

Marketing Mod 5 Part 5

Social Media Goals

Student's Name: _____

Do you use social media in your personal life? I am sure you do. In fact, 92% of students use some form of social media in their lives. Social media can also be helpful in promoting and celebrating the yearbook by creating a page for your yearbook program or working alone your school's page. It is strongly recommended to use social media to promote your yearbook program, but you should follow these suggestions. Suggestions for using social media for your yearbook includes:

1. **Establish guidelines and policies.** Make sure you use social media in a responsible and ethical way.
2. **Develop a yearlong plan.** What are your goals for using social media?
3. **Build a community.** After creating your social media accounts, have your yearbook staff follow and like these pages.
4. **Encourage responses.** Create posts that encourage responses.
5. **Share information.** Market your yearbook by sharing information about yearbook and ad sales as well as important events going on with the yearbook.
- 6.

Complete the following questions to help develop your Social Media Plan for the year. Then share your thoughts with your yearbook staff. Do as many as you can because you are just getting started.

1. **Guidelines and Policies.** You need to understand any rules set by your school or community. Make sure you know them and incorporate these guidelines in your social media policies. **What do the following three general guidelines mean to you and your yearbook staff?**
 - a. How should you use good judgment when using photos in your social media posts? What photos should you use?

 - b. How should you provide value with your social media posts? What should you post?

 - c. What should you consider when reposting of photos, music, and videos? (Copyright and fair use)

2. Develop a yearlong plan.

- a. Will social media be your main marketing strategy? What else should you consider when marketing and selling your yearbooks and ads this year?

- b. What are your social media goals?

- c. When do you think you should use social media? List two or three more possible times you should use social media and include the months you are considering. To get you started, I have given you some suggestions. From these suggestions, you should create a calendar for the entire year.

- i. Yearbook sales with price increases _____
- ii. Ad sales _____
- iii. Sharing photos used in the yearbook _____
- iv. Sharing sneak peeks of spreads or the yearbook cover _____
- v. _____
- vi. _____
- vii. _____

3. Build a community.

- a. How will you increase the size of your community? What social media outlets will you use?

- b. How will you promote your social media through other channels? How will you use newsletters or other school publications to promote your social media? How will you use posters or handouts to promote your social media?

4. Encourage responses.

- a. How will you create response? How will you encourage responses from students?

- b. How will you get ideas for content in your yearbook? Will you ask for content using social media?

- c. Come up with a question that could be used by your yearbook staff to come up with new content in your yearbook. The question should initiate a response from a student. For example, “Why didn’t you buy a yearbook last year?” Creating a message with a response is easier if you use the poll function on Twitter or Facebook.

5. **Share Information.** Create two possible posts you could use to sell yearbooks or ads for this year. For example, “Here is a sneak peak of a photo that will be used in the yearbook! What do you want to see in the yearbook?”

a.

b.

9. 