

Marketing Mod 5 Part 7

Social Media Post with help from Canva

Student's Name: _____

Now is the time to create a **yearbook post**. For future thoughts, review the following information on social platforms available to you. These platforms can help you with your marketing for this year.

It is recommended to use Canva as you complete this assignment. **Canva** is a graphic design platform that allows you to create social media graphics, presentations, posters, documents, and other visual content. You can choose from many professional designed templates and edit the designs and upload your photos through a drag and drop interface. Later, you can post on the school's website, upload it YouTube or send it directly to the homes of your students. If you are a paid subscriber, you can send it directly to such sites as Facebook and Instagram.

One final thought. Some schools use the **Canva** program to create infographics for their yearbook. They choose an infographic template and add their information. This exercise will be good practice for you.

Assignment

Create a yearbook sale or yearbook ad post for your yearbook program. During the year, you will want to create regular posts.

- Go to canva.com
- Choose a template.
- Upload your photo or photos.
- Provide any information you like for the post but make sure you include yearbookforever.com on your creation.
- Below is an example created simply by choosing a templating and uploading photos. Text could easily be added to this post.



- Below is one example of social media graphics created by Walsworth to help you during the year. They are located under Social Media Graphics.



Social Platforms

Facebook

The largest social media site in the world with 2.6 billion monthly active users, including most students' parents.

Tips and Tricks

- Do not just post links. Engaging with your audience keeps you at the top of their minds.
- Every post should include photos, videos, or a go live.
- 45% of people watch over an hour of Facebook or YouTube videos per week.
- Post photos of the week and tag students in them. People will begin to come to your page to look for it weekly and keeping yearbook top of the mind.
- Create polls to find out what content your students want to see in the book!
- Have people vote for senior superlatives by liking photos or answering a poll.
- Share posts to relevant Facebook groups (i.e. seniors, parents, alum, city).
- Share your school store link!
- Include your school store link every time you post about yearbook sales.
- Make sure it is also included on your page in the about section.
- Share memes. Students are creative, let them have some fun with this one!

Instagram

One of the fastest-growing [mostly] app-based social networking platforms.

Over 1 billion monthly active users.

Tips and Tricks

- Highly visual which is great for yearbook!
- Post photos you aren't using in the book.
- Post sneak peeks.
- Consider a big cover reveal.

- Instagram stories and live features are very popular among students.
- Instagram removes links from posts so be sure to have your school store URL in your bio.
- Create hashtags for your yearbook and other relevant ones for easy searchability.

Twitter

330 million monthly active users

Twitter users send out at least 500 million tweets per day

Tips and Tricks

- Engage in conversations with your audience.
- Post memes.
- Create video content.
- Use hashtags.
- Have your school store URL in your bio!
- Live tweet deadline days!
- Building your following. Have staff follow your Twitter handle and retweet all posts.
- Great place for giveaways, contests and even secret sales using coupon codes!

Snapchat

Users send each other snaps and update 24-hour statuses.

229 million daily active and engaged users

Tips and Tricks

- Create snaps from events your reporters and photographers attend!
- Snapchat takeover! Have different clubs or organizations that you trust take over your account for a day.
- Build your following. Make sure to share your snapcode on all your social media accounts and marketing materials.
- Keep your content short and sweet.
- Host contests, giveaways and secret sales!

TikTok

This short-form video sharing platform has become incredibly popular within a short amount of time.

Over 800 million monthly users which spends countless hours on it each day.

Tips and Tricks

- Let your students have fun with this one!
- Promote user interaction by following the trends and having your staff duet videos with other students.

- Be fun, unique and creative!
- Tug at the heartstrings. Have students talk about how much the yearbook means to them.
- Be funny! Show videos of students freaking out because they missed out on purchasing.
- Change up the words to popular songs and make them about yearbook.
- Create a yearbook dance challenge!

Other Sites:

- **Animoto**
 - Free video maker
 - Create professional looking videos with music, photos, slideshows and video clips
 - Sneak peek yearbook spreads and photos in a fun video
- **Canva**
 - A graphic design platform that allows users to create social media graphics, presentations, posters and other visual content
 - Available on web and mobile
 - Integrates millions of images, fonts, templates, and illustrations
- **Hootsuite**
 - Manage all your social media in one place
 - Free or low cost
 - Schedule posts across multiple platforms