

Legacy High School

Social Media Promotion of Yearbook Sales/Distribution
During COVID-19 Shutdown



LEGACY
STUDENT MEDIA
COVERING THE BRONCO NATION

Promo

<https://twitter.com/i/status/1240442350247260162>

We created a basic promo video letting our reader know we were continuing our coverage during COVID-19 shutdown.

Pinned Tweet

 **Legacy Student Media** @therideronline · Mar 18

During Coronavirus (COVID-19) shut down, we got Legacy covered at therideronline.com

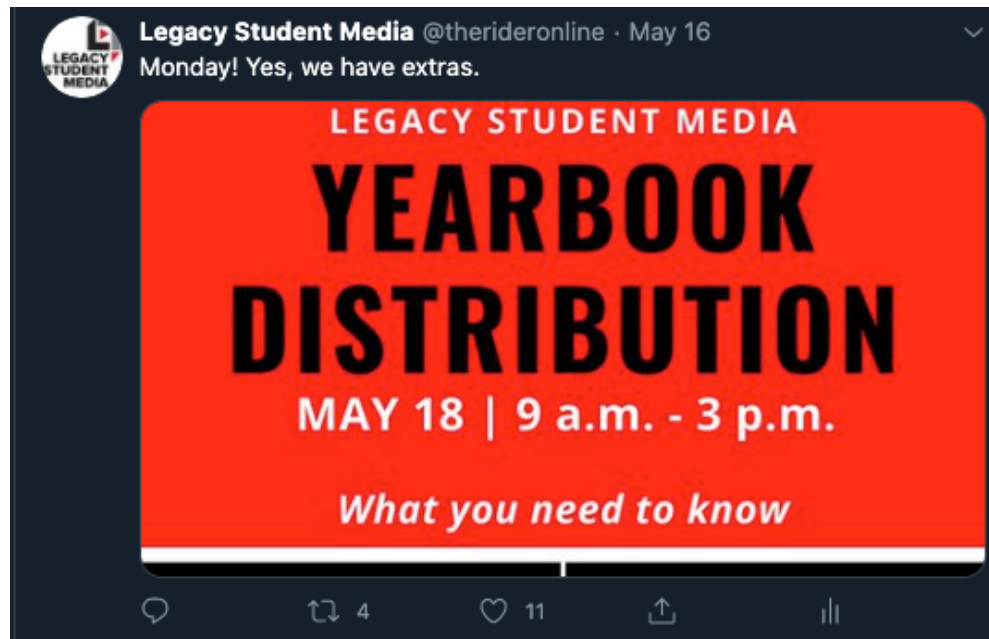


1.1K views 0:08 / 0:25

9 21

Distribution

For the first time in school history, yearbooks were distributed by drive-by pick up. Here's the graphic created to explain the process.



LEGACY STUDENT MEDIA
YEARBOOK DISTRIBUTION
MAY 18 | 9 a.m. - 3 p.m.
What you need to know

PICKING UP YOUR YEARBOOK
MAY 18 | 9 A.M. - 3 P.M.
Books will be distributed outside the Legacy journalism room/band hall on Legacy Way. Enter the drive at the bus circle (turn left).

YOU MUST HAVE AN ID
Have your school ID or a driver's license ready to show our staff when picking up a yearbook. Parents may pick up their student's book. Students are not allowed to pick up books for friends.
If there is a need for a friend to pick up a yearbook, make arrangements with Mr. Mallett. Email him: lelandmallett@msdmail.org.

EXTRA YEARBOOKS
\$80 CASH OR CREDIT CARD
Yes! We have extras. You can get an extra book May 18. You'll need \$80 cash or you can pay online with a credit card when you pick up a book. We have a limited supply, so you may want to come early.

40/40 PAYMENTS
If you have not paid your balance on your 40/40 plan, you'll need to bring cash to pay the balance. Checks cannot be accepted.

DAMAGED YEARBOOKS
Check your yearbook on the day you get your book for printer errors or shipping damage. Drive back through if you see any production errors, and we'll replace the book. We cannot replace books for small typos. We hate them too, trust us. We do our best to avoid them. We can only replace books the day of delivery.

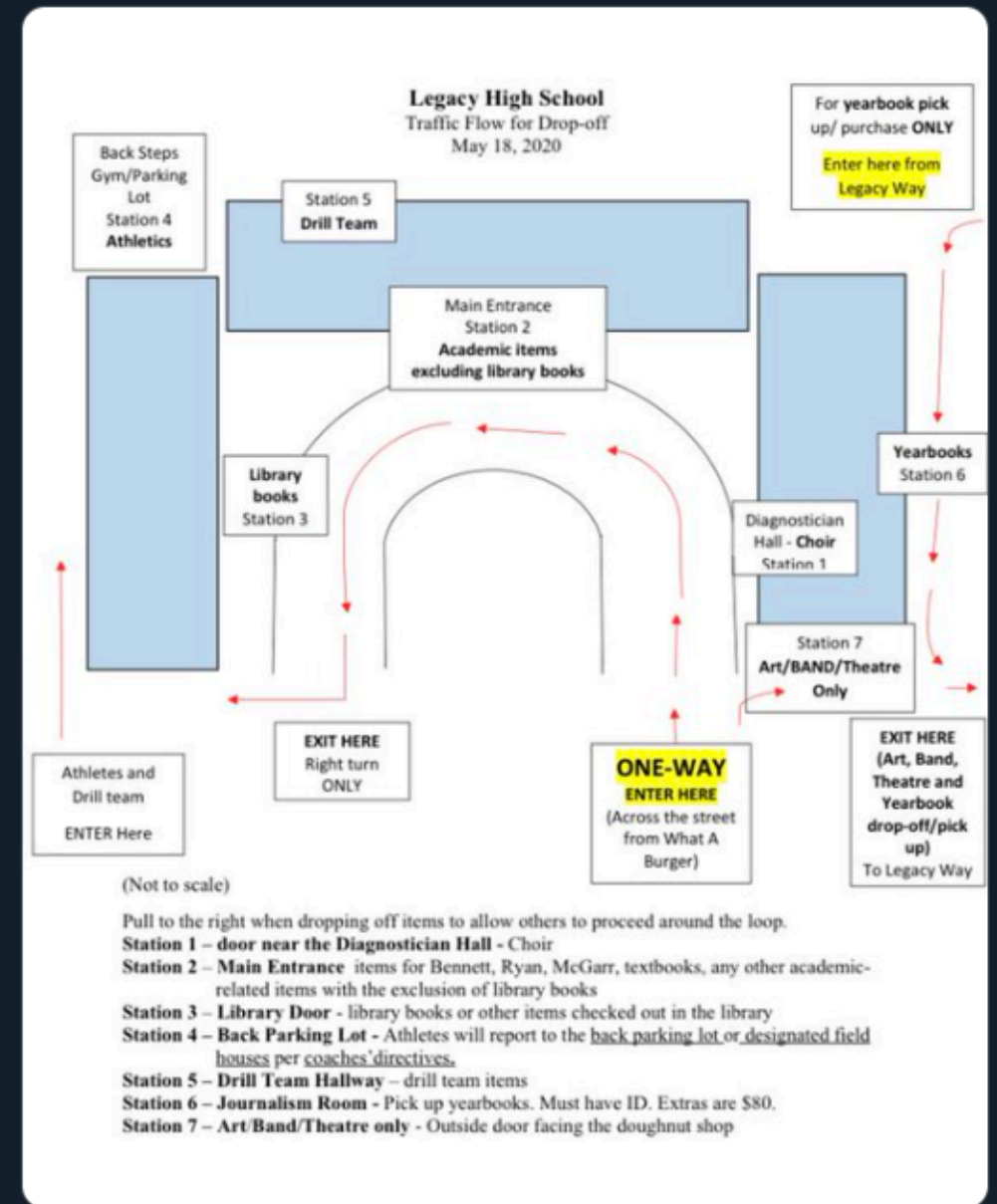
YEARBOOK SIGNING PARTY
You'll have the option to sign yearbooks digitally this year! There will be instructions with your yearbook when you pick up your book in the drive through.

WWW.LEGACYSTUDENTMEDIA.COM

Distribution

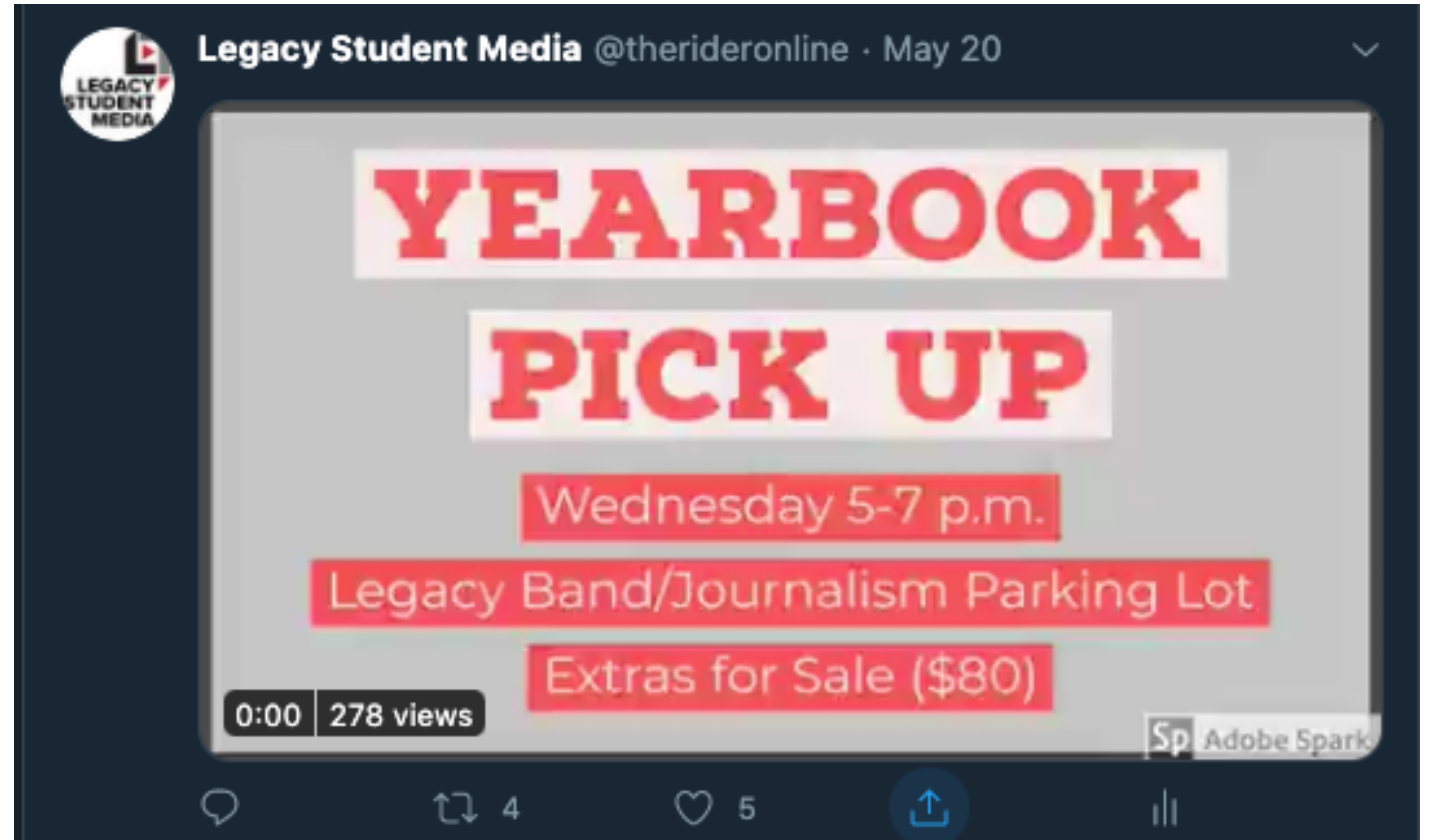
Yearbook distribution was set to coincide with other school drop off and pick ups. This map was created and promoted on social media to help with traffic flow.

Here's the traffic-flow map for Monday's drop off/pick up day.



Reminder

On a make-up time for yearbook distribution, we promoted a Spark Video ad.



Digital Signing Party

To keep the honored tradition of signing yearbooks during COVID-19, we created graphics and promoted the yearbook publisher's digital signing option.

You Retweeted

 Legacy Student Media @therideronline · May 16

Yep, you can still get your friends to sign your yearbook! Digital signing is here. And you can start now.



Digital Yearbook Signing Party!

See how to get started now gathering your friends' signatures. You can include photos and videos! Go to www.legacystudentmedia.com for details.

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Selling Extras

A video and posts showcasing pages was promoted to sell extra yearbooks.

Legacy Student Media @therideronline · May 4

what will you find

FINAL CHANCE

BUY A YEARBOOK!
EXTENDED SALES END MAY 5
USE COUPON CODE "SENIORS20"

WWW.YEARBOOKFOREVER.COM

GIF

14 10

Selling Extras

A video and posts showcasing pages was promoted to sell extra yearbooks.



Legacy Student Media @therideronline · Apr 28

Use code "seniors2020" to gift an extra yearbook to a 2020 senior while you still can! You have the opportunity to make sure this year is truly unforgettable for these students. Order before May 5.



EVERY SENIOR DESERVES A 2020 YEARBOOK

Gift a Yearbook to a Senior

Limited extra yearbooks have been ordered

Get rollback prices from January using coupon code "senior20" at www.yearbookforever.com

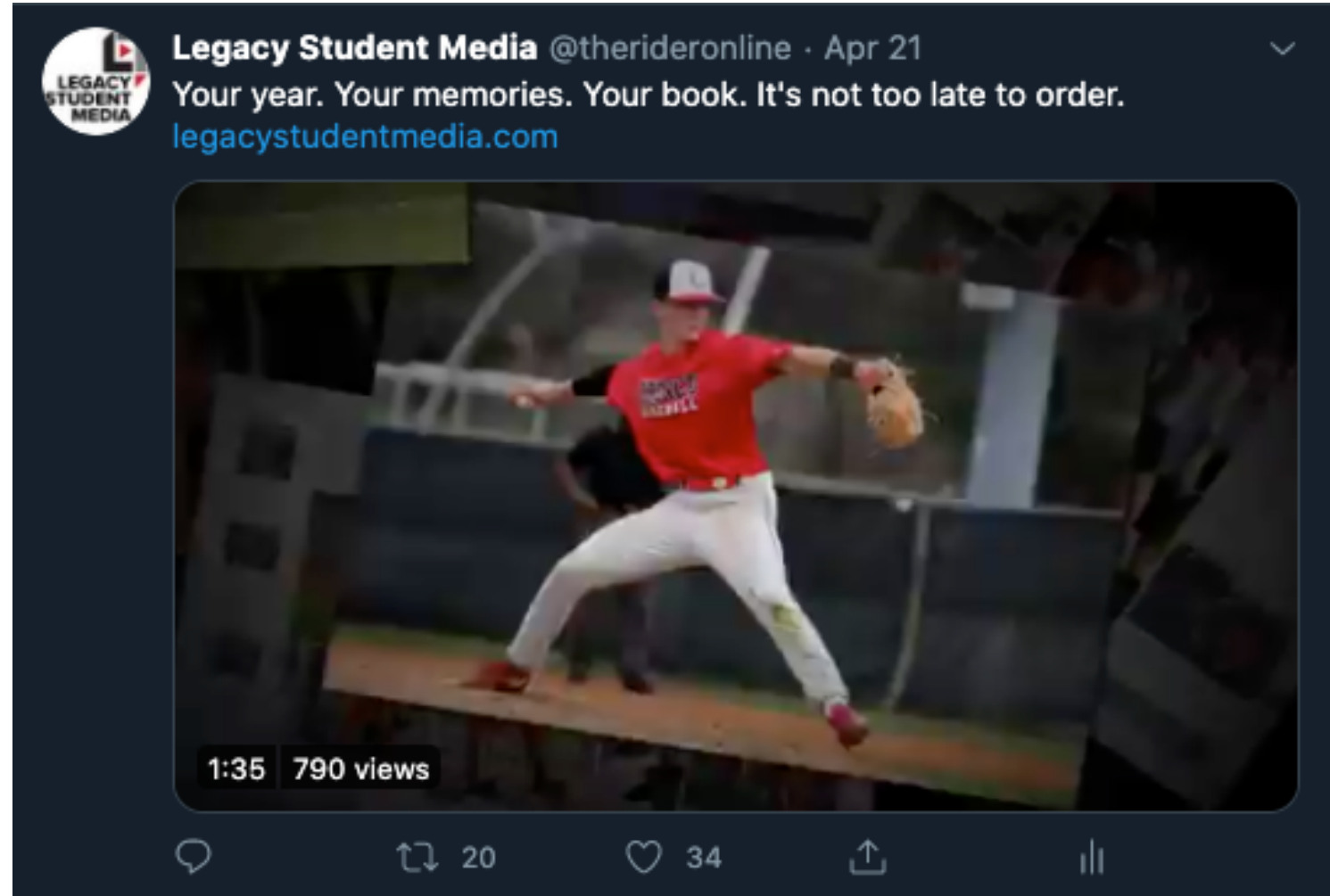
Enter the name of senior you wish to gift the book to, or enter "Senior Gift" and our Legacy Counselors will distribute to a deserving student.

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Selling Extras

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<https://twitter.com/MrJeremyFerman/status/1252968730134544386?s=20>



Last Chance Sales

A final promo to sell extra books and distribute books not picked up.



Legacy High School

Social Media Reporting During COVID-19 Shutdown

As standard for our department, all of the coverage seen here in Twitter was also pushed in other social media platforms including Instagram and Facebook.

The screenshot shows the Facebook page for Legacy Student Media. On the left is a navigation menu with options: Home, Inbox (42 new comments), COVID-19 Business Resources, Manage Jobs, Notifications (77 new), Insights, Publishing Tools, Ad Center, Page Quality, Edit Page Info, and Page Settings. The main content area features a post from May 4 with a video titled "FINAL CHANCE BUY A YEARBOOK! EXTENDED SALES END MAY 5" and a large graphic for "Q&A WITH BUTLER". The graphic includes the text "GOT QUESTIONS FOR OUR PRINCIPAL? Q&A WITH BUTLER" and contact information: "www.therideronline.com", "Email questions of any topic to info@therideronline.com or DM our social media accounts @therideronline", and "Q&A will post on our website Friday, May 8". The post has 522 People Reached and 17 Engagements. A "Boost Post" button is visible at the bottom right of the post.

The screenshot shows an Instagram grid with a search bar at the top. The grid contains several posts: a "Q&A WITH BUTLER" graphic, a photo of two women in a photo booth, a photo of a crowd at a sporting event, a photo of cheerleaders, a photo of people in colorful costumes, a photo of a person on a bicycle, a close-up of a flower, and a photo of a dog.

Legacy High School

Social Media Reporting During COVID-19 Shutdown

Twitter

www.twitter.com/therideronline

Facebook

www.facebook.com/legacyjournalism

Instagram

www.Instagram.com/therideronline