Social Media and Analytics for Food Businesses

Register early! Class size limited to 20 participants.

This course is intended for:
Individuals and/or businesses working in the food industry who would benefit from the insight and experience of a communications consultant in regard to developing or improving social media for their food business operations.

Each workshop will contain a combination of discussion lead by Christina Uticone, communications consultant, and hands-on workshopping to understand the process by developing your individual social media pages.

BASICS ($20)
Monday, April 4 • 5:30-7:30 p.m.
- Learn the basics of Facebook and Twitter
- Discuss best practices and basic analytics
- Find out how to organize your social media marketing plan

ADVANCED ($20)
Wednesday, April 6 • 5:30-7:30 p.m.
- Take an in-depth look at the functionality of Facebook, Twitter and Instagram
- Discuss analytics in more detail
- Find out how to incorporate a social media plan into your business
- Discuss other social media platforms as desired by participants

Course Instructor
Christina Uticone is a freelance writer and social media manager who resides in Houston, Texas. She has been a consultant for the School Nutrition Foundation since 2011, creating content for their Beyond Breakfast blog and managing SNF’s Facebook and Twitter pages. In 2015 she signed on as a communications consultant for SNF’s Partners for Breakfast in the Classroom initiative. Christina’s freelance work has been published in School Nutrition, Edible Houston, and Life in the Fingers Lakes magazines, and she is a regular contributor to the Houston Press. A former resident of Fairbanks, she and her husband, Josh, a UAF graduate, live in Houston with their dogs, Cady and Milo.

Register online at bit.ly/ces-workshops.
Provide email address to receive link for course or call Ann Eide at 474-6339 or aneide@alaska.edu.

Live, Internet-based course via Zoom
Available statewide from any computer with a reliable connection
*Must have video camera and microphone to actively participate.