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SOCIAL MEDIA STRATEGIES IN THE SPOTLIGHT AT ASTRA'S MARKETPLACE & ACADEMY

EDUCATIONAL SESSIONS TO HELP RETAILERS DEEPEN CONNECTION WITH CUSTOMERS AND STAFF

Chicago, Illinois (March 28, 2016) – The American Specialty Toy Retailing Association (ASTRA) announced today that independent toy retailers registered for the full [ASTRA Marketplace & Academy](#) will have access to over 30 hours of professional education with five hours dedicated to sessions designed to strengthen their use of social media.

“Technology-driven tools for specialty toy retailers to reach customers and manage staff are getting better all the time,” notes Kimberly Mosley, President of ASTRA. “This year’s Academy will help store owners learn how to tighten up their messaging and then amplify their social media outreach to customers and staff. It’s all part of ASTRA’s strategic commitment to support the adoption and leveraging of technology solutions that will strengthen retailers’ businesses.”

Sessions that feature messaging and social media strategies include:

- *Don't Just "Like" Facebook, Love It!*
- *Social Media Strategy: Your Digital Playbook*
- *Instagood Retailer Instagramming*
- *Google+: Socializing Your Internal Communication*

In addition, other breakouts at ASTRA’s Academy cover business operations, financial management, industry trends, channel relationships, and additional sales & marketing issues. ASTRA’s Marketplace & Academy will be held June 5-8, 2016 in Denver, Colorado. Visit www.astramarketplace.org to register.

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1,700 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children’s products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children’s best interests. For more information, visit www.astratoy.org.

Because community matters, ASTRA members thank you for shopping locally.

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