



Introducing the new

Yearbook Image Widget

The easy way to promote your yearbook on the web!

What is a Widget?

A web widget is a mini-web application you can put on your web page, blog, or social profile that can quickly and easily provide your visitors with a dynamic view of the topic you are presenting. In this case, that's the yearbook. You can also use the widget to keep the entire community informed about events happening at your school.

CREATE

You don't have to be a technology whiz to create or post a custom widget. With Jostens Yearbook Image Widget, it is a simple process. In fact, you can create your widget in 4 simple steps, even if you've never done it before!

Log on to Yearbook Avenue (note only the adviser and business manager logins have permissions to create a widget). Go to Sell/Promote/Yearbook Image Widget and click on "Create a widget for your school website". You are just four simple steps away from creating your own widget:

- 1 Name your widget.** The file you create will appear in the Widget folder in the Image Library.
- 2 Upload images and create captions** (10 photos is a good number). You can also move images from other categories in your Image Library over to the Widget folder. Open the photos in the Image Library to add captions.
- 3 Select the widget size** based on space available on your web page. (this can be changed later to fit different web pages)

4 Click on

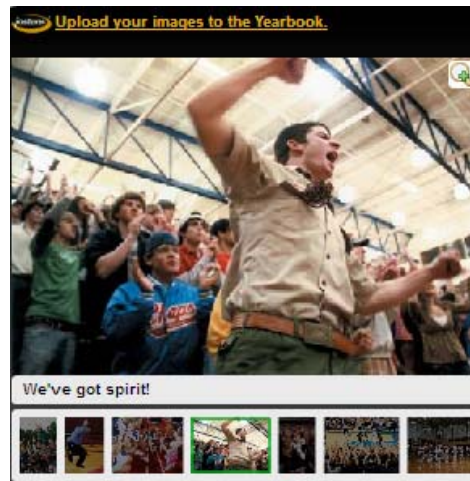
Create Widget

PUBLISH

To publish your widget on other web pages, copy the code provided. The school and district web pages are a great place to publish.

When published, the photos will rotate in the large window for viewers. They can also click on any of the photos to see a larger version.

You'll also notice there is a link at the top where viewers can click to order a yearbook if you have an active online sales offer or to upload photos through Image Share if your site has been activated.



UPDATE

Your widget can be updated as often as you like with new photos. When you make changes, the widget is automatically updated wherever it appears on the web. You can also have multiple widgets.

Here are some ideas to make the most of your yearbook widget:

- Post it on the school website and update it weekly. Work with your administrators on a schedule and topics to be covered. This is a great tool to promote the school as well as the yearbook!
- Feature "photos of the week" from the yearbook to generate interest and give students a sneak peak of what they will get when they purchase a book. You can also show images of complete spreads or the cover.
- Highlight Image Share submissions and give photographers credit for their work.



Frequently Asked Questions

Yearbook Image Widget

CREATE * PUBLISH * UPDATE

Who has permissions to create a widget?

Only the adviser and business manager logins have permissions to create or update a widget, add photos to the widget folder or add captions to photos in the folder. This gives you control over what images and information are published.

How many widgets can I create?

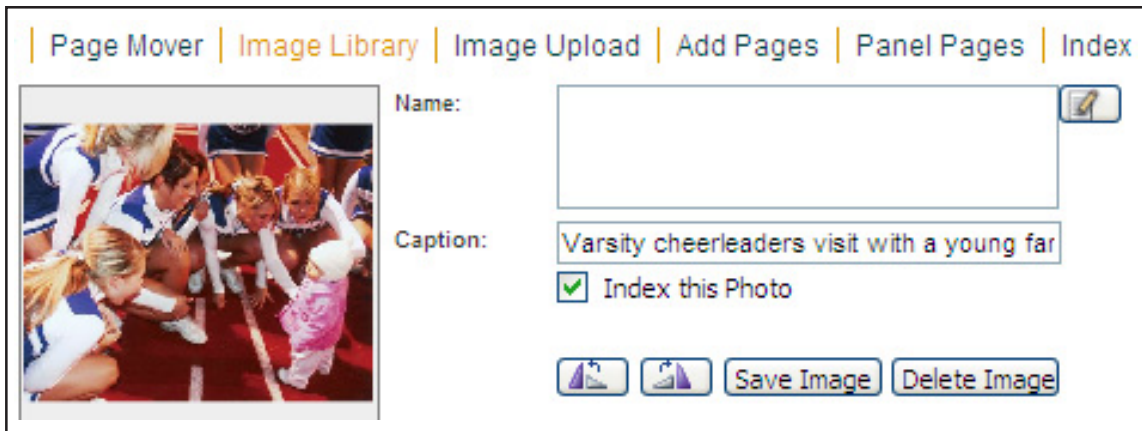
There is no limit to the number you can create.

How many photos will each widget hold?

There is no limit to the number of photos you can add to a widget. However, 10 photos is the recommended number.

Do the photos have to be ones that will appear in the yearbook?

Not necessarily. Although the widget is primarily a tool to promote the yearbook, it can also be used in conjunction with your school administration to promote activities and events at the school. Since the yearbook staff takes photos at school events, you could use the widget to share those photos with the rest of the community and keep them informed about what is happening at your school. They can also be used to recognize students for their accomplishments. Adding captions is important when using the widget for this purpose.



The screenshot shows the 'Image Library' interface. At the top, there are navigation links: 'Page Mover', 'Image Library', 'Image Upload', 'Add Pages', 'Panel Pages', and 'Index'. Below these is a photo of cheerleaders. To the right of the photo is a 'Name:' field with a small icon, and a 'Caption:' field containing the text 'Varsity cheerleaders visit with a young far'. Below the caption field is a checked checkbox labeled 'Index this Photo'. At the bottom right, there are two buttons: 'Save Image' and 'Delete Image'.

Are captions needed?

Captions are not required, but the widget will be more interesting to viewers if the people and the events in the photos are identified.

How do I add captions to the photos in my widget?

Captions are added in the Image Library. When you open the Widget folder, you can click on each photo and add a caption. (See example above) In other photo categories, you have the ability to add names and keywords. In the Widget folder, you can add actual captions to your photos.

How do I know what size to make my widget?

There are three starting sizes you can use based on how you think it will fit on your website. The exact size of the widget can further be adjusted by simply changing the height and width dimensions in the code you insert on your page. Your web site administrator can size it to fit exactly to your page and you can paste the same widget in different sizes on different pages.

How often should I update the widget?

Ideally, once a week. That tells viewers you are continually updating the site and they will come back often to see the latest photos. Edits take place immediately after you save your changes and all copies of the widget are updated.

Can staff members place images from the Widget folder on yearbook pages?

Yes. With Page Designer open, staff members can click on the Images tab to access the images in the Widget folder and drag and drop them onto their pages. Note: they do not however, have the ability to add or delete photos from the Widget folder

How does the link for buying a book or uploading images for the yearbook work?

These links are programmed to display at the top of the widget if you have an active online yearbook sale or have set up your Image Share site allowing people to submit photos for consideration in the yearbook. These links rotate. If you do not have one or either of these offers available, the link for that offer will not appear.

How do I know if anyone is looking at the widget?

When you go the Widget Creation page (Sell/Promote/Yearbook Image Widget), the first thing you will see is a list of widgets you have already created. You can see which are enabled and how many hits (viewers) to date. You can also preview, edit or delete any of the widgets on the list. This provides an at-a-glance view of current activity and an easy way to make edits.