

How to Use Social Media as a Yearbook Staff

Let us discuss a few of the best ways to utilize social media as an educator. We will highlight the top four social media platforms, including Snapchat.

(adapted from connectsafely.org and Edutopia.org)

What is Twitter and how to use it?

Twitter is a networking service that allows you to send short messages (no longer than 140 characters). This microblogging service currently caters to 313 million active users.

1. Create an advocacy

Set up a Twitter account around an event such as a yearbook sale or ads sale. Then document your marketing projects through tweets. Come up with a #hashtag and encourage your entire yearbook class to participate.

2. Communicate with the parents of your students through Twitter

Even if they are not on Twitter, they can still follow you and receive updates via text. To get notified by text, they will send an SMS text to 40404 (if you're located in the US) with the text "FOLLOW [your username here]" (no quotes). For example, FOLLOW HighSchoolBooks.

3. Get found by people

Use Twitter as a tool to get found by others. To increase your searchability, make sure that your bio is optimized for search by including keywords that describe you as a yearbook staff.

What is Facebook and how to use it?

Facebook really needs no introduction. With over a billion users, Facebook is the undisputed leader of social media platforms.

Because 1 out of 7 people on earth use Facebook, there is a good chance that your students (or at least their parents) use Facebook, too.

1. Use Facebook Live to broadcast what is happening now in your yearbook classroom, and for activities outside of the classroom as well. Share a yearbook sales or personal ads designing

session as it is happening with parents who couldn't make it. With Facebook Live, you can broadcast for up to 90 minutes.

2. Create events on Facebook to keep parents informed about upcoming yearbook meetings, sales, and events.

3. Create a private group for your class.

Here in this private environment, your entire group of parents, students, and teacher helps can post openly. Encourage your students to ask questions about their yearbook or share information with other students.

4. Post videos to your private group.

Post videos that instruct the class on how to purchase a yearbook, or provide extra information on yearbook marketing projects.

5. Share photos of your daily class activities.

Instead of live streaming, post photos taken from your yearbook students. You can create a weekly digest photo gallery, too.

What is Pinterest and how to use it?

Pinterest is a visual bookmarking tool that allows you to save images or videos. Pinterest has 100 million active users.

Inspiration: It is impossible to visit Pinterest and not to get inspired.

1. Create a yearbook board and invite your students to join. On this board, you can pin information about your yearbook projects.

2. Post images of your yearbook and ad sales. Share your yearbook progress on Pinterest.

3. Create a Yearbook Pinterest account and assign each student a board of their own. Here, they can post visual yearbook information and progress.

What is Instagram and how to use it?

Instagram is a photo and video sharing mobile app that you can also use (in a limited way). Instagram has over 500 million monthly active users.

Hashtags are huge on Instagram, and it is easy to use hashtags to search for people, posts, and places that you are interested in.

1. Make sure that your Instagram account is set to *private* because you may share photos that include students. In addition, you should also ask for the parent's express permission (in writing) before sharing images of their child on your Instagram account.

2. Delete all photos and then block access to those accounts at the end of the school year.

3. Instagram is all about visual engagement. It is a photo app, after all. Take photos of your yearbook day or yearbook event and share them with your school community.

4. Have students to take photos of an event (like first day of school or yearbook sale day) and then upload these images to your yearbook Instagram account. Additionally, you can encourage your students to participate in a semester long marketing project.