

GET SOCIAL – MAY 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Saturday Spotlight 1 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.
2	Teacher Appreciation Week 3 Post a video of a student explaining what they appreciate most about their teacher.	Marketing Minute 4 Create a "May the Fourth be with you" post and add a reminder to purchase a yearbook at yearbookforever.com.	Happy Cinco de Mayo 5 Create a "Happy Cinco de Mayo" post and add a reminder to purchase a yearbook at yearbookforever.com.	Throwback Thursday 6 Ask teachers to submit throwback photos. Then post 1-2 pictures and have everyone guess who it is.	Marketing Minute 7 Post a reminder of your deadline to buy a yearbook at yearbookforever.com.	Saturday Spotlight 8 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.
Happy Mother's Day 9 Women are the #1 buyers of yearbooks – make sure to wish your students' moms a Happy Mother's Day.	Yearbook Impact 10 Recruiting Reminder! Post a short video of a yearbook staffer sharing their favorite moment and explaining why students should join next year.	The More You Know 11 Tweet an interesting fact with #TheMoreYouKnow. Follow up with reminder to buy a yearbook.	Marketing Minute 12 Post a preview photo from a club or organization that is in the yearbook.	Marketing Minute 13 Facebook Poll: When you get your yearbook, what is the first section you go to?	Coach's Corner 14 Post a short video of a student explaining what they like most about their coach and a lighthearted impression.	Saturday Spotlight 15 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.
16	Marketing Minute 17 Have each of your staff members post a reminder to purchase a yearbook on their own social media accounts.	Guess How Many 18 Fill a jar with jelly beans and place outside the yearbook room. Post a photo and ask students to guess how many jelly beans are in the jar. The closest guess wins a prize.	Marketing Minute 19 Twitter: Find a GIF and follow it up with – You "May" reserve your yearbook copy at yearbookforever.com	National be a Millionaire Day 20 Post: If you were a millionaire, what would be the first thing you buy? Share with us in the comments!	Marketing Minute 21 Instagram: Post a sneak preview of a photo from a play or musical from this year.	Saturday Spotlight 22 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.
23/30	The More You Know (24) 24/31 Tweet an interesting fact with #TheMoreYouKnow. Follow up with a reminder to buy a yearbook at yearbookforever.com. Happy Memorial Day (31)	National Sing Out Day 25 Post: What is your go-to karaoke song? Share with us in the comments!	Guess the Student 26 Post 3 separate clues about one student from each grade, and the first student to correctly guess gets a prize.	Throwback Thursday 27 Ask teachers to submit throwback photos. Then post 1-2 pictures and have everyone guess who it is.	Marketing Minute 28 Distribution Reminder: Find a GIF and post a reminder about distribution day for your yearbook.	Saturday Spotlight 29 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.