



#RURALBUSINESS DAY 19TH JANUARY 2022

Digi2Market is holding a #ruralbusiness Twitter/Insta day on 19th January 2022. It aims to spread awareness about the amazing people, services, and products behind rural businesses which support regional economies and communities. We want to get as many people as possible on the island of Ireland, in Finland, Iceland, across Europe, and beyond posting about #ruralbusiness. We need your help to make it a success.

Twitter and Instagram are the priority platforms, but you can post to Facebook or LinkedIn too...

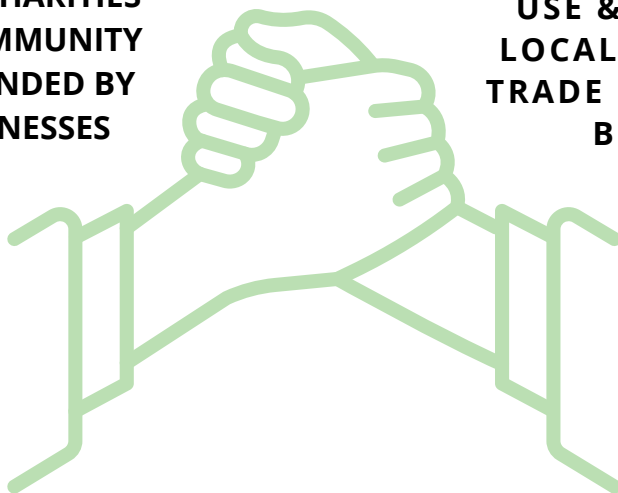
Digi2Market will be looking for support from:

**SPORTING & LEISURE
CLUBS AND CHARITIES
IN EVERY COMMUNITY
WHO ARE FUNDED BY
LOCAL BUSINESSES**

**INDIVIDUALS WHO
USE & SUPPORT
LOCAL BUSINESS
TRADE & BUSINESS
BODIES**

**BUSINESS
OWNERS,
THEIR STAFF,
FAMILIES AND
FRIENDS**

**TOP
'INFLUENCERS'
YOU KNOW
WHO CAN HELP
THIS CAMPAIGN**



IF YOU'RE POSTING 'AS GAEILGE'
PLEASE USE #gnótuaithe

EOLAS AS GAEILGE **ANSEO**

IF YOU ARE POSTING IN FINNISH PLEASE USE:
#YRITTÄJYYS #MAASEUTU

LISÄTIETOJA SUOMEKSI [TÄÄLTÄ](#)

IF YOU ARE POSTING IN ICELANDIC
PLEASE USE:
#LANDSBYGGDARFYRIRTAEKI

UPPLÝSINGAR Á ÍSLENSKU MÁ FINNA [HÉR](#)



What to TWEET for #RURALBUSINESS Day

SUPPORTING YOUR LOCAL BUSINESSES:

Tell us about your favourite local rural businesses and what you love about them. Show them some love by sharing what you know.

IF YOU OWN, RUN OR WORK FOR A RURAL BUSINESS

Tweet about your business, what it does, how it helps your customers and how it supports your community.

PROMOTING SUSTAINABLE BUSINESS

Share information and tips about your sustainable business or how to make a business more sustainable

ADD A PHOTO OR VIDEO TO YOUR TWEET TOO, IF YOU CAN

You can post to Instagram as well, if you have an account and have time, but Twitter is our priority on the day.

Tweets/posts can include:

**BUSINESSES FROM ANY
SECTOR, FROM MARINE
AND ENGINEERING TO
FOOD AND
TECHNOLOGY**

**THE PEOPLE BEHIND THE
BUSINESS
NOW IS THE TIME TO
CELEBRATE THESE RURAL
ENTREPRENEURS**



**THE RURAL LANDSCAPE
YOUR BUSINESS IS
BASED IN GAELTACHT
BUSINESSES**

**USING THE IRISH
LANGUAGE AND
MINORITY LANGUAGES IN
BUSINESS**

WE WANT TO HELP RURAL BUSINESSES GROW, STRENGTHEN THEIR CONNECTIONS WITH EACH OTHER ACROSS EUROPE AND AROUND THE WORLD AND TO PROMOTE THEM TO THE WIDEST POSSIBLE GLOBAL AUDIENCE.

Why #ruralbusiness day is so important

Small & rural businesses form the backbone of regional economies and communities. But the entrepreneurs behind them often feel isolated and find it hard to reach bigger markets. Digi2Market connects them with online networks and helps them improve their marketing and grow.

Now you can help them too, by sharing what you love about them.

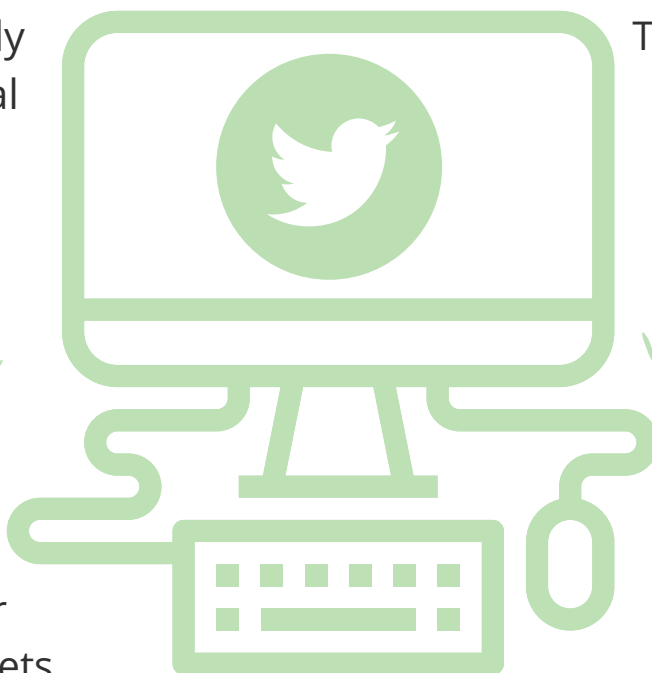
You can take part by

Tweeting personally from your personal account using #ruralbusiness

Tweeting from your work, club, or group Twitter accounts, if available

Retweeting other #ruralbusiness tweets (and posting to Instagram too)

Asking your friends & family at home and abroad to join in



Sample Posts

Here are a few sample posts to give you some ideas.



ENQUIRIES
TO: TRISH@INISCOMMUNICATIONS.COM



We aim to develop a collaborative online space in which regional businesses can access knowledge and information that will enable them to scale and grow.

