

Get a free website and a widget

Did you know that all schools that work with Jostens can create their own Image Share website? This has been available to YearTech Online schools for quite a while, but now schools using InDesign can use it as well. And it's free! And now we have a cool widget to get you to it.

Using Image Share

If you haven't set up your Image Share website, you will need to do that now. For those who haven't used it before, an Image Share website allows you to give out a web address to anyone (parents, students, teachers), and they can use it to upload photos that you may want to use in your yearbook. To set up your own Image Share website, log into Yearbook Avenue and choose Plan>Image Share. It is a fairly easy procedure to do. Just fill in the blanks and click the box to enable the site.

Now you have a website you can send those people to who want to give you digital pics to use in your book. But how do you let them know where it is and how to get there? Well, there are a number of ways, but here are two that we recommend.

First, as soon as you have set it up, you can click a button that lets you download a PDF that you can print for distribution or that you can attach to an e-mail to send to anyone who you think might send pictures.

Creating a widget

But even cooler than that is our new Image Share widget. If you have no clue what a widget is, allow me to offer an explanation. (I didn't know what one was either until someone explained it to me.) 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. That's the definition. Here's an example of how yours might look.

To create one and to find out even more about the widget and how you can use it, go to Yearbook Avenue and choose Sell (It Pays)>Promote. The third item down is Yearbook Image Widgets. Click on the link that says "Create a widget for your school's website," and you will be taken to a page that will not only allow you to create a widget but also allow you to download an exceptional two-page PDF that explains how and why to do it. We recommend that you read the entire PDF. It's only two pages, and it is well worth reading. Then just click on the Create New button, and it will create the widget. You can then send it to your school's webmaster, add it to yearbook staffers' personal web pages or put it anywhere else on the web that you have access to. *Note: To be able to access this feature, you must be logged in as the Adviser or the Yearbook Business Manager (YBM).*

Besides being a link to your Image Share site, the widget is also a great way to show students what pictures may be going in the yearbook. This will work best if you appoint one student to change the photos on a regular basis, keeping them fresh and keeping people coming back.

