

The Old Schoolhouse

The Magazine for Homeschool Families

Specifications for Social Media Options—Product Review Viral Blogging Service, & Social Media

Product Review Viral Blogging Service a.k.a. The Schoolhouse Review Crew

The Schoolhouse Review Crew is a powerful marketing tool for your company and can be an influential voice and presence on the internet for your product. The Schoolhouse Review Crew is a viral marketing network of up to a 100* homeschool families writing and sharing about your product on their personal blogs. Our Crew uses your product for six weeks and then, in the span of a single week, all reviews go live on their blogs. Homeschool Crew reviews link-up to a blog post on the Homeschool Crew Blog (<http://www.homeschoolcrew.com/> or www.schoolhoureviewcrew.com) This is up to 100 reviews going live in one week's time. Your company name and curriculum product is out amongst the homeschool mom blogging community! The Molly Crew is an option for home/household products that are not curriculum and the reviews are posted in the [Molly section](#) of the Crew blog.

Details and requirements will be provided by Kate Kessler, our Product Reviews Director, along with a helpful manual to guide you along the way. Here are some things to consider as you contemplate a Crew run:

- Which age group is your product geared toward? Would you like to have us review more than one age level? We can do this!
- How many crew members (up to 100) would you like to use?
- Are you willing to ship to a few international reviewers? Most of our team is stateside, but would you be willing to include a handful of international reviewers?
- Are you shipping a physical product, a download or online program? You are responsible to ship to the reviewers directly. Which shipping method will you be using?
- Please keep in mind that we do not review demos or samples of products, but **full and complete versions**. If your program is an online program, our team reviews a full subscription.
- The TOS Homeschool Crew loves to review! You can harness that enthusiasm for your company!

Social Media Package

Facebook Mention—Our marketing representative will put up a brief conversational post and the information below, which you will provide:

- 50 words of text, describe what you would like us to promote
- Your URL (If your URL doesn't include the image you prefer, please send a jpg of your preferred image, no pdfs.)

Twitter Mention

- 140 characters including spaces
- Your URL (The URL IS counted within the 140 characters/spaces, although you might consider shortening it with a bit.ly or ow.ly type of URL to stay within the limited count.)

Google+ and Pinterest can be created via the items provided for Twitter & Facebook.

Submission Guidelines

***Viral Blogging Service Disclaimer:** We reserve the right to limit the number of requested reviewers to fewer than the number requested under rare circumstances when software or internet based download requirements are deemed incompatible by reviewers and/or in the event we are unable to fulfill necessary age requirements or target audience requests.

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