

Using Social Media to Increase your Food Product Sales



Institute of Technology Tralee, August 12th, 9.00am - 1.00pm



Are you a small food producer in the Dairy, Meat or Bakery sector who would like a hands on, practical and relevant introduction to social media that specifically relates to your business?

If so, the EU funded TRADEIT project is providing training of relevance to you. A hands on session, which will take place at the ITT Tralee on Tuesday 12th, will walk you through setting up social media accounts and provide you with the information you need to develop an effective profile, manage your time on social media effectively and increase your sales.

This session is aimed at food producers who have little or no experience with social media. Numbers are limited so please register your place by responding to this e-mail



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The session which will run from 9.00am to 1.00pm will include:

- **A hands on introduction to setting up social media accounts**
- **Examples of key social media campaigns in the world of food production**
- **How to develop an amazing profile**
- **How to make the most of your time on social media**
- **Using a social media marketing strategy template to get the most from the next six months**

The session will be led by June Carmody. June is a Community Marketing specialist with significant experience in development of marketing campaigns for food start-ups and SME's. June's practical approach acknowledges the budgetary and time constraints associated with running your own business. Her goal for the session is to provide time pressed food producers with the tools and skill required to run a low cost effective marketing campaign.

TO REGISTER email:
helena.mcmahon@staff.ittralee.ie

*Location: Business and Information Technology Building, North Campus, Institute of Technology Tralee.
For a map of the campus see:
www.ittralee.ie/en/InformationFor/CurrentStudents/StudentLife/TraleeKerry/NorthCampus/*

**The TRADEIT project is specifically tailored to the needs of the Dairy, Meat and Bakery producing traditional food producers. for more information, see www.tradeitnetwork.eu*



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