

Campbellsport High School teacher Alexis Hardin challenged her NEWSPA session attendees to take their yearbook and school newspaper to the next level by going social.

“How many of you have a social media page for your newspaper or yearbook? Why not? Talk to me!” Hardin said.

Hardin’s session drew in high school students by relating their personal online presence, with what they could be doing to further their school publications.

Students cheered when Hardin asked who all is on Instagram. One student said she has multiple Instagram accounts, for different purposes.

“I have two accounts,” she said. “One of them is just my daily journal, its a spam account, and the other one is just like me and friends.”

Hardin said they should have an account for their publication because they could be using that time to promote sales on social media.

Students were surprised to find out they can create their own social media pages for the different clubs and groups at school. She said to get rid of old accounts that have already been made, and start fresh with a new social media plan.

“Get rid of it,” Hardin Said. “New page, new name, new followers, just start over.”

Hardin provided many new innovative ways for students to step up the marketing for their publications, and even suggested a program they do at Campbellsport High School.

“When we start selling yearbooks we have a thing called ‘Get a Yearbook, Give a Yearbook’ where parents can sponsor other students so they can get a yearbook,” she said. “By doing this, you’re giving them the chance to have a yearbook and join in on all the fun.”

Hardin told the students that they can post about what they’re writing about without giving away the surprise.

“Your generation needs to take their publications on social media,” Hardin said. “You can snap of pic of yourself at the game and say, ‘check out what we’re working on in the sports page, buy a yearbook today’.”