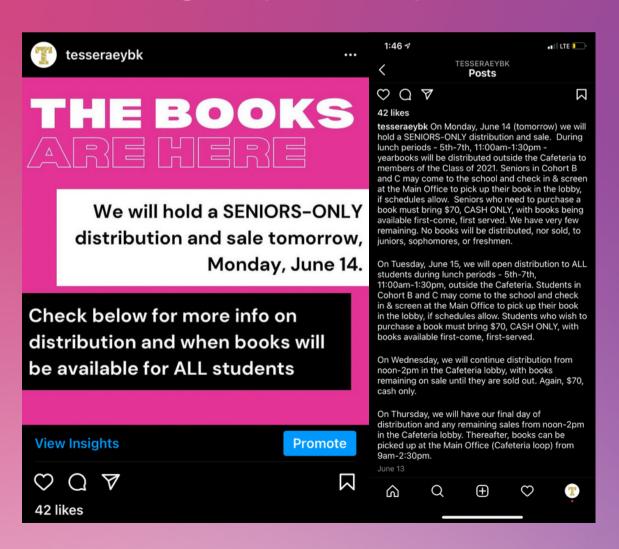
Social Media Promotion

Yearbook Distribution Day

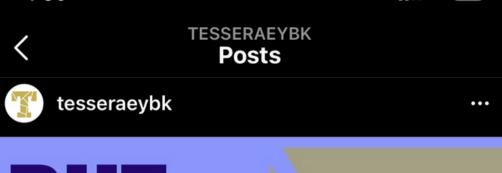
As the staff had updates and information in regards to distribution, the Tesserae's Instagram feed was a crucial resource to reach students and parents. Through main feed and story posts, Tesserae was able to utilize the platform and their following to push important details to the district for a successful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











View Insights





tesseraeybk You see our bound book every year. But this time, we didn't stop there. With so much to cover this spring, we decided to go digital.

Check out TesseraeYBK.com for new stories every Friday, from now until the end of the school year. (link in bio)

April 23











Promote

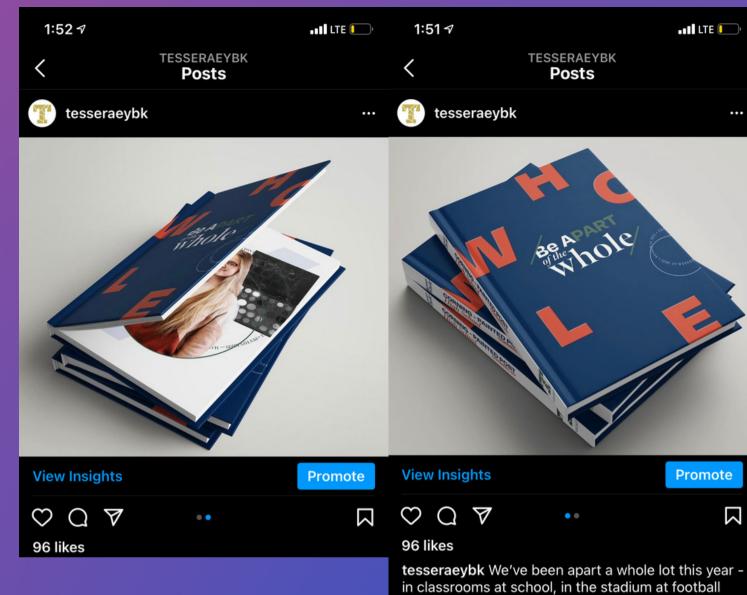
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Spring Coverage

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.

@TesseraeYBK





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.

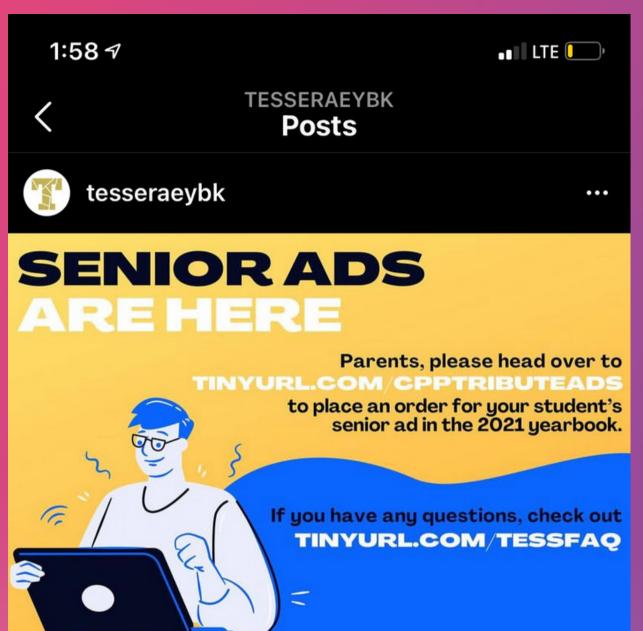
tesseraeybk We've been apart a whole lot this year - in classrooms at school, in the stadium at football practice, and in the aisles at Wegmans. It's been hard, we know. But even so, we've still found ways to be a part of our community in drama club's new show, in the volleyball team huddle, and in 3rd period Lang & Lit. We might be physically apart, but if we take a step back to look at the whole picture, we're still a part of our teams, our clubs, our classes, and our school.

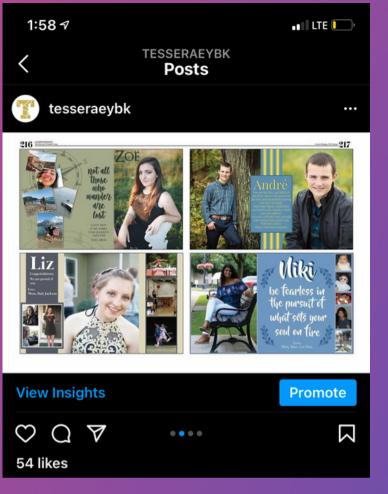
Today, we're excited to give you the first preview of Tesserae, Vol. 7 - "Be A/Part of the Whole." Time is running out to buy yours - we have only 65 BOOKS LEFT!!! Head to yearbookordercenter.com (link in bio) and use school code 13975 to order. It's not too late, but it will be soon. Don't get stuck feeling apart - buy today!

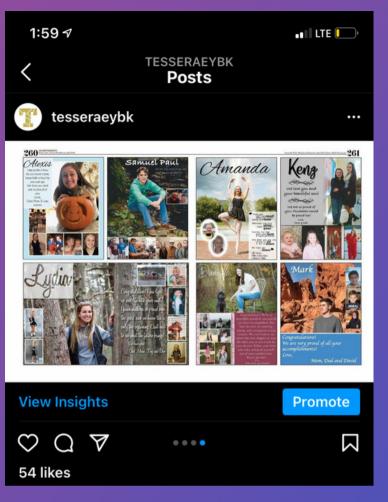
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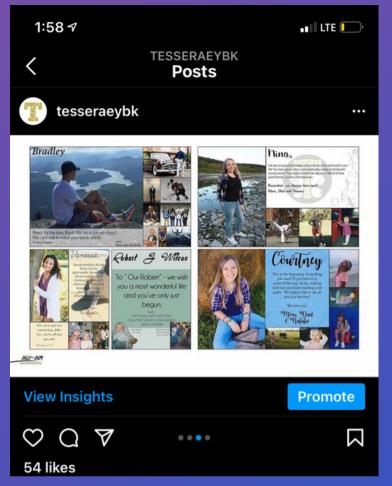
April 14

@TesseraeYBK

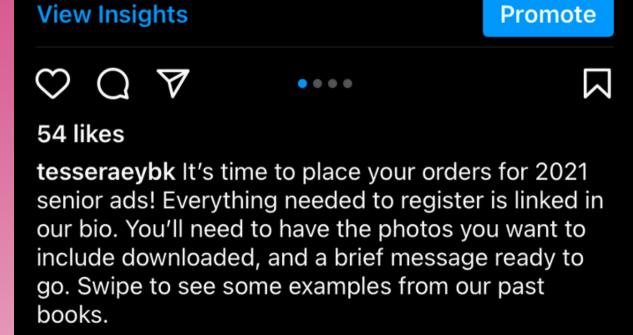








Senior Ad Sales



January 15

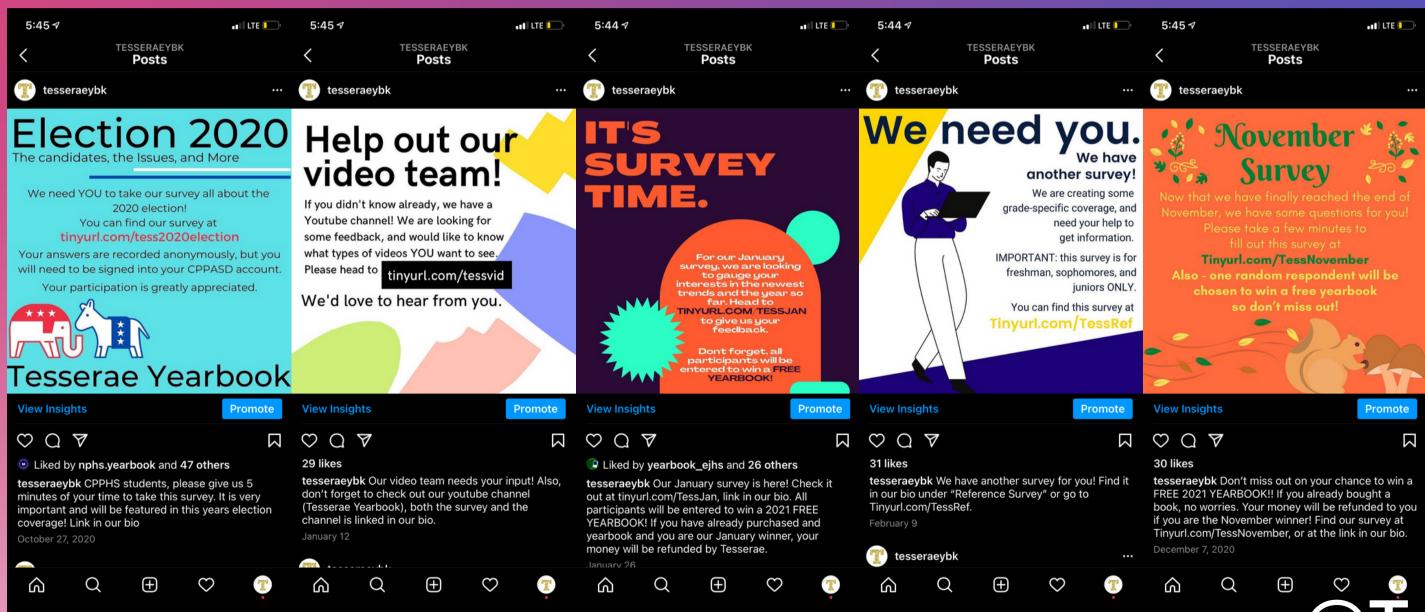


Staff Growth

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.

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.



@TesseraeYBK