

Social Media Training for York Direct Farm Marketing Businesses

Are you engaged in social media, but feeling overwhelmed? Perhaps you're not convinced that it works – or you are, but you're feeling overwhelmed and are not sure how to get started marketing your agricultural business with social media.

This live session will show you the value of using social media to reach your targeted audience, how it can drive repeat business, and how it can lead to new business.

Learn:

- Best practices for the most popular social media networks – Facebook, LinkedIn, and Twitter
- How to engage your followers
- Share-worthy content to post to social media

Whether you're a newbie to social media or looking to deepen your understanding, this is the session that will get you started.

Also, hear from OMAFRA's direct farm marketing specialist to learn about how other farms have successfully used social media and creative ideas to increase your impact on social media.

In Partnership with:

York Region Agricultural Advisory Liaison Group

Details

Monday, November 28

6:30 p.m. to 9:00 p.m.

FREE

York Region Administrative Building
17250 Yonge St
Newmarket, Ontario
L3Y 6Z1

Seminar Room

Registration is required as space is limited. www.yorksmallbusiness.ca



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Ontario Ministry of Agriculture,
Food and Rural Affairs

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