**Hannah Fleming, social media and digital manager, Angus**

[Peel Farm | Glamping, Farm Shop, Coffee Shop & Nature Trail](https://www.peelfarm.com/)

**Peel Farm has been established for 30 years. It originally started as a family farm, but has now diversified, with a coffee shop, gift shop, nature trails and recently developed luxury holiday accommodation and glamping pods.**

**Why did you decided to apply for the Digital Skills programme? What did you hope it would help you with?**

I decided to apply for the Digital Skills programme after my sister, who runs Peel Farm, encouraged me to look into it. I was about to take over her social media marketing, and although I had done a small amount of social media posts before, I felt it was important to gain up-to-date skills. I hoped the programme would help me develop a deeper understanding of digital marketing and social media strategies, so I could more effectively manage and grow Peel farm’s online presence.

**How did you feel when you were selected to come along?**

I was really pleased to be chosen and felt it was a great opportunity. It gave me confidence knowing I’d be gaining valuable, up-to-date skills to help with managing and improving my sister’s social media. It felt like a great chance to develop new skills.

**How did you find the workshops? Which ones were most useful/enjoyable?**

I found the workshops really enjoyable and a great learning experience. The combination of theory and practical sessions was super helpful and really cemented my learning. I enjoyed all of them, but the social media, CRM, and making a website through Shopify were definitely among my favourites. These sessions were particularly useful because they gave me the hands-on experience, I needed to feel confident applying the skills from my laptop at home.

**What do you think was the most helpful thing you learned?**

The most helpful element of the course for me was the inspirational environment. Being around people with similar mindsets, though with totally different objectives and projects, created a vibrant energy and the Elevator Centre for Entrepreneurship space was perfect to accommodate this. While every workshop was super valuable to me, the true benefit was the confidence I gained – both during and after the course - I'm still feeling inspired and bursting with ideas!

**How did coming on the Programme help you or your business?**

The programme provided multiple business benefits for Peel Farm. It significantly enhanced social media strategies, particularly on Facebook and Instagram, by providing me the skills to create visually attractive, brand-relevant content. Key improvements included video editing using CapCut, creating on-trend videos, and implementing social media scheduling software to optimise how I manage my time around posting. The one-on-one consultancy element of the course was particularly valuable. It allowed me to have a deeper insight into specific areas like Facebook advertising, which is something I have struggled with in the past.  Additionally, the programme supported my broader entrepreneurial goals, such as inspiring me to work towards creating a new business idea and acquire the skills to build a Shopify site, create a brand and promote it through various channels.

**What did you think of the team delivering the programme?**

The team delivering the programme was fantastic. Cat, who led the program, was helpful and friendly, quickly and efficiently informing us about additional opportunities to enhance our experience. She was also very encouraging, positive and motivational! Daniel and his team were incredibly knowledgeable, approachable, and patient. They expertly explained complex topics and brought a young, vibrant energy to the course delivery. Their ability to answer questions simply and maintain an engaging approach made the learning experience really enjoyable for all of us.

**Did you make helpful connections with other attendees?**

Yes, the course brought together people with diverse backgrounds and unique projects. Some were working in service-based businesses, while others were developing or selling products. I've maintained connections with several course members and keep up with them on their progress. We also have a WhatsApp group with everyone where we discuss what we have been doing and working on.

**What would you say to someone thinking of applying?**

If you're starting or running a business, I highly recommend this course. You'll be amazed at what you'll learn and how inspired you'll become. It's a massive opportunity that shouldn’t be missed -  I enjoyed it so much, I wish I could do it all over again.

