



## Scottish Salmon Producers Association, Scottish Chefs Conference 2019

### Social Media Competition

#### #LoveScottishsalmon

#### Objectives

- Help increase the awareness and versatility of Scottish salmon on menus across the food service sector within Scotland,
- Engage with all Scottish colleges and encourage students to engage with SSPO, Scottish Chefs and Seafood Scotland
- Enthuse them to create a salmon dish fit for any dining table.

#### Strategy

Create a #lovescottishsalmon Scottish student chef competition which places digital at its core, including social media and outreach tactics to engage with key people within the food service industry.

#### Tactics

Enhanced social media activity: all Seafood from Scotland's platforms used to host competition as well as drive engagement and entries using a central hashtag decide to house the entire competition under.

#### Competition Method

1. Competition will be open for two weeks
2. Competition will be based on students having to take a picture of their own salmon dish, upload to Instagram and tag @scottishchefs and @seafoodfromscotland use the hashtags #lovescottishsalmon #scotchconf2019. All actions are required to be counted as an entrant. All entries must be sent to Scottish Chefs and endorsed by their college lecturer as being their bona fide work.
3. **Route to entry:** The only way to enter the Love Scottish Salmon competition is via Instagram.

4. Entry to the competition opens at 9am on Monday 9<sup>th</sup> September and closes at 12noon on Friday 20<sup>th</sup> September 2019.
5. Upon closing of the competition Scottish Chefs will select 6 from all entries as the finalists.
6. We will then select the top 3 and announce a winner
7. The winner and two runners up will be invited along to the conference for the day and be presented with their award on the evening of the dinner they will also be given complementary membership of Scottish Chefs for 1 year
8. The winner will get a prize from SSPO, social media coverage along with the college, coverage on Scottish Chefs web site and the opportunity for recipe usage via SSPO

For further Information and address for entries

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