

BUYBACK MEDIA SCHEDULE

GREAT! You've signed up for NBC's Buyback Social Media program. You've received the creative, but now what? Don't worry, we've got your back. Follow the guidelines below and adjust as you see fit. Get pumped to build greater awareness for buyback across your campus.



Week of _____

Post 1x

(Wednesday or Thursday)
on each platform using
the **Instant Cash** creative.



Week of _____

Post 2x

(Tuesday & Thursday) on
each platform using the
Instant Cash creative.



Week of _____

Post 2x

(Tuesday & Thursday)
on each platform using
the **GUAC** creative.



Week of _____

Post 2x

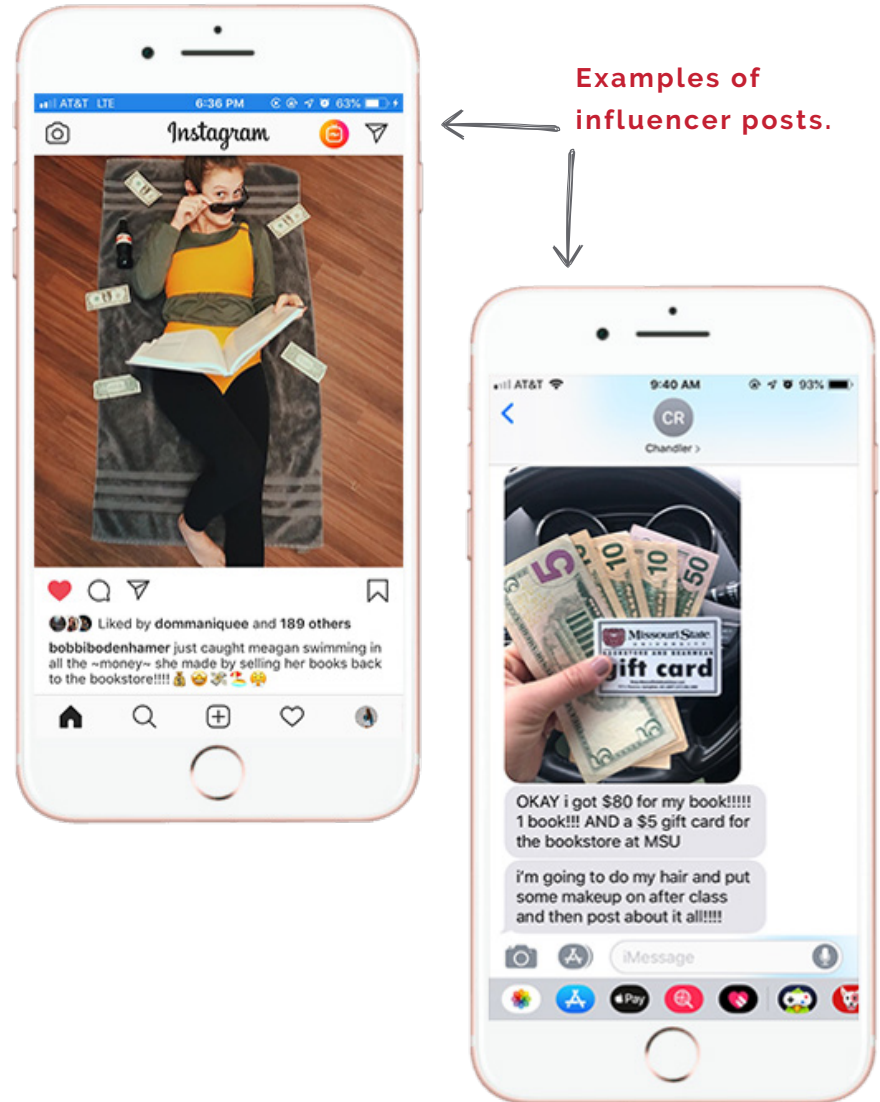
(Tuesday & Thursday) on each platform using the **GUAC** creative.

QUESTIONS? Contact Katie Williams, Senior Marketing Manager at kwilliams1@nebook.com
or let us know if you'd like us to help run your buyback campaign via social media.



INFLUENCERS

1. Identify a student (or students) on campus with a large social media following. Look for student leaders involved with registered organizations such as Greek houses, student government, student alumni association, etc. And don't forget to leverage your student workers to post about your buyback.
2. Contact the student(s) through your store social media account, or via campus email. Ask them if they would be interested in earning money for promoting the bookstore buyback program through their social channels.
3. Provide incentives! For example, offer participating influencer(s) a \$10 Starbucks gift card for agreeing to participate, as well as a \$50 gift card or bookstore swag for completing the task.
4. To begin the influencer campaign, have each influencer sell at least one textbook aback to the bookstore and document their experience by making one post that will stay up for two weeks, and two posts to their story that remain up for 24 hours each.
 - Note: When posting, provide students with examples of the type of message you want to convey, but allow them to be creative and original. Authenticity is extremely important to followers.
5. After the task is complete, be sure to keep your influencer(s) connected with events in your store so your brand can become synonymous with the influencer(s).



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