

# Engage Your Audience All Year Long

What do you want to share and promote?  
Set goals and action plans



ava butzu  
grand blanc hs yearbook

Jostens uses "Directory Information" to produce and help promote the sale of our yearbook, which helps manage the cost of your yearbook program by maximizing sales.

With the help of the school list and Jostens marketing programs, the teacher does not need to collect checks, track money or enter as many sales – "busy work" that distracts from a teacher's core purpose of training a workforce for the 21<sup>st</sup> Century.

# Create a Social Media Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 M, W, F weekly posts	2 SNAPCHAT Spend the week with an editor	3	4 TWITTER Link to Google Survey	5	6 TWITTER Inspiration Friday Theme Quote	7
8	9	10 INSTAGRAM Senior Ads Post	11	12	13	14
15	16	17	18	19 TWITTER Business Sponsor Thanks	20	21
22	23	24 FACEBOOK Page production update	25	26	27	28
29	30					

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Goal: Teach the readers to understand our theme  
Plan: Inspiration Fridays on Twitter





Grand Blanc Yearbook @GBYearbook · 9 Dec 2016

Friday inspiration



**Goal:** Teach that our theme is about finding  
what you love to do

**Plan:** Tell stories of alumni who have found their callings

GBYearbook called out to some of our alumni. Here's what they told us about their

# CALLINGS



**CALLINGS.**  
DISCOVER  
WHO YOU  
TRULY ARE

“I became accustomed to hearing the same question over and over and just shrugging for so long that I didn't know how to answer the question they were really asking: How are you going to make money?”



“My calling has been making people laugh, creating art, and challenging traditions for the better.”

## BLAKE WHITMORE

STUDENT, ACTIVIST, & COMEDIAN  
GBHS CLASS OF 2011

“My family, friends, coworkers, and others in my life always ask, **‘What are you going to do with thousands of dollars of comedy classes, a writing degree, a graphic design degree, and a graduate degree in women's and gender studies?’** For a long time I wasn't sure myself.

I love educating myself on every topic I come across and sharing what I've learned through art and comedy. Now I know with all this expensive education I will leave this world a better place than when I entered it.

That doesn't answer questions about my capitalistic endeavors, but usually our true callings transcend monetary means and we have to be proud of that.

Chasing a dream that might not have a pot of gold at the end is scary, but it can be rewarding in a much more valuable way. Oh, and I have a full time job as an Account Manager at a mobile apps company. **Because sometimes we have to pursue our callings on the weekends.**”

Goal: Remind the staff of what we are working on  
Plan: Share stories from our production



This is our last weekly spread of the year! Two more days and all of our pages and proofs will be DONE!



gbyearbook



Liked by bayleigh\_ivan, kentkubani and 35 others

**gbyearbook** We hit 1,000 followers on Twitter!!! Thank you everyone so much for all your support💕 Hopefully we will hit 1,000 on Instagram very soon...😁📸 by: @megan\_seyerle

JANUARY 30

Goal: Focus Coverage and Features on our Theme  
Plan: Use Social Media to involve students and find stories

# Buzzfeed - Coverage Inspiration



# Create a Social Media Calendar

Use Google for Polls and Surveys...

**Grand Blanc High School Yearbook**  
Published by Ava Y. Butzu [?] · March 1 · @

Our yearbook is almost complete, but you still have a chance to be covered in this special print and video coverage!  
<http://tinyurl.com/iamgbsurvey>

**I am GB...**  
Grand Blanc is often stereotyped as many things, both good and bad. Think of things people say about Grand Blanc that you either play a part in or are apart from. Please try to fill this out with detail—we appreciate it!  
TINYURL.COM

219 people reached Boost Post

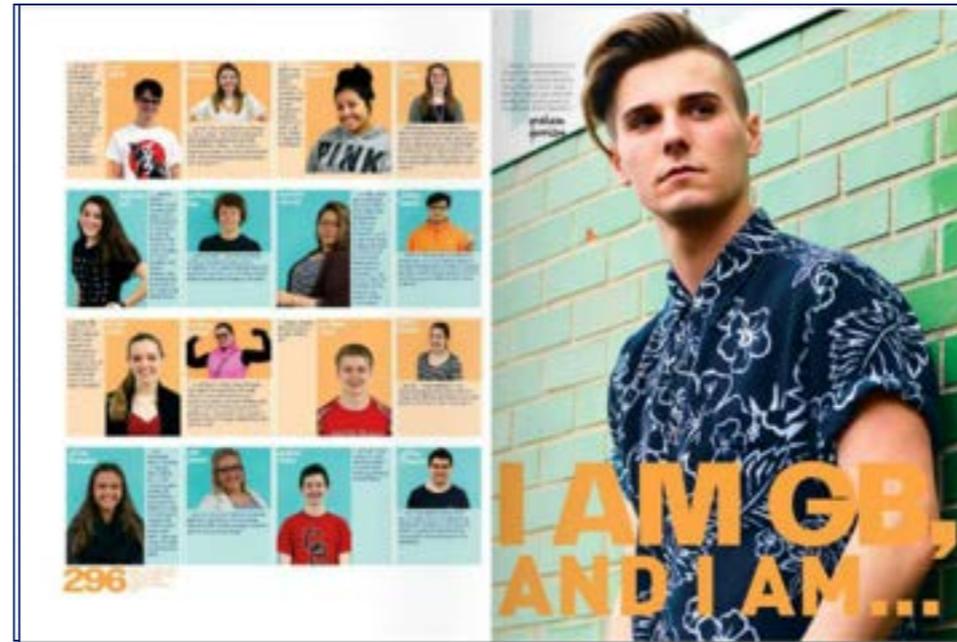
*Jostens*

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# Engage Your Audience

...Then Use the Results in your Book



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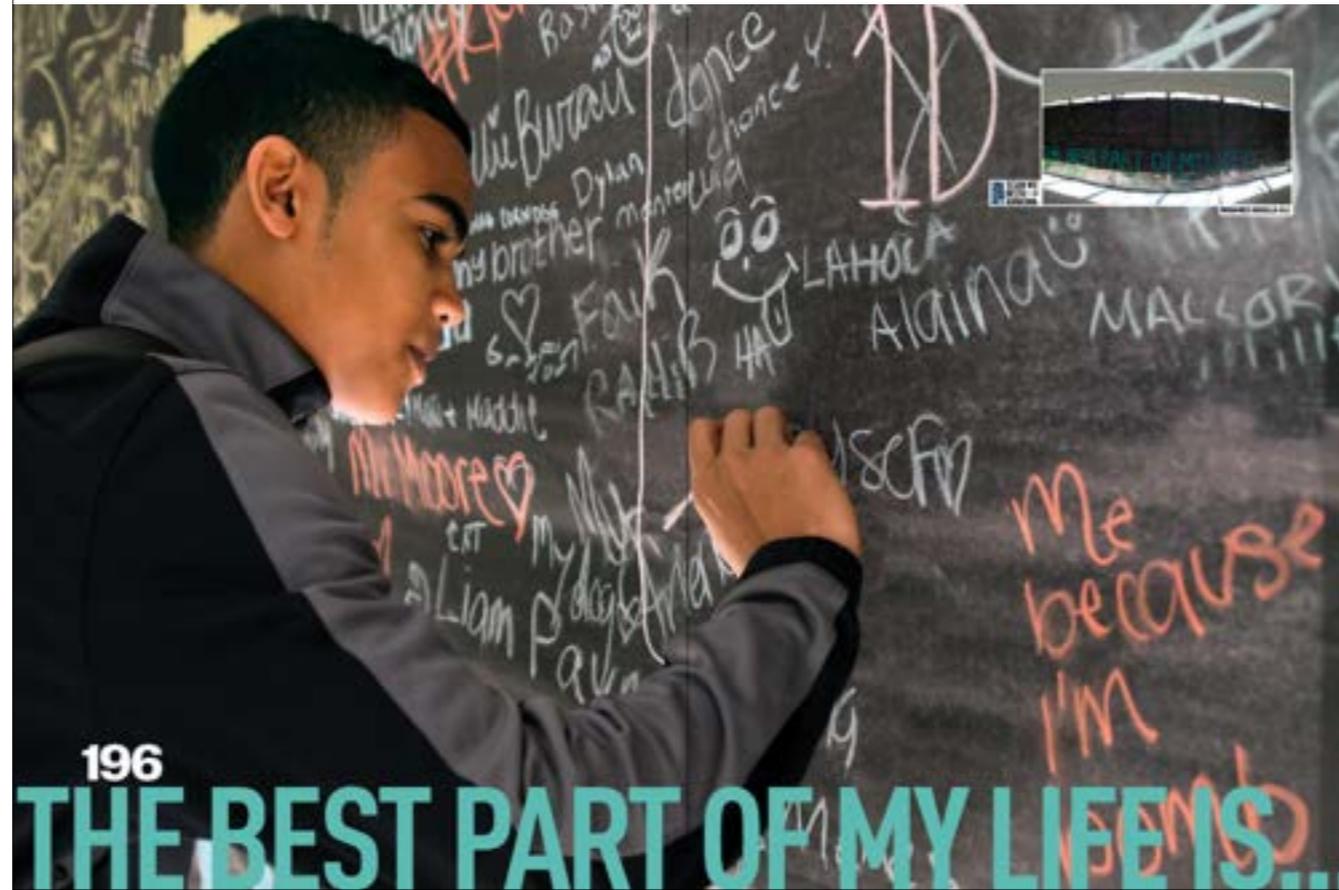


**Grand Blanc Yearbook** @GBYearbook · Jan 26

Check out our new chalkboard wall & write out your answer to this question: What is the best part of your life? ✨



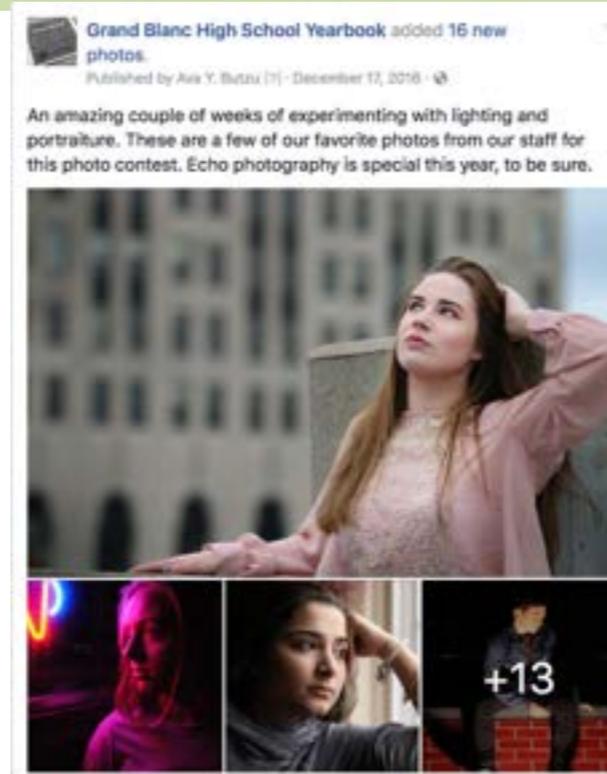
(see inset photo - we attached a video of people actually signing the poster via Aurasma

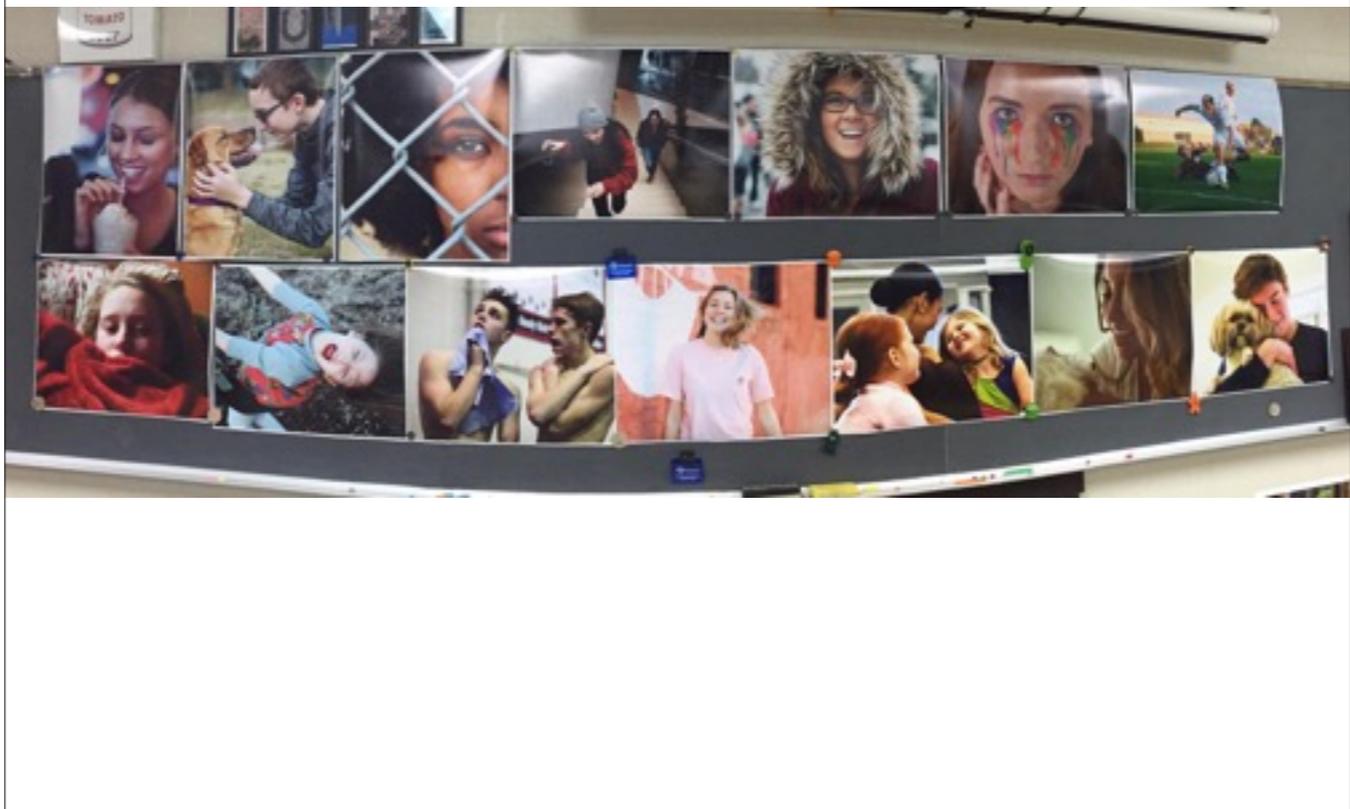




Goal: Improve Photography and Earn Our Subjects' Trust  
Plan: Photo Contests on Staff with Posters for Winners

- [Emotion - Where can you find it?](#)
  - samples and inspiration
- [Class Slideshow and voting](#)







♡ 💬 📌 ⋮ 📌

Liked by [bayleigh\\_ivan](#), [moefee10](#) and 81 others

**gbyearbook** Some amazing photos taken by our editors and staffers. Their objective was to capture emotion, they went above and beyond!!!

# CALLINGS Yearbook Week

- sample plan for the week
- all-staff involvement
- brainstorm theme-related marketing events

## YAY FOR YEARBOOK WEEK

### February 16<sup>th</sup>-February 20<sup>th</sup>

Emily- (810) 869-1511

Sarah- (810) 869-4826

### Week Before (Feb 9<sup>th</sup>- Feb 13<sup>th</sup>)

#### PRINT 5 PHOTOS FOR WINDOWS

Print your 5 best photos through Photoshop and turn them in to Emily or Sarah by **Thursday, Feb. 12<sup>th</sup>**, for a grade. The photos should be printed in **BLACK AND WHITE** using printer 1 or printer 2. See half sheet in your folder for directions. Your photos will be on the windows across from the Spanish classrooms to promote the purchase of a yearbook.

#### TSHIRT ACTIVITY

On **Tuesday, Feb. 10<sup>th</sup>**, bring a plain white t-shirt and sharpies/puffy paint/craft supplies to decorate coverage t-shirts. You will receive a list of names of students who have been covered. Use puffy paint/sharpies on your shirt to write your assigned names. Wear the shirt during yearbook week on **Tuesday, Feb. 17<sup>th</sup>**.

#### YRBK WEEK LUNCH TABLE SIGN-UP

Sign up to sit at the yearbook table outside of the cafeteria **during your lunch**. You may put your name on any order forms that you hand out. They will go towards winning the

**Monday (President's Day. No School. Feb. 16<sup>th</sup>)**

For those of you who are available at all from 10 am until around 2 pm, **please** come to the school to help Sarah and I set everything up. We would really appreciate your help. There will be a snack sign up. Mrs. ~~Emrick~~ will be supervising because Butzu will be out of town.

SOCIAL MEDIA PROFILE PICTURES

Set your profile picture/cover picture on Twitter/Facebook/Instagram to the image that Kent will put in the green **Yearbook Week Profile Pic>your hour (3<sup>rd</sup>/4<sup>th</sup>/Editor)>FINAL PICS**. This will raise awareness about yearbook week. Yay!!!

LOCKER FLYERS

Put flyers on every locker, including lockers at West Campus, to promote the purchase of a yearbook. Use MASKING TAPE.

PICTURE WALL

Help hang photos on windows to draw attention to the amazing photography included in the book. Use MASKING TAPE.

SIGNS

Make/hang signs throughout the school to promote the purchase of a yearbook. Use MASKING TAPE. Attach an envelope containing order forms on each poster.

FACE CUTOUTS

These will go on the reflective mirror window outside the counseling office. They are ~~cobbed~~ school portraits for students to picture themselves in our yearbook. Use MASKING TAPE.

**Tuesday (Feb. 17<sup>th</sup>)**

**COVERAGE TSHIRTS**

Wear your awesome handmade coverage tshirt to promote the commencement of yearbook week! Show them off to your friends in person and on social media.

**ADOPTED CLASSROOM INITIAL VISIT**

New this year! Go to classrooms and take a poster, flyer, or something creative and hand out order forms. Tell students that you will be back on Friday to collect order forms and money. You may put your name on any order forms that you hand out. They will go towards winning the contest. See ORDER FORM COMPETITION for more information.

**BASKETBALL GAME(S)**

There are home basketball games tonight. Sign up to pass out information and order forms to parents and peers. Sign up sheet will be passed around and posted in the front of the classroom. You may put your name on any order forms that you hand out. They will go towards winning the contest. See ORDER FORM COMPETITION for more information.

**Wednesday (Feb. 18<sup>th</sup>)**

TWITTER/INSTAGRAM/FACEBOOK BLAST

Everyone should send out a tweet/post a picture at **7:30 pm** to blast all of our followers with information about buying a yearbook.

LUNCH TABLE TENTS

Place lunch table tents on cafeteria tables to promote the purchase of our awesome yearbook. Wait until Wednesday to do this so that they don't get trashed or thrown away.

**Thursday (Feb. 19<sup>th</sup>)**

YEARBOOK FREEZE

**In between 3<sup>rd</sup> and 4<sup>th</sup> hour**, we will be having a flash mob type yearbook freeze. This requires everyone to be "frozen" in a pose that has something to do with yearbook. Get creative. Check out a camera and "photograph" your friends. Check out the 2010 Grand Blanc Yearbook Flash Freeze on YouTube to get an idea. This will raise awareness about yearbook in general. Make sure to ask your 3<sup>rd</sup>/4<sup>th</sup> hour teacher ahead of time if it's okay to be a few minutes late to class.

**Friday (Feb. 20<sup>th</sup>)**

ADOPTED CLASSROOM FINAL VISIT

Visit your assigned classroom to pick up any order forms and money.

CLASS TSHIRTS

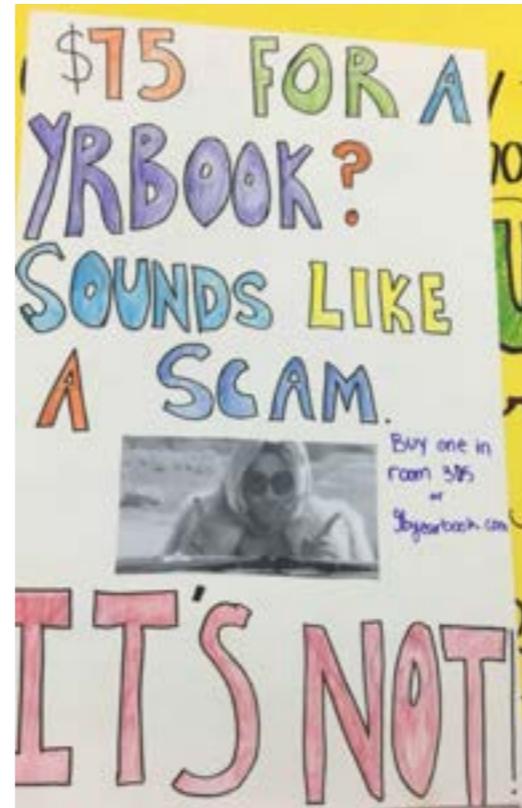
Wear your super soft red yearbook ~~tshirt~~ to celebrate the conclusion of yearbook week.

**Throughout the Week (Feb. 17<sup>th</sup>-Feb. 20<sup>th</sup>)**

VISIT LOCAL BUSINESSES

There is a flyer in your folder that you should take to a local business to help advertise the purchase of a yearbook. Politely explain what yearbook week is and ask if you can place the flyer in the window. Don't forget to bring tape.

## Home-made posters (staff contest)



# YOU WHEN YOU...

BUY YOUR YEARBOOK



WHEN YOU DON'T



VS.

68YEARBOOK.COM OR ROOM 305

\$75 UNTIL JANUARY 13<sup>TH</sup>

This is your  
**CHANCE**

By  
**JAN 13**



**3** \$75

to buy your  
**YEARBOOK**

in room 305 or @ [gbyearbook.com](http://gbyearbook.com)

# Theme-inspired Personality Bracelets (inspired by Alex and Ani)



PURPLE.

are friendly.

you the

allies

RED.

You

YELLOW.

You are optimistic. You see the glass half-full when others see it half-empty. You always think the best possible things will happen. You look on the bright side of every situation. You have the best way of looking at life. The future is calling your name, and it looks bright.

Discover who you truly are.

treat others with warmth and respect.  
make everyone's life better just by  
friendly as you are.



♥ mrsbooklady, kentkubani and 92 others  
gbyearbook Hopefully you stopped by gbyearbook's ribbon table the other day! The motive was for students to take the... more  
View all 4 comments  
delandms\_yearbook This is amazing!

## 2 personal letters by each staffer



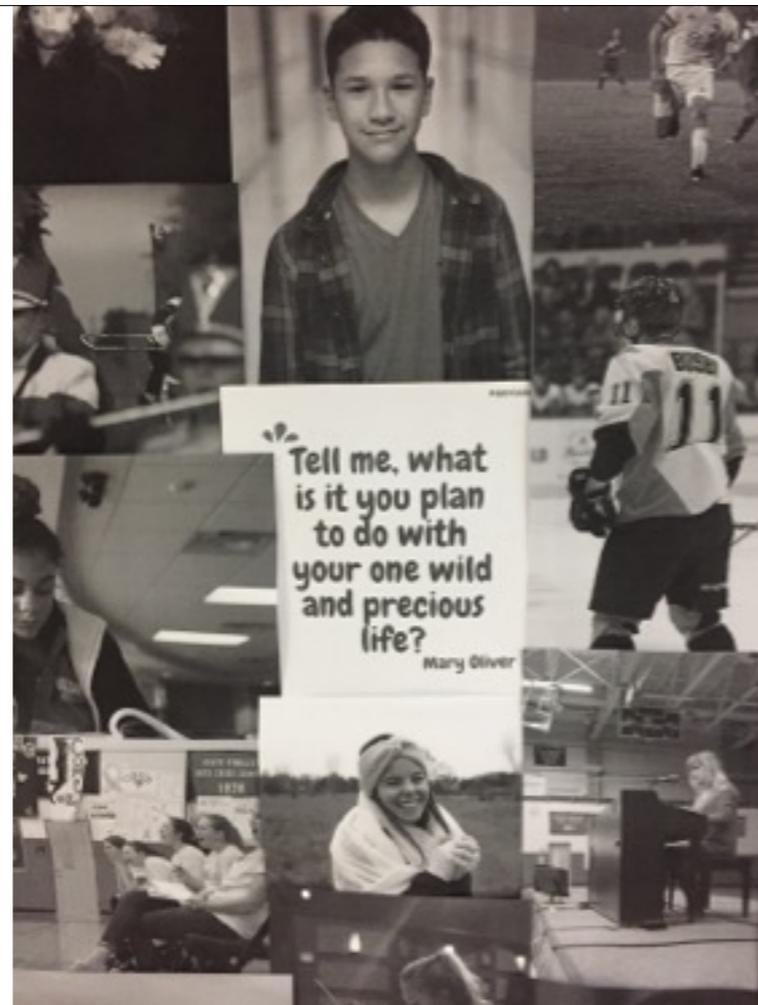
# Hall of Photos and Callings Quotes (printed by staff)











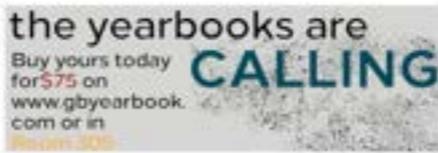
Tell me, what  
is it you plan  
to do with  
your one wild  
and precious  
life?  
Mary Oliver

Grand Blanc Yearbook  
1275 Tweets

Tweets Media Likes

More suggestions

**Grand Blanc Yearbook** @GBYear... · 4d  
HAPPY YEARBOOK WEEK



the yearbooks are  
Buy yours today  
for \$75 on  
www.gbyearbook.com or in  
stores \$85

CALLING

Grand Blanc Yearbook @GBYear... · 5d  
yes, if you purchase your yearbook  
this week you will get entered in a  
drawing to get your money back 🙌👍

d @BULLSGONEWILD  
Replying to you

Home Notifications Moments Messages Me

# IN PART Yearbook Week

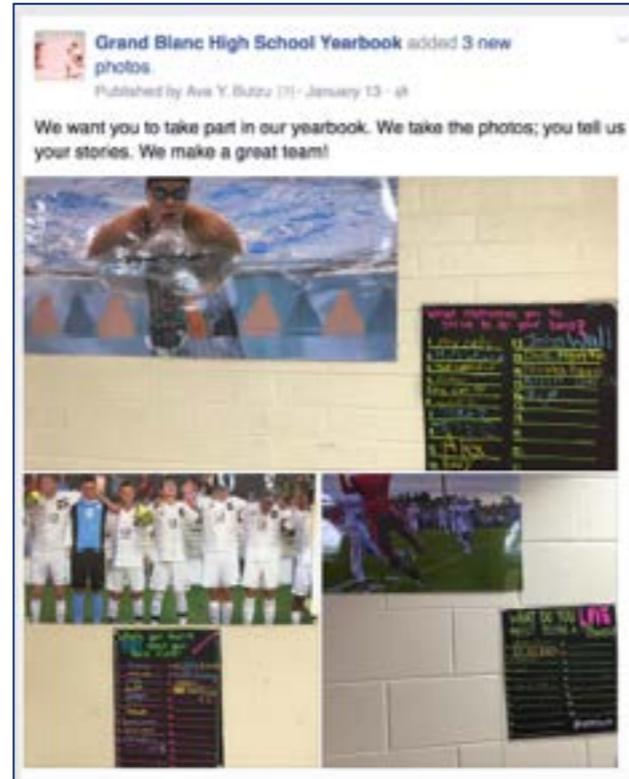


Goal: Involve Students in Yearbook Week  
Plan: Encourage them to say what their favorite part is



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## Goal: Sell Senior Ads

### Plan: Personalized Reminders and Displays

- Personal letters sent to parents with a full-page photo of their senior from student i.d.s
- We sold out our ad space for the first time in years with this campaign.

"We're all just kids  
growing up too fast.  
Save the memories."

GBYEARBOOK.COM

## SENIOR ADS

\$75 for 1/8 page

2 photos max

\$115 for 1/4 page

4 photos max

\$175 for 1/2 page

10 photos max

\$300 for full page

16 photos max

DEADLINE: 12/09/16





Liked by bayleigh\_ivan, e\_burau8 and 78 others

**gbyearbook** One of our editors in chief Kayla purchased her senior ad! Did you? 🥰 They're due Friday, December 9th, so get them in soon. 📸





Grand Blano Yearbook @GBYearbook · 7 Dec 2018  
Have you seen the senior ads display outside the yearbook room? Make sure you turn them in by Friday!





Goal: Learn how to interview, report,  
and put together a Q and A story  
Plan: Humans of GB posters



GBYEARBOOK CALLED OUT  
TO SOME OF OUR STUDENTS.  
HERE'S WHAT THEY TOLD US ABOUT THEIR

# CALLINGS

## LORENA HABER



“What is a problem you see with society right now that concerns you?”

“Self-acceptance. I see my friends on Twitter talk about how they don't like themselves and it makes me sad. When people aren't happy with themselves, it's really disappointing because everyone is different and that's a good thing, that everyone is unique.”

GB Yearbook.  
Discover who you truly are.

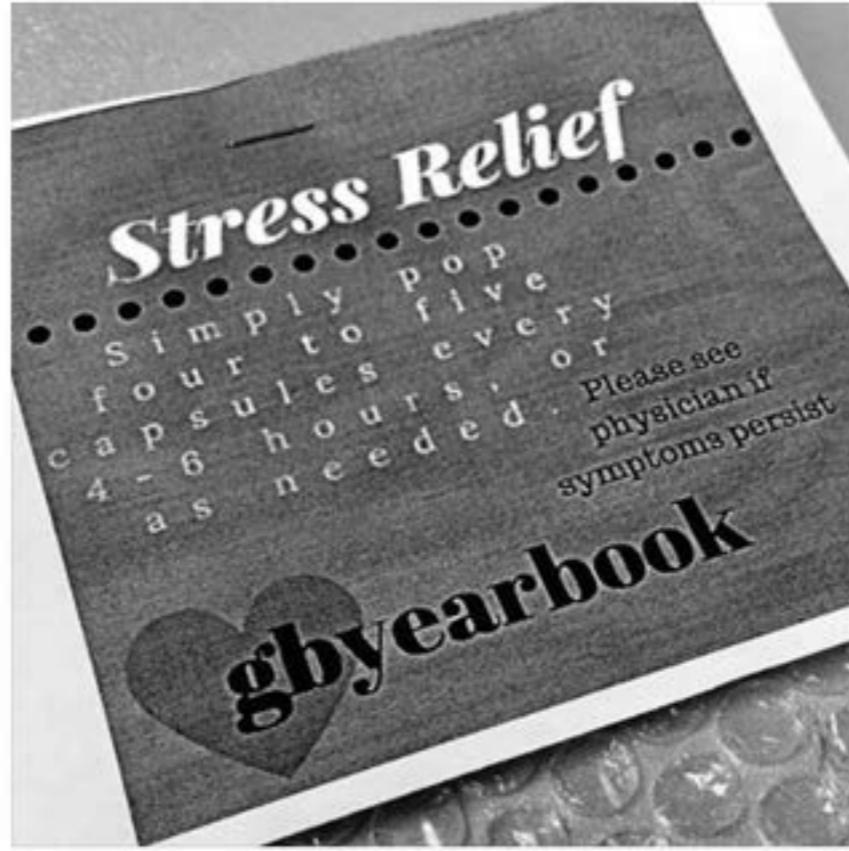
Goal: Create a positive vibe in the community  
Plan: Bubble Wrap Stress-Relief for Exams





Grand Blanc High School Yearbook updated their profile picture.

Published by Ava Y. Butzu [?] · January 18 at 5:32pm · 🌐

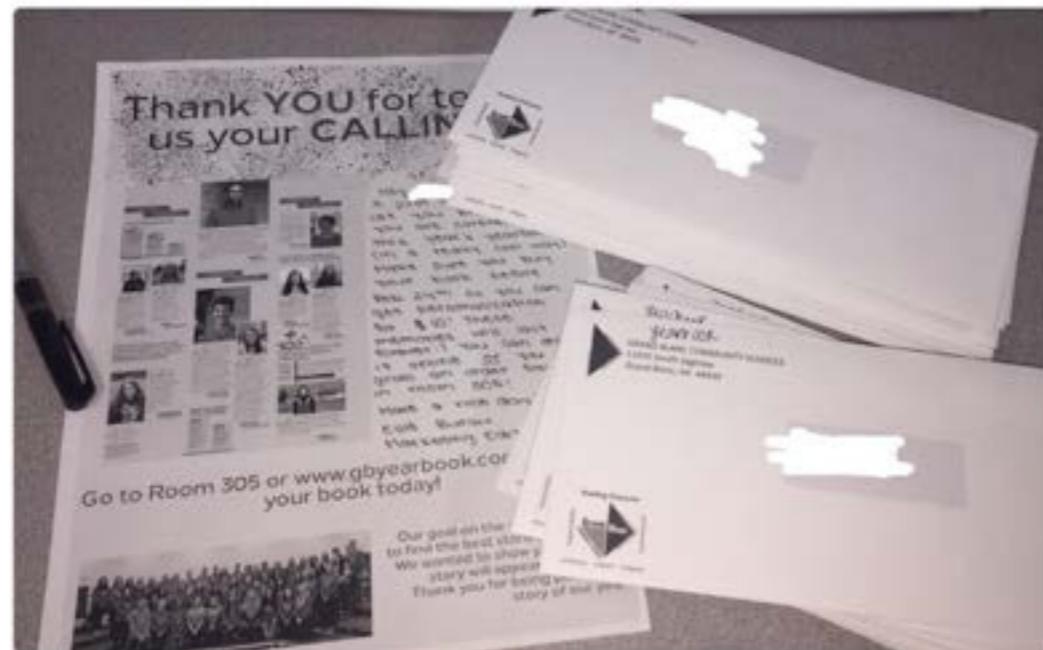




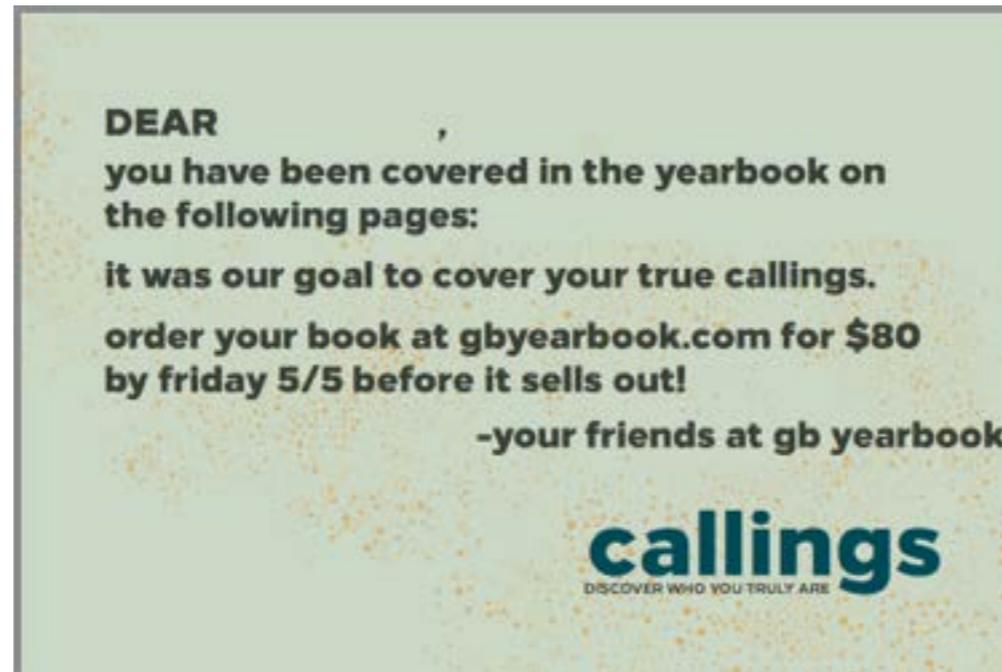
Goal: Sell Yearbooks  
Plan: Mail with and Email Home

- Mail home features the module/story the student is featured in AND a personal handwritten note.

Happy Thursday! We are writing personal letters to students who have been covered but haven't bought a yearbook, make sure you get yours 😊



# 500 Postcards Home Non-buyers featured in the yearbook



## Goal: Valentines Day Promo



# Goal: Celebrate our Sponsors



**Grand Blanc High School Yearbook**

Published by Ava Y. Butzu [?] · March 10 at 12:35pm · 🌐

Shout out to [Sydney Lushin](#) and [Elizabeth Evans](#) for this beauty, accomplished just hours after the high school got its power back today. Echo editors put deadlines ahead of leisure - and we love them for it.

It may not look like much, but we've been working on this page since August, when we first started seeking sponsors.





**Grand Blanc Yearbook** @GBYearbook · 4 Nov 2016

Our sponsor of the week [@DrsBurauPC](#) have supported us at our annual Kolor Run for the past 2 years! 😊







Goal: Be a visual, trusted presence

Plan: brainstorm new ideas

- Free photo booth at dances with photos posted for free on our website.
- Catchy displays for yearbook applications

### Snowcoming 2014 Photobooth Pilot

By Grand Blanc High School Yearbook

GB Yearbook's first ever photo booth! All photos are original and unedited and free for those who are in them to use. — at Grand Blanc High School.

190 PHOTOS · MARCH 16 AT 2:32 PM ↻



6 Likes



# Recruiting Staff Display



Goal: Remind students that every year is a new book  
Plan: Advertise what we are adding to the book

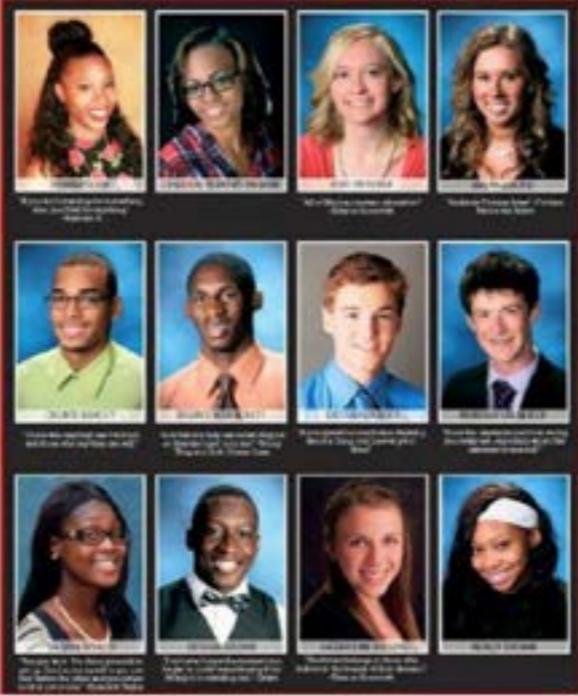


- ▶ Promote what yearbook is doing differently this year to make a product worth investing in

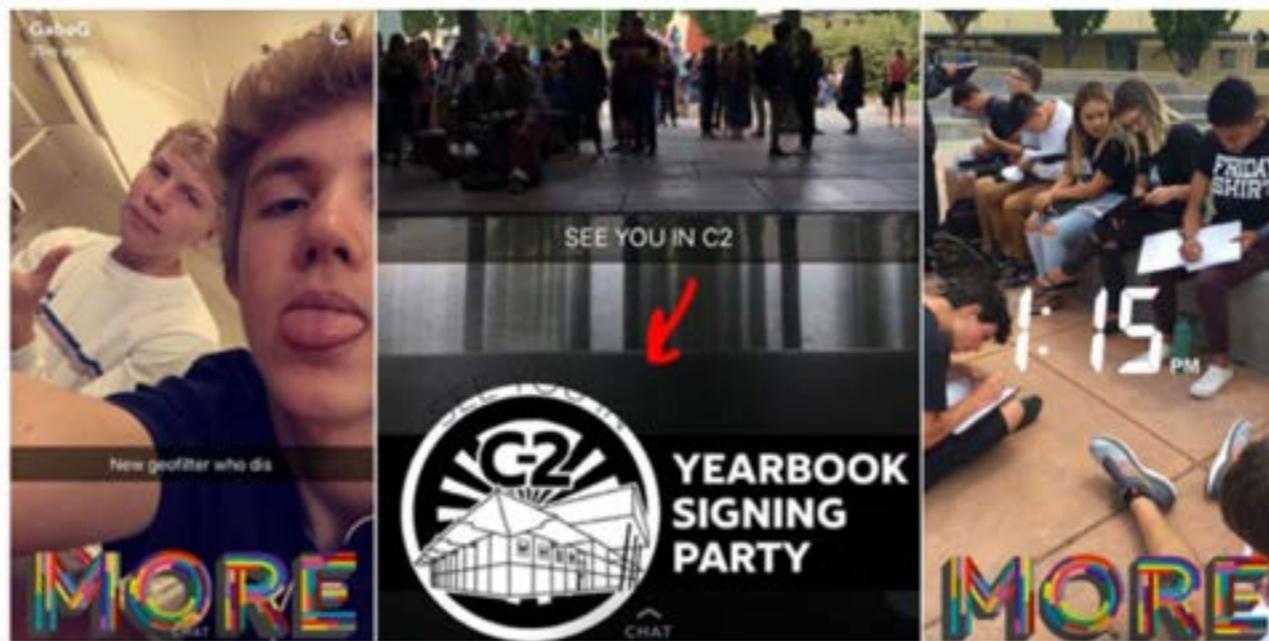
- ▶ What new coverage will you feature this year?

**Grand Blanc High School Yearbook**  
Posted by Ava Y. Butzu [?] · February 19 at 2:18pm · 🌐

We just wanted to remind everyone that the senior quotes in the book are REALLY a cool addition. Can't wait for you to see them! Buy your book online at [GByearbook.com](http://GByearbook.com)



 <small>Senior Quote: "I want to be a doctor and help people."</small>	 <small>Senior Quote: "I want to be a teacher and inspire the next generation."</small>	 <small>Senior Quote: "I want to be a lawyer and fight for justice."</small>	 <small>Senior Quote: "I want to be a scientist and discover new things."</small>
 <small>Senior Quote: "I want to be an engineer and build the future."</small>	 <small>Senior Quote: "I want to be a musician and create beautiful sounds."</small>	 <small>Senior Quote: "I want to be a writer and tell my story."</small>	 <small>Senior Quote: "I want to be a chef and create delicious food."</small>
 <small>Senior Quote: "I want to be a nurse and care for others."</small>	 <small>Senior Quote: "I want to be a pilot and explore the world."</small>	 <small>Senior Quote: "I want to be a dancer and express myself."</small>	 <small>Senior Quote: "I want to be a model and show off my style."</small>



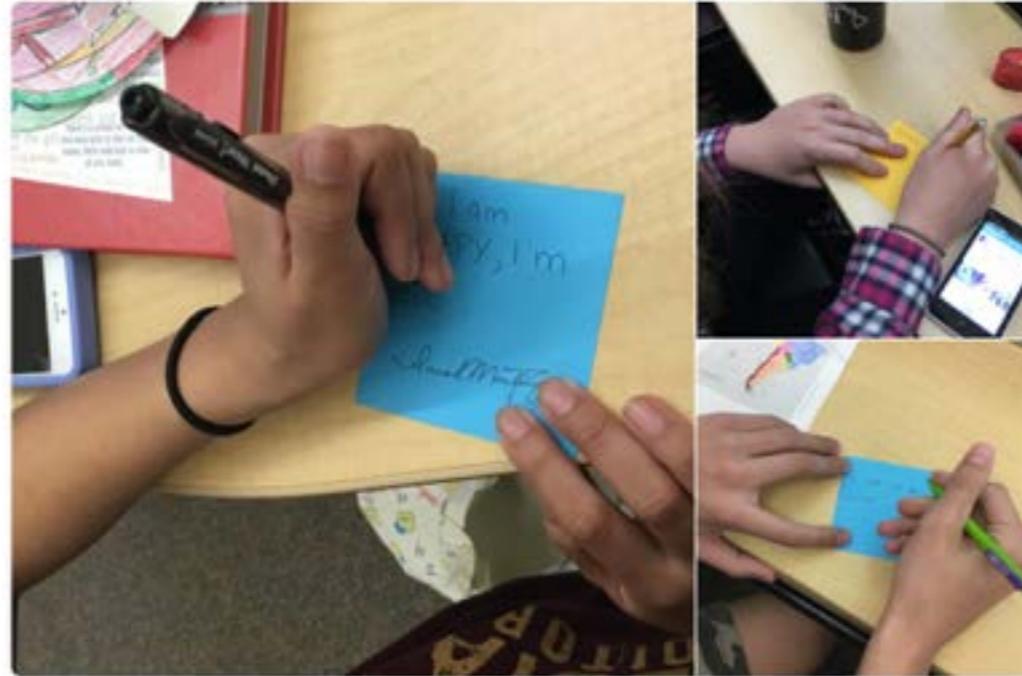
Experimenting with **Snapchat's on-demand geofilters** is a great way for media students to boost exposure and build their entrepreneurial skills. The staff at Whitney High Student Media ran a few custom filters this spring and found it to be a low-risk investment for positive engagement.

## Snapchat Geofilters



Whitney Update @whitneyupdate · Feb 24

We wrote our #sixwordstory for #SJW2016, come share yours today in the amphitheater at lunch.



← ↻ ❤️ 5 ⋮

<https://vimeo.com/156506463>