

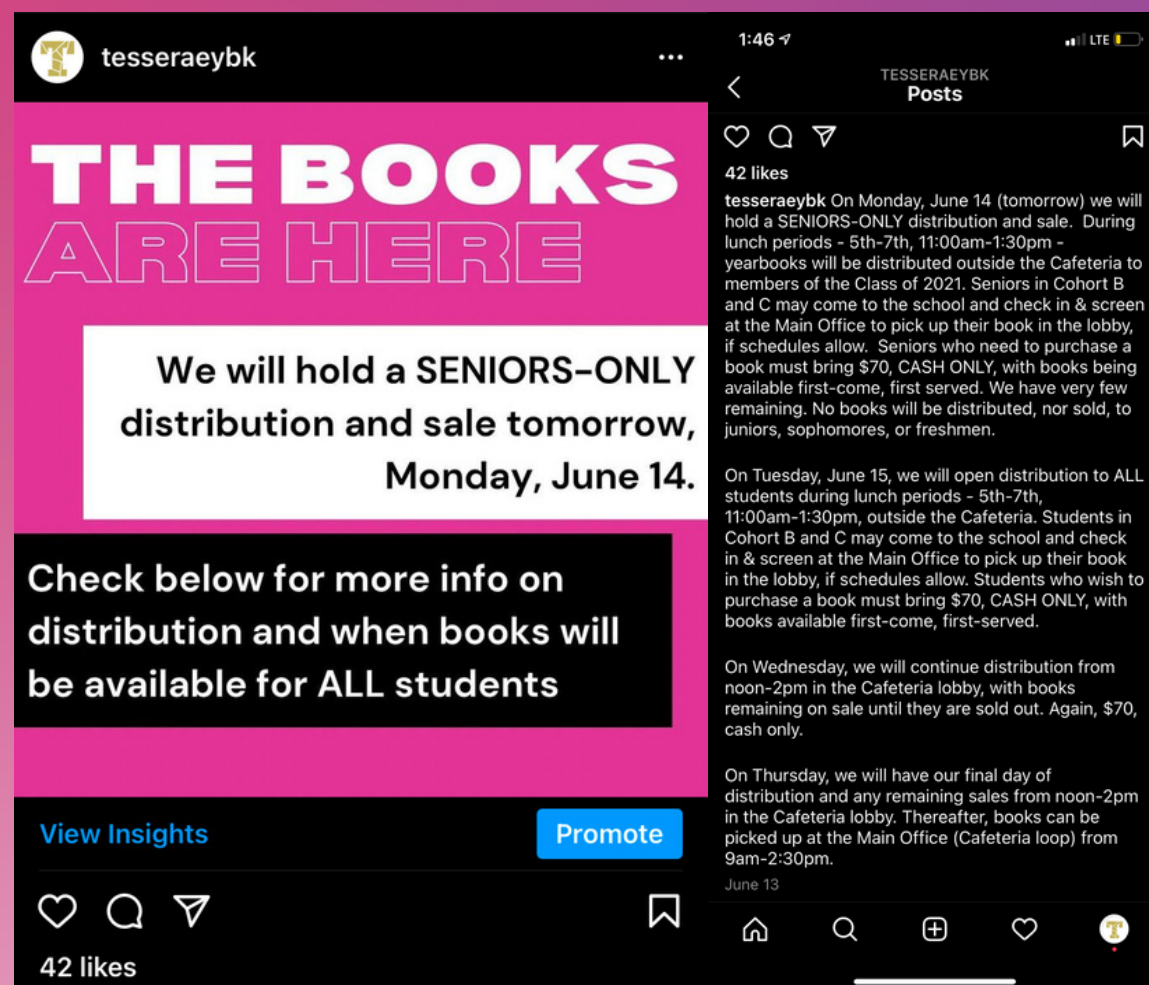
# Social Media Promotion

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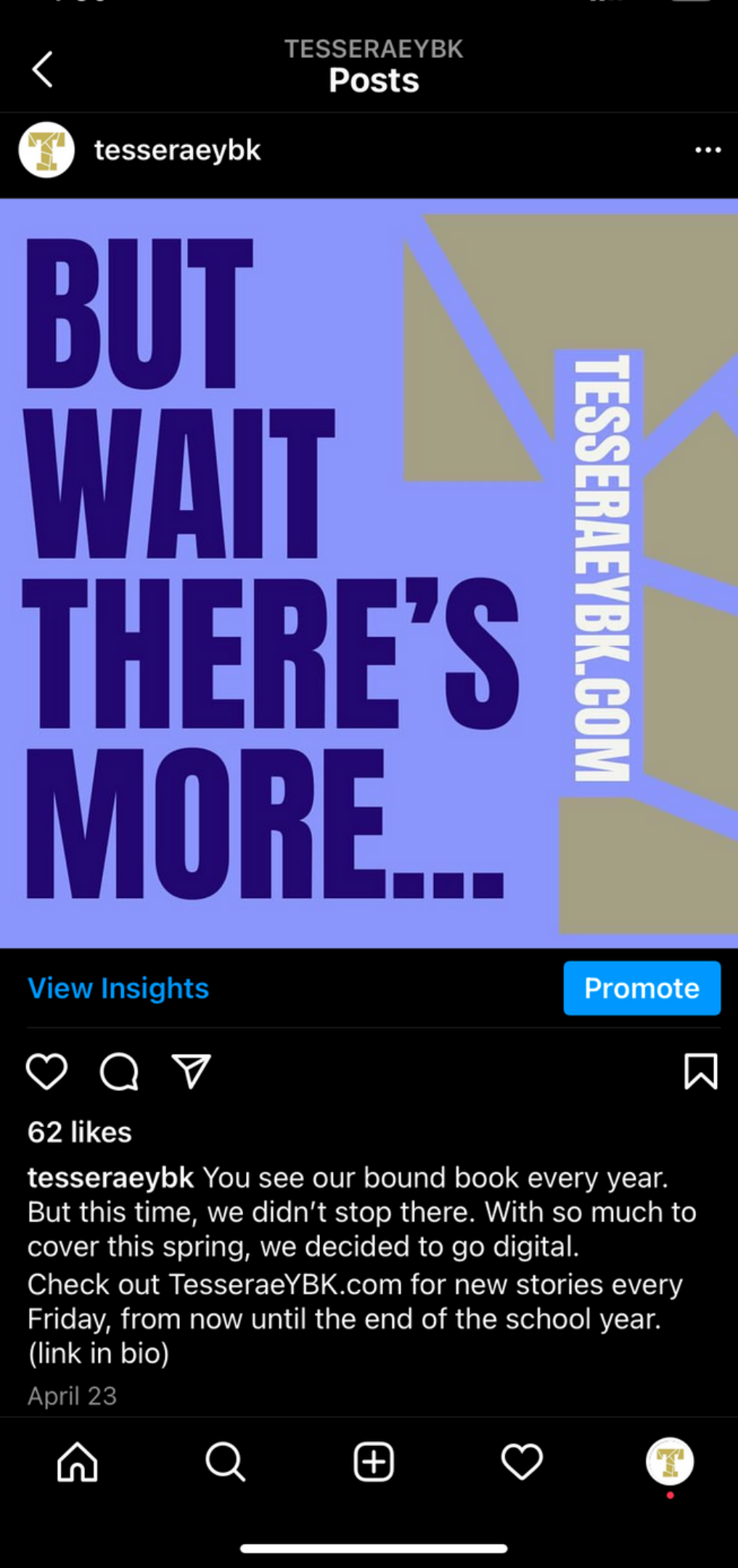
# Yearbook Distribution Day

As the staff had updates and information in regards to distribution, the Tesserae's Instagram feed was a crucial resource to reach students and parents. Through main feed and story posts, Tesserae was able to utilize the platform and their following to push important details to the district for a successful distribution.



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# Spring Coverage

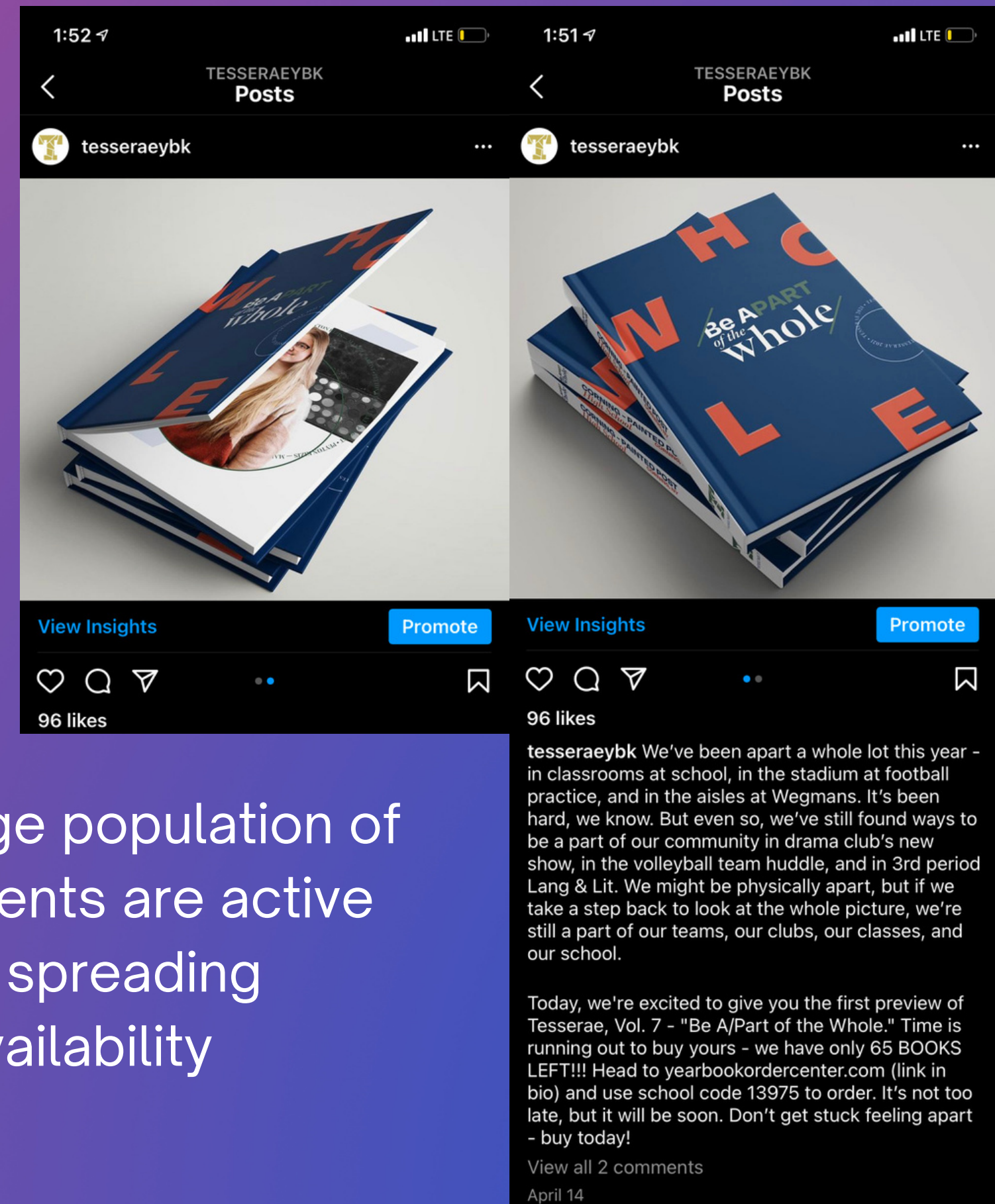
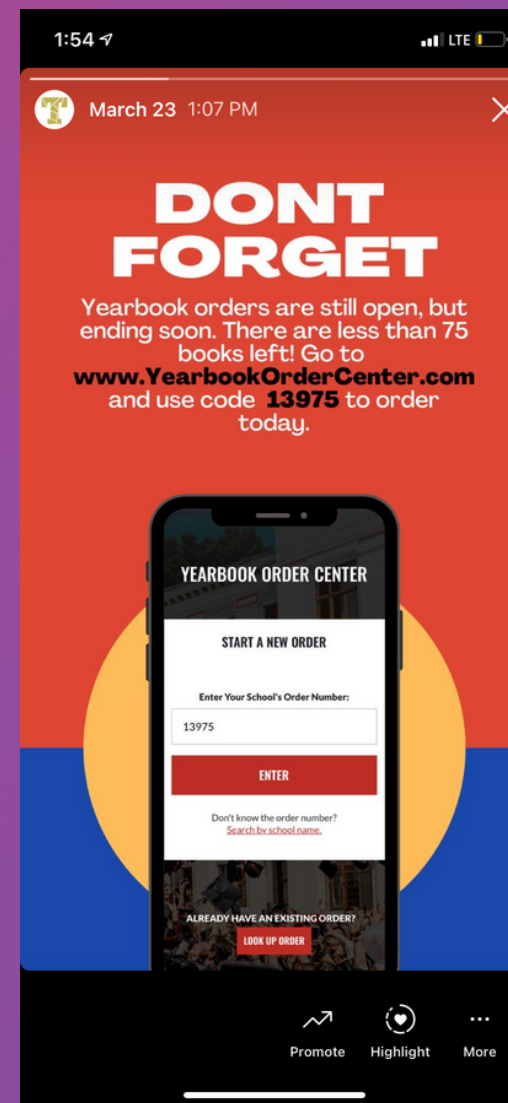
Tesserae's Volume 7 spring supplement included only sports news due COVID-19 pushing sports seasons later in the year. Tesserae remained active on their website, TesseraeYBK.com, which hosts their spring reporting on subjects other than sports. They used their Instagram feed to promote this coverage and their website.

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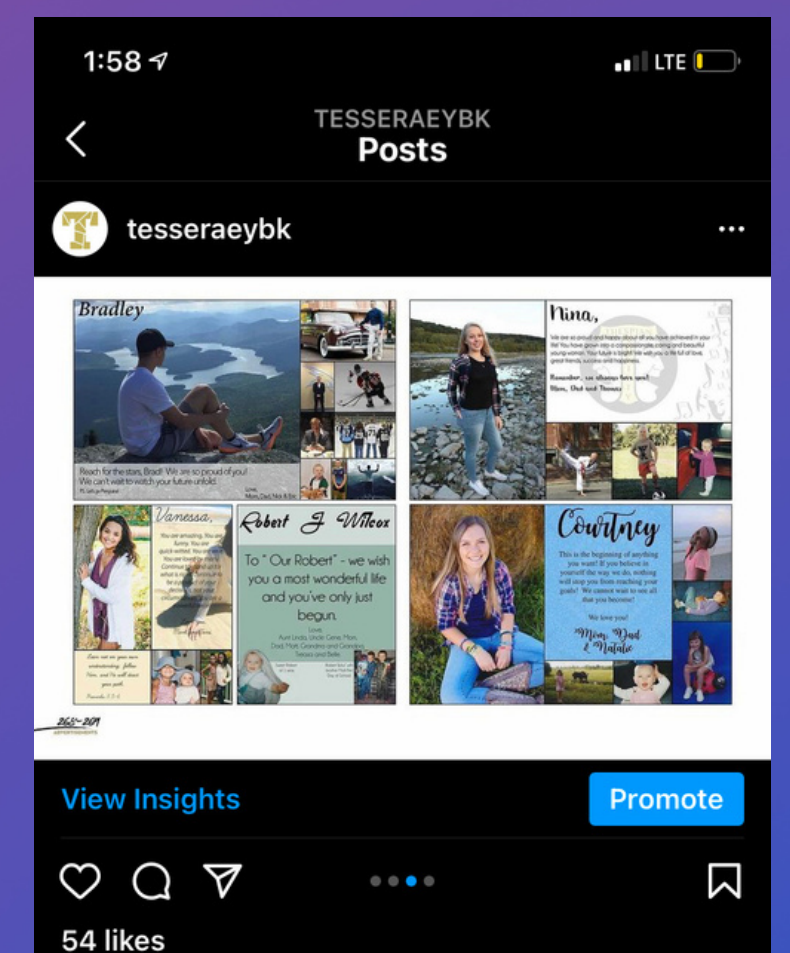
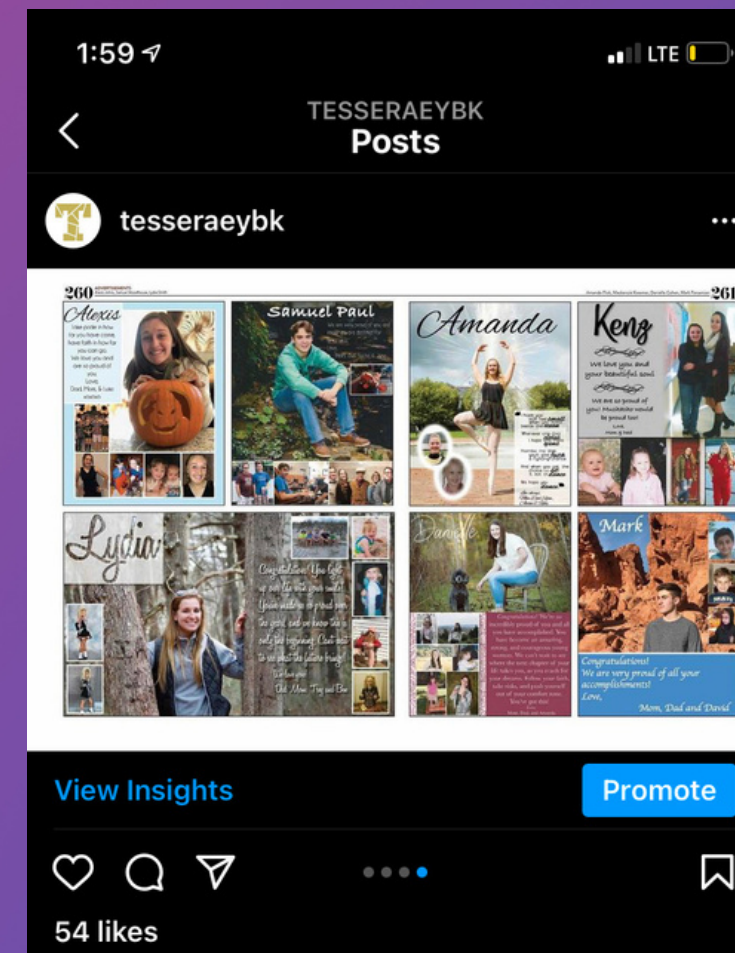
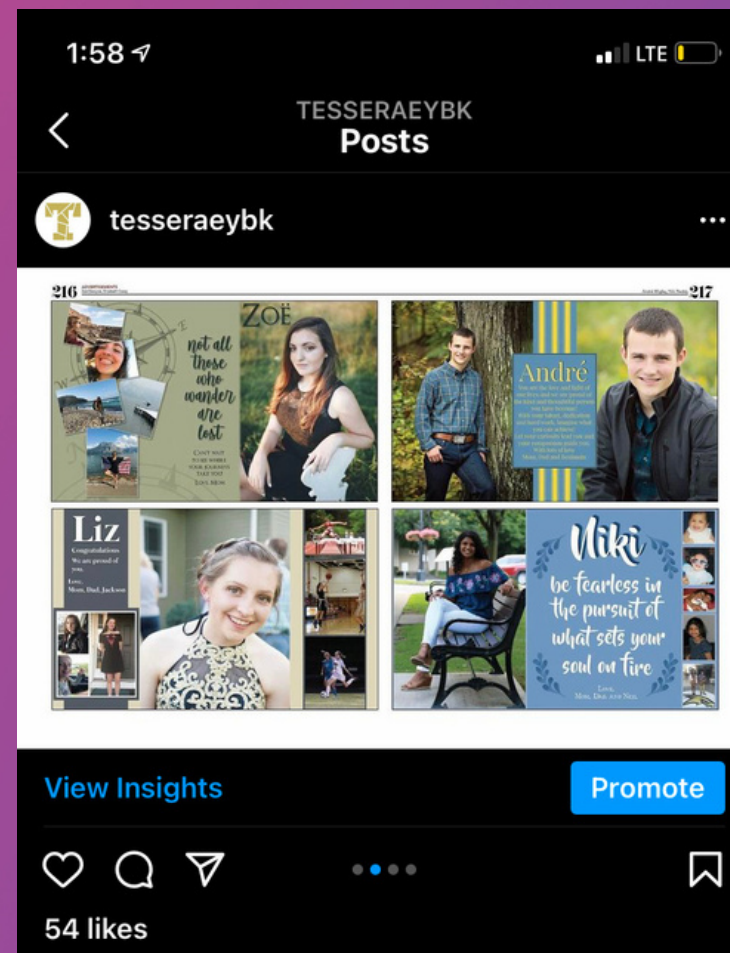
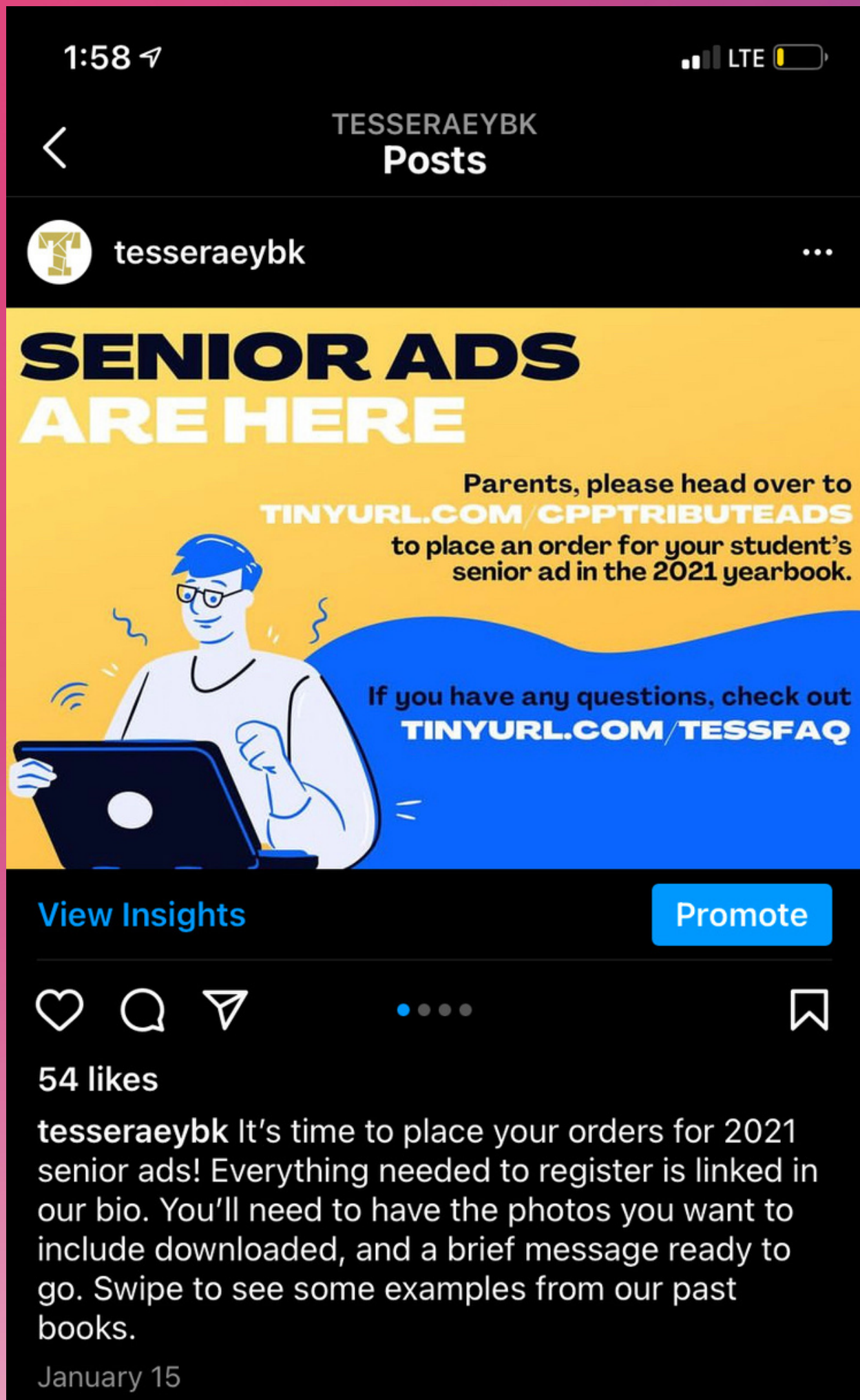
# Book Sales

The easiest way for the Tesserae staff to reach a large population of the school is through Instagram, seeing as most students are active on social media. Instagram was the main platform for spreading information about book sales, price increases, and availability throughout the year.



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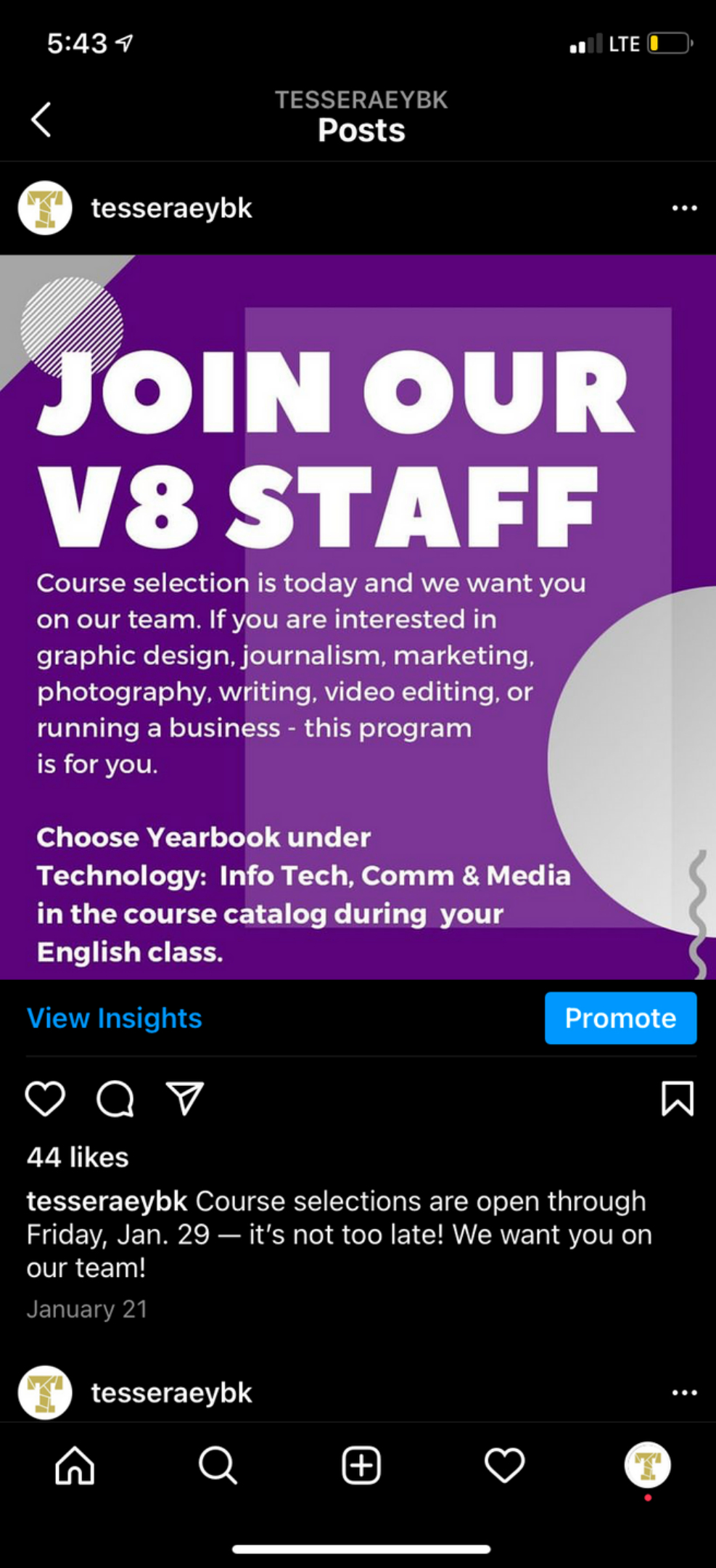


# Senior Ad Sales

Senior Ads are a major source of revenue for our staff, and a way for parents to work with our business team to design beautiful shout-outs for their seniors in the book. The Instagram feed became crucial in spreading information about Tesserae's online senior ad design opportunities, and prices for the advertisements.

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# Staff Growth

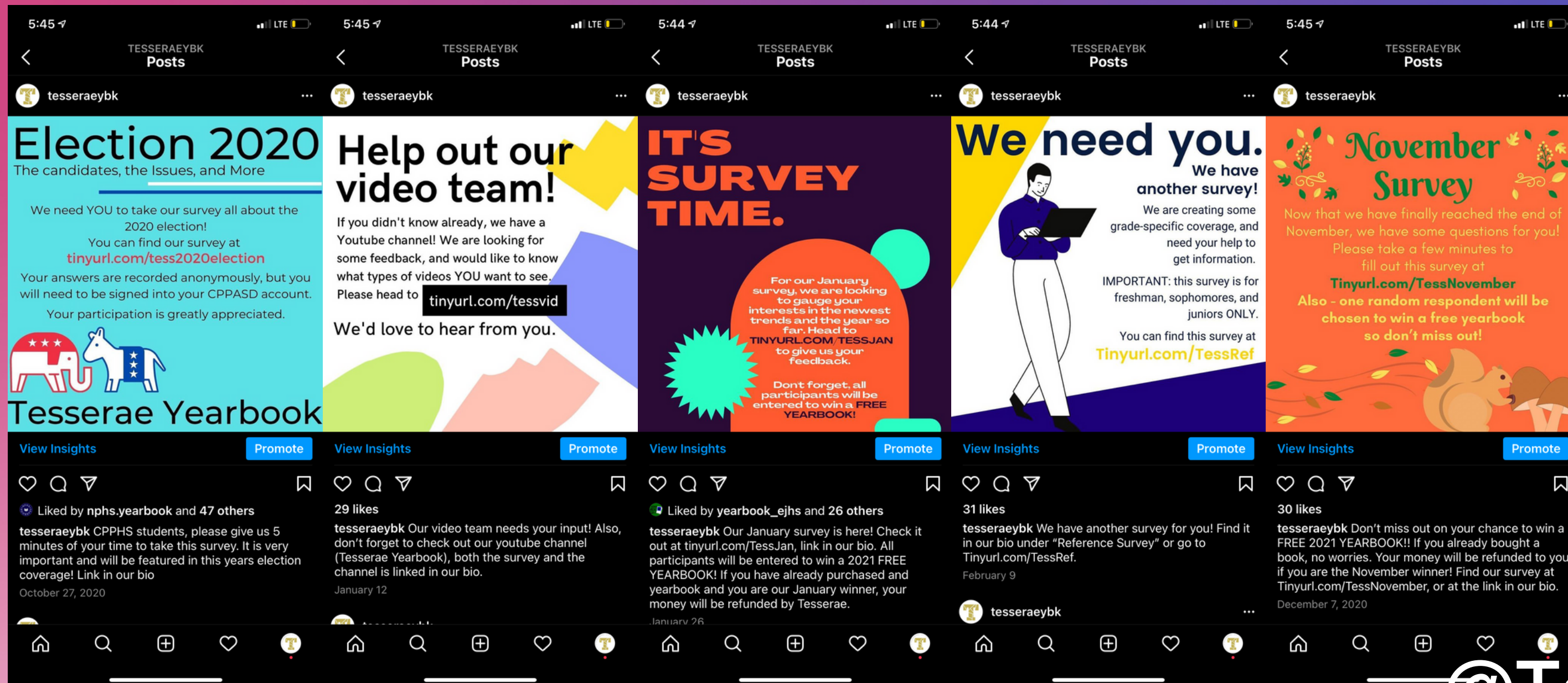
With every new year, the Tesserae staff recruits new members. The Tesserae's Instagram feed has been used to promote information about how to apply, and some of the responsibilities that accompany being on this staff.

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# Coverage Surveys

Outreach surveys had a huge place in our reporting this year, as we were not able to speak to as many people in person to do research on coverage topics. The Tesserae Instagram feed was used to push these surveys to students and bring back useful results to our coverage teams.



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