

NSPA Social Media Promotion 2024-2025

@tesseraeybk

Tesserae Yearbook

Corning-Painted Post High School,
Corning, NY

Alayah Buman, Editor

Buy your Yearbook

In order to get as many students as possible to buy the book, it is important to spread awareness. We used different posts, (colors synchronized to our book's visual aesthetic), to inform students and parents of the price changes and how to buy their book.



NSPA Social Media Promotion

Fall Group Picture Day

In order to ensure students made it to the theater on time for their group/team photo and keep the reference team was on schedule, we posted the schedule on Instagram. Posting the schedule provided easy access to the time and period the photo was being taken. This is extremely important so that everyone is in the yearbook and recognized for all the things they do.



tesseraeybk

TIME	PERIOD	GROUP
Morning	7:50-8:00	Math Club
1	8:00-8:10	Competition Band
1	8:10-8:20	Concert Band
1	8:20-8:30	Performace Band
1-2	8:30-8:40	Majorettes
2	8:40-8:45	Dance Machine
2	8:45-8:50	Jazz
2	8:50-9:00	Student Council

View insights Boost post

Liked by ashley.pmv and others

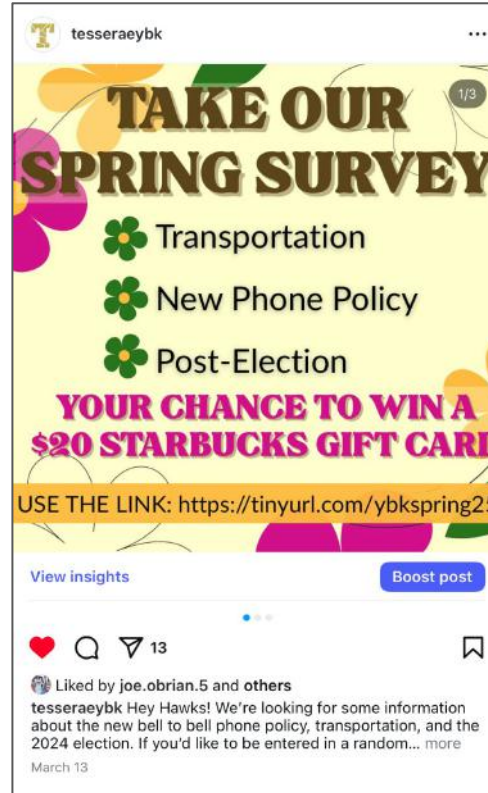
tesseraeybk Friday, Nov. 1 is Fall Group/Club Picture Day! Swipe to find the designated times for each group. If your group / club isn't listed in this Fall batch, it will be taken... more

October 30, 2024

NSPA Social Media Promotion

Survey and Engagement

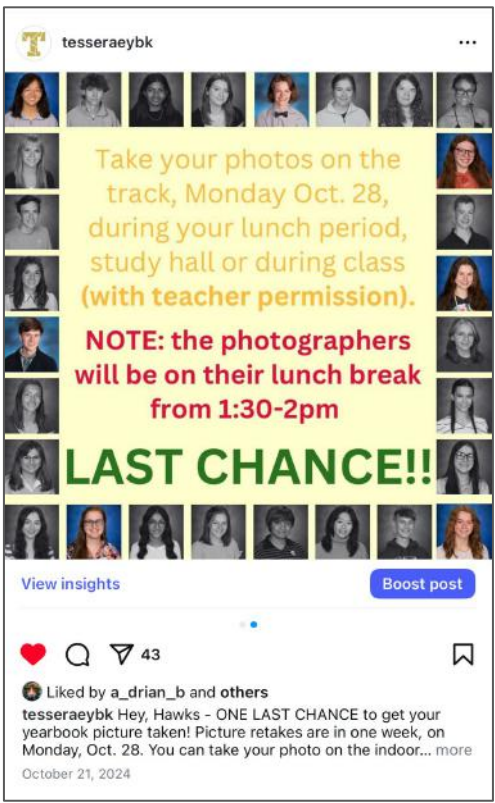
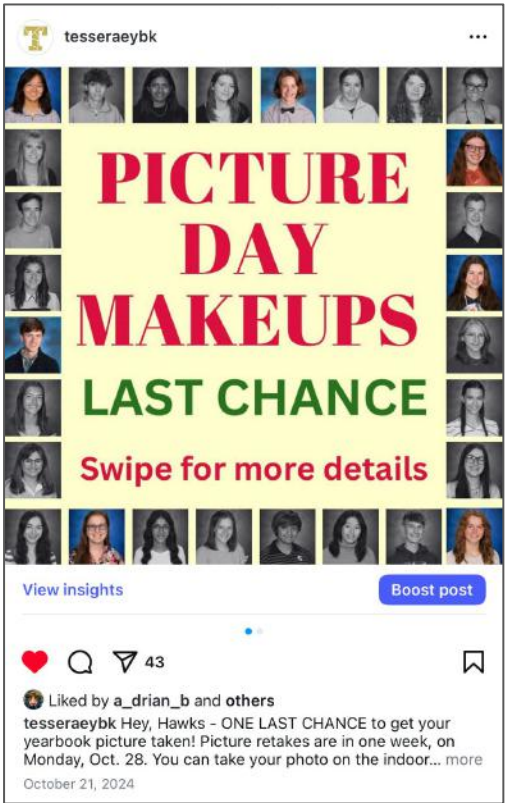
As a yearbook, it is important to get student input for our coverage; using surveys allows us to include data first-hand from our student body, letting us report honest journalism. Surveys also allows students to have a voice in the book on topics that they are passionate about. Surveys help the staff to get information from the student body, either with their name or through an anonymous option which may allow students to feel more comfortable with voicing their opinions.



NSPA Social Media Promotion

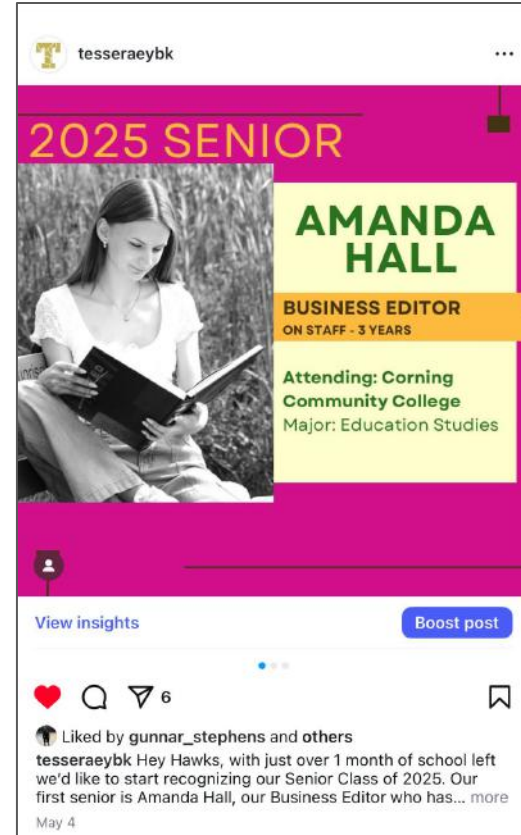
Picture Makeup Day

In order to ensure that as many students as possible were pictured in the book, we posted the details of the final photo makeup day. This allowed students to know when and where to go in order to get their makeups done.



Senior Recognition Posts

Tesserae likes to recognize all of our senior staffers with a post of some of their favorite memories and future plans. This year, we wanted them to match the theme colors from the book itself.



Buying a Senior Tribute Ad

A large part of our revenue comes in from senior ads. Parents can meet with our business team to create an ad, submit one themselves or have the computer create them. In order to inform parents of the possible opportunities for a senior ad, we posted the opening of our senior ads for all seniors.



NSPA Social Media Promotion