herff Jones photo sharing applications such as eShare and Stitch.

FIND SOURCES

Tracking down a source for a photo or story is much easier with social media. If your publication has a social following, chances are the person you are trying to identify is already a follower or at least a friend of a follower.

CREATE STORY IDEAS

Generating story ideas is as easy as scanning Twitter and Facebook feeds. It's the best way to find out what topics students are most interested in hearing about.

TELL MORE STORIES

Because of deadline schedules, especially those for spring delivery books, many photos and stories never make it into the printed book. Social networks become great places to share all that extra content your staff has curated over the year. Herff Jones

has made it even easier to share more stories with **Stitch**, a free, online community exclusive to your school. With the ability to include both stories about the events as well as an unlimited number of photos from students, it's the perfect, safe arena for your student body to help tell the story of the year. For more info, visit HJStitch.com.

PAY ATTENTION

Sometimes you may wonder how your audience will react to certain types of stories. With social media, journalists are now able to gauge what their audience wants to hear. You can test the waters by placing short notes or photos on Facebook, Twitter and Instagram about different events happening around the school and see how your peers comment or what they favor through the number of likes a post or photo receives.

BOOST YEARBOOK SALES

There really is no better way to quickly reach the masses than through social channels. Even more convenient, you can push out a single tweet about books being on sale and let the student body spread the word by simply retweeting what your staff has to say. What used to take days to market your yearbook can now be done in minutes...or in 140 characters or less.



YOU MAY NEED TO GET PERMISSION FIRST.

SOCIAL MEDIA USAGE IN SCHOOLS VARIES FROM DISTRICT TO DISTRICT. IT'S IMPERATIVE PRIOR TO EMBARKING ON ESTABLISHING SITES TO HELP PROMOTE YOUR YEARBOOK THAT YOU KNOW WHAT IS APPROPRIATE IN YOUR AREA. TWO FEDERAL POLICIES EDUCATORS NEED TO BE AWARE OF WHEN USING SOCIAL MEDIA IN SCHOOL ARE THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT (COPPA) OF 1998 AND THE CHILDREN'S INTERNET PROTECTION ACT (CIPA) OF 2000. COPPA PROTECTS STUDENTS UNDER 13 FROM HAVING THEIR PERSONAL INFORMATION COLLECTED WITHOUT THE CONSENT OF A PARENT OR GUARDIAN WHILE CIPA REQUIRES THAT SCHOOLS PROVIDE INTERNET FILTERING TO PREVENT STUDENT ACCESS TO OFFENSIVE CONTENT.

ESTABLISH A

PLAN

BUILD YOUR TEAM, CHOOSE NETWORKS & SET GOALS

1. DEFINE YOUR GOALS

YOU KNOW YOU WANT TO HAVE A SOCIAL PRESENCE; NOW DECIDE WHAT YOU WANT TO DO WITH IT AND WHICH CHANNELS TO CONSIDER USING.

Check all that apply

- We want to promote our book and increase book sales.
Consider using Facebook, Twitter, YouTube or Stitch.
- We want to push out notifications of yearbook related dates and deadlines.
Consider using Facebook, Twitter or Stitch.
- We want to host extra content that isn't printed in the book.
Consider using Facebook, Twitter, Instagram, YouTube or Stitch.
- We want to recruit new students for our yearbook staff.
Consider using Facebook, Instagram, YouTube or Stitch.
- We want to crowdsource photos from the student body.
Consider using Facebook, Instagram or Stitch.
- In addition to the printed book, the staff can share news about all school events in real-time
Consider using Twitter, Instagram or Stitch.
- We want to encourage school-wide comradery through a safe, online community exclusive to our students only.
Consider using Stitch.

Additional goals:

2. SELECT YOUR NETWORKS

AFTER DEFINING YOUR GOALS FOR USING SOCIAL MEDIA AND DETERMINING WHICH CHANNELS WILL HELP YOU MEET THEM, IT'S TIME TO FOCUS ON ESTABLISHING A PRESENCE ON ONE OR TWO NETWORKS TO GET STARTED.



FACEBOOK

Facebook is a great network to use to engage with your school and promote your book. Because it was one of the original social networks, it already has a huge audience. Increase book sales by creating a Tab which links directly to Yearbookordercenter.com.



TWITTER

Twitter is where you will find most students. Because of its newsflash format, it's a great space to quickly get information to your student body and let it spread like wildfire. It is particularly useful for on-the-go status updates to let students know which events you're covering.



INSTAGRAM

Instagram is the fastest growing photo-sharing app, especially among teens. This network is particularly useful for giving sneak peeks, showing the culture of yearbook and also serves as a great tool for recruitment. What better way to showcase what a yearbook staff has to offer besides the creation of the book?



PINTEREST

If your staff is always looking for inspiration, consider starting a Pinterest account and create boards for everything from design and photography inspiration to staff activity ideas.



YOUTUBE

Videos are very popular with teens. Let them showcase their talent by creating videos to promote yearbook sales or even for recruiting next year's staff. Commercials with peers played on morning announcements or in the cafeteria are sure to be watched.



STITCH

Stitch is a safe, online community where the entire student body can engage with one another, receive messages, post pictures, favorite photos, read stories, view videos, take polls and create collages of their favorite images. Stitch is also the perfect complement to the printed yearbook. Photos and stories that didn't make it into the printed book can be featured on the site so students have a complete picture of their year.

For more information on how to set up your accounts on these channels, visit <http://www.yearbookdiscoveries.com> and click resources > middle/high school & college resources > social media.

BUILD YOUR TEAM

JUST LIKE ANY OTHER TASK IN YEARBOOK, IT'S WISE TO ASSIGN A STAFF MEMBER TO THE MANAGEMENT OF YOUR SOCIAL MEDIA PRESENCE. WITH SOCIAL MEDIA, THERE ARE SEVERAL THINGS TO CONSIDER WHEN MANAGING YOUR ACCOUNTS — WHO WILL PROVIDE AND POST CONTENT, MONITOR COMMENTING, AND MANAGE THE ACCOUNT WHEN SCHOOL IS NOT IN SESSION. CONSIDER ASSIGNING ONE TO THREE STAFF MEMBERS (DEPENDING ON THE PLATFORMS YOUR STAFF IS ON) TO ACT AS SOCIAL MEDIA EDITORS.

3. DEVELOP YOUR PLAN

NOW THAT YOU'VE DEFINED YOUR GOALS AND CHOSEN YOUR PREFERRED NETWORK(S), IT IS TIME TO DEVELOP A PLAN TO GUIDE YOUR SOCIAL MEDIA EFFORTS. USE THE *WORKSHEET BELOW TO PLAN HOW YOU WOULD LIKE TO USE SOCIAL MEDIA DURING THE SCHOOL YEAR.

Social Network #1:

Audience(s) you want to reach:

Who will manage and post content?

Is commenting allowed? Y N

Who will monitor and respond to comments?

Plan artwork required for social site.

Cover Image:

Avatar:

Background:

Launch date: _____

How will you publicize your social media pages to your audience(s)?

What is your plan to monitor and engage on platform when school is not in session?

Social Network #2:

Audience(s) you want to reach:

Who will manage and post content?

Is commenting allowed? Y N

Who will monitor and respond to comments?

Plan artwork required for social site.

Cover Image:

Avatar:

Background:

Launch date: _____

How will you publicize your social media pages to your audience(s)?

What is your plan to monitor and engage on platform when school is not in session?

*The content in this worksheet was provided by Brian Heyman, English, journalism teacher and yearbook adviser at Pattonville HS in Maryland Heights, MO.

A CLOSER LOOK

WHEN DEVELOPING YOUR PLAN TO USE SOCIAL MEDIA, IT'S GOOD TO CONSIDER HOW EACH NETWORK CAN BENEFIT YEARBOOK. IF YOU HAVE CHOSEN TO HAVE A PRESENCE ON MULTIPLE ACCOUNTS, YOU'LL WANT TO PLAN CONTENT THAT WILL WORK WELL ON THAT CHANNEL. REVIEW THE CHART TO QUICKLY IDENTIFY WHICH NETWORK SUPPORTS YOUR NEEDS.

	FACEBOOK	TWITTER	INSTAGRAM	PINTEREST	YOUTUBE	HJ STITCH
Request images or text						
Yearbook promotions and reminders						
Recruit staff						
Recognize staff						
Conduct surveys or polls						
Yearbook sneak peek						
Promote content published to online news site						
Showcase images that are not in the book						
Gather coverage/design ideas and inspiration						

EXTEND YOUR CONTENT



A MINI-WEBSITE FOR YOUR YEARBOOK

With its ability to host extra content on landing pages (singular web pages) in the tabs area of your Facebook page, you can promote events, and post stories and videos to support the printed book. It's like a miniature website just for your yearbook.



LIVE-TWEETING

With the rise in popularity of social platforms such as Twitter and the use of smart devices, the practice of journalism has evolved. The urgency to report news to the masses has increased exponentially with the immediacy that comes with this microblogging application. Having a Twitter handle for your yearbook could provide journalism students a unique training opportunity. Requiring students to live-tweet during a school event will not only give them practice in writing, but they will learn to quickly edit tweets, make timely judgment calls about what is appropriate to tweet and help improve their eye for great photography.



LIVE TWEETING, BUT WITH PICTURES

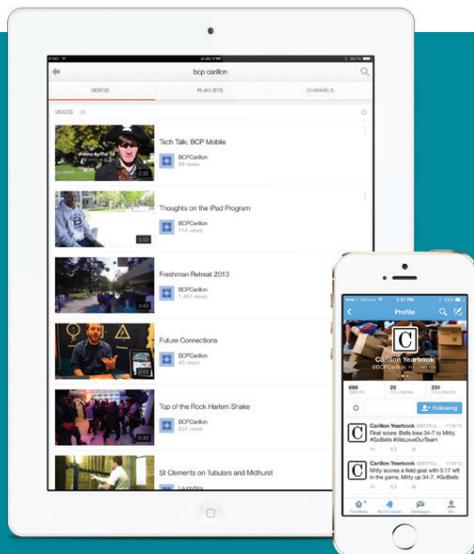
In addition to sharing photos that won't make it into the yearbook, Instagram is another great platform to post live from school events. Because it is a visually driven application, it's a photographer's opportunity to showcase highlights of an event as it's happening.

DIGITAL WATERMARKS & QR CODES

Because space in the printed book is limited, digital watermarks and QR codes make additional content easily accessible directly from the book. A QR code is a mark that is printed on a page which allows the reader to access extra content using an app on a smart phone. Digital watermarks work similarly, but instead of a printed mark that is scanned, existing content on the spread becomes the scannable mark.

AUGMENTED REALITY

Like digital watermarks, augmented reality gives your book a virtual experience by overlaying your print content with videos and animations. Your readers can see an object come to life after scanning it using an augmented reality app on their smartphone.



“For the past few years, we’ve maintained a YouTube channel, Twitter account and Facebook page, so an online newspaper seemed like a natural progression. In November 2012, we launched thecarillon.org as a complement to the yearbook. After all, why can’t yearbooks go online? They produce content daily, with most of the content never making it into the book. Getting students to follow was even easier. By going beyond solely print media, we reach media convergence, bridging that divide between paper and online.”

- Ryan Demo, Student
Bellarmine College Preparatory, CA



STITCH

MORE STORIES

Stitch is the evolution of the way student life is recorded and remembered. It allows greater participation and broader coverage than ever before, creates timely supplements to the yearbook content for the entire student body and provides journalism students with valuable skills for the wealth of jobs that rely upon effective online communication.

FUTURE OPPORTUNITIES

A student staff is essential to building and maintaining a successful Stitch site. By learning and leveraging the powerful tools that Stitch provides for online publishing, the Stitch staff will learn skills to create and manage content in an online forum as well as refining real-world skills including time management and writing for a publication.

BUILD SCHOOL PRIDE

Stitch helps you showcase all of the exciting events that are happening in and around your school and presents them in an easy-to-enjoy format. Where the yearbook ends, Stitch continues to tell more stories and feature more students than was ever possible before. Students will love being a part of the process of telling the stories of the year.

POWERFUL COMMUNICATION TOOL

With tablets and technology on the rise, Stitch arms you with the perfect tool for reaching students on the devices they can't seem to put down. Stitch is available at no additional charge to Herff Jones customers and the mobile application is available for download at the iTunes App Store and Google Play.

To learn more about
Stitch, visit
hjstitch.com

"It gives us more of a security standpoint than something like Twitter or Facebook. Students can like pictures, but there isn't a way to dislike or post negative comments. So it's very positive when compared to other social media outlets."

*- Jaime Stewart, Assistant Principal
Franklin Heights HS, OH*



PROMOTE AND ENGAGE

PROMOTE YOUR SOCIAL MEDIA CHANNELS

Whether you are promoting your yearbook or reporting the latest game, you want to get the most out of your posts and tweets by establishing a fan base. Begin spreading the word about your new Facebook page or Twitter and Instagram handles by having each staff member post from their personal account, asking their friends to follow your yearbook's page. Also, be sure to include the social media icons on all promotional printed materials and school website (fig1). If you want to get really creative, create a commercial to play over the announcements asking the student body to follow your page and/or handle. Don't forget to celebrate fun milestones when you reach goals like a particular number of followers.



yearbookdiscoveries.com



FIG 1

TEACH SOCIAL MEDIA

JUST LIKE YOU TEACH YOUR JOURNALISM STUDENTS BEST PRACTICES WHEN IT COMES TO WRITING FOR PUBLICATIONS, IT'S IMPORTANT TO TEACH THEM BEST PRACTICES FOR POSTING ON SOCIAL MEDIA SINCE IT IS BEING USED FOR MORE PUBLIC RATHER THAN PERSONAL USE.

- Establish what is appropriate content for posting.
- Remind staff members not to download pictures they see on friends' social media channels and expect to use them in the yearbook. Instead they should ask for permission and request the original photograph for best reproduction in the book.
- Posting on the yearbook page needs to be done professionally using proper grammar, spelling and other rules of good writing.
- Establish standards for what to include in each post.

WAYS TO ENGAGE

ONCE YOU HAVE ESTABLISHED A FOLLOWING, IT'S TIME TO START ENGAGING. CONSIDER THESE TACTICS TO HELP SPREAD THE WORD ABOUT THE BOOK, GAIN READERSHIP AND BUILD COMRADERY WITHIN THE SCHOOL.

POST ABOUT THE YEARBOOK

- Post about upcoming yearbook dates such as individual and group photo days.
- Remind everyone that books are on sale.
- Give sneak peeks of content that you're working on for the yearbook.

GAIN CONTENT FOR THE YEARBOOK

- Create polls through Facebook or Stitch.
- Run a social media contest with your school using a hash tag. Make the prize a free yearbook.
- Unsure of what stories your student body will want to read in the yearbook? Test it by throwing an excerpt in a post and see how your followers react.

EXTEND COVERAGE FOR THE YEARBOOK

- Live tweet at school events.
- Post a sneak peek of photos from school events on Instagram or Facebook.
- Create videos of happenings around the school and host them on YouTube. Remember you can link to these videos right in your printed book by adding QR codes, digital watermarks or augmented reality.
- Create an online site to host extended content for your book to drive your followers to access.

GET YOUR COMMUNITY TALKING

- Ask questions and/or make requests.
- Post a photo or two and ask students to vote by liking or favoriting the image.

FOLLOW HERFF JONES YEARBOOKS

WHAT DO YOU HAVE TO GAIN FROM FOLLOWING HERFF JONES YEARBOOKS ON SOCIAL MEDIA? EVERYTHING! GET TIPS AND TRICKS TO SUCCESSFULLY CREATE YOUR BOOK, RECOGNITION FOR YOUR STAFF AND EVEN WIN PRIZES WHILE PARTICIPATING IN OUR CONTESTS. WE LOVE TO SPEAK YEARBOOK AND WANT TO SHARE THE LATEST AND GREATEST WITH YOU.

LIKE US ON FACEBOOK

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FOLLOW US ON GOOGLE+

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<http://www.youtube.com/user/HerffJonesYearbooks>

