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SOCIAL MEDIA SECURES WIN FOR CARTOON CHARACTER

FSB member Jodie Read, Managing Director at compliance consultancy Penarth Management, has won a competition to be featured as a cartoon character in a health-and-safety training publication.

The competition was run by Highfield, which produces health-and-safety and first-aid training materials.

Participants turned themselves into cartoon characters using a fruit machine-style system that saw entrants combine body parts in weird and wonderful ways.

There were several categories, with the winners receiving the highest number of votes



for their characters. Ms Read won in the 'Best use of social media to promote your cartoon' category, generating enough votes for her character through tweets on Twitter and posts on Facebook to secure the win.

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