

#MentorTalks for Tuesday, December 15, 2020

## Social Media Toolkit

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**#MentorTalks**  
**Ugly Food And  
Data Driven Strategy**

*Rania Renno*  
*Creator of Hungrily Homemade*

Tuesday, December 15,  
at 1 PM EST



### **#MentorTalks: Ugly Food & Data-Driven Strategies (Facebook Live)**

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#### **Program Description**

How did a beginner blogger turn “uncelebrated food” into a recipe for success? Join us on Tuesday, December 15, 2020 at 1:00 p.m. ET on Facebook at [@internationalexchangealumni](https://www.facebook.com/internationalexchangealumni) when we talk to Rania Renno, author of *Hungrily Homemade*, on the next MentorTalks!

We’ll discuss Rania’s career as an entrepreneur and creator of *Hungrily Homemade*, as well as her experience in digital marketing and data-driven strategy. In this episode, Rania will guide us through her culinary journey, while offering insight into how her professional path has shaped who she is today and helped her to “own” her brand.

#MentorTalks for Tuesday, December 15, 2020

## Social Media Toolkit

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Rania's long-standing appreciation for good food and community has led her to experimenting with and developing her own recipes for years. While it simply began as an opportunity for Rania to disconnect and express herself outside of work in the kitchen, her hobby eventually turned into a way for her to serve others through her love of cooking.

Tune in, ask questions, and be inspired!

### Event Details

**Title:** #MentorTalks: Ugly Food & Data-Driven Strategies

**Format:** 30-minute Facebook Live with Q&A - audience questions welcomed!

**Language:** English

**Date and Time:** Tuesday, December 15 at 1:00 p.m. ET (Washington, DC)

**URL:**

<https://bit.ly/MentorTalks-Ugly-Delicious>

**Social Media/Promotional Graphics:**

[https://interactive.amedit.lab.prod.getusinfo.com/iip\\_event/mentortalks-food-data/](https://interactive.amedit.lab.prod.getusinfo.com/iip_event/mentortalks-food-data/)

**Speaker** (bio below): **Rania Renno** – U.S. Speaker program, 2021 (Qatar); Entrepreneur and founder of *Hungrily Homemade*

### Topics

Cooking; digital marketing; data-driven strategy; exchange programs; entrepreneurship; mentorship; diversity; heritage; Middle East

**Audience** Open to all; specifically targeted to alumni of U.S. government-sponsored exchange programs interested in cooking and in using data-driven strategies

### Hashtags

#MentorTalks #ExchangeAlumni #UglyDelicious #DigitalMarketing

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### Sample Social Media Posts

#### Facebook and Instagram (@hungrilyhomemade on IG)

[schedule for any time]

Are you afraid to make mistakes? Join our 30-minute #MentorTalks with “Hungriily Homemade” author Rania Renno on Tuesday, December 15, 2020 at 1:00 p.m. ET [edit for local time] to find out how to leave your fear behind! Rania will discuss how she combined her digital strategy know-how and love of “uncelebrated food” into the perfect recipe, and how her professional path has shaped who she is today. [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) Follow our page to receive updates! #ExchangeAlumni

[use Facebook or Instagram graphic]

[schedule for any time]

What’s your passion?? Looking to turn it into something more? Join Rania Renno for @InternationalExchangeAlumni’s #MentorTalks on Tuesday, December 15, 2020 at 1:00 p.m. ET [edit for local time]! Send in your questions for Rania now by using #MentorTalks. #ExchangeAlumni <https://bit.ly/MentorTalks-Ugly-Delicious>

[use Facebook or Instagram graphic]

[schedule for any time]

Rania Renno started her food blog to disconnect, but her after work hobby turned into a blogging success story! Join the next #MentorTalks, Tuesday, December 15, 2020 at 1:00 p.m. ET [edit for local time] to find out how her digital strategy work blended with her love of cooking to form the perfect recipe. Follow @InternationalExchangeAlumni on Facebook to receive updates.

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Facebook or Instagram graphic]

[schedule for day before program]

TOMORROW at 1:00 PM ET [edit for local time]: Join Rania Renno for advice on how you can bring culinary passion online on #MentorTalks! Come ready to ask questions about “ugly foods” that bridge cultures, digital marketing, and more -->

#MentorTalks for Tuesday, December 15, 2020

## Social Media Toolkit

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[facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow us on Facebook to receive updates. Send us your questions for Rania in the comments below.

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Facebook or Instagram graphic]

[schedule for day of program]

TODAY at 1:00 PM EST [\[edit for local time\]](#): Join “Hungrily Homemade” author Rania Renno for advice on how you can bring culinary passion online on #MentorTalks! Come ready to ask questions about “ugly foods” and digital marketing that bridges cultures.

[facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow us on Facebook to receive updates. Send us your questions for Rania in the comments below.

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Facebook or Instagram graphic]

### Twitter

[schedule for any time]

Do you love to cook? Looking to combine food with digital marketing? Join Rania Renno for #MentorTalks on Tuesday, December 15@1:00 PM ET [\[edit for local time\]](#) to learn how! Send your questions for Rania now: <https://bit.ly/MentorTalks-Ugly-Delicious> #ExchangeAlumni

[use Twitter graphic]

[schedule for any time]

Learn how blogger, entrepreneur, & digital marketer Rania Renno turned a love of cooking into so much more. Watch #MentorTalks on Dec.15 @1:00 PM ET [\[edit for local time\]](#)!

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Twitter graphic]

[schedule for any time]

How did “ugly” foods lead to culinary success? Join the convo on #MentorTalks with Rania Renno on Dec. 15@1:00 PM ET [\[edit for local time\]](#)! Rania will share how her international

#MentorTalks for Tuesday, December 15, 2020

## Social Media Toolkit

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exchange experiences & intl background lead to an unexpected brand.

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Twitter graphic]

[schedule for day before program]

TOMORROW at 1 PM EST [\[edit for local time\]](#): Join Rania Renno for mentoring, inspiration, and advice! Got 30 minutes? You've got a mentor! <https://bit.ly/MentorTalks-Ugly-Delicious>  
#MentorTalks

[use Twitter graphic]

[schedule for day of program]

LIVE TODAY at 12PM EST [\[edit for local time\]](#): Watch #MentorTalks with Rania Renno! Got 30 minutes? Get advice on using digital strategy to serve others and success! Come ready to ask questions. <https://bit.ly/MentorTalks-Ugly-Delicious>

[use Twitter graphic]

[hour before program]

IN ONE HOUR! Tune in to #MentorTalks to learn about food and digital know-how that spans international borders!

Got 30 minutes? You've got a mentor! Head over to Facebook now to join the conversation!

<https://bit.ly/MentorTalks-Ugly-Delicious>

[use Twitter graphic]

## Speaker Biography

### Rania Renno

Entrepreneur; Recipe Developer; Creator, *Hungrily Homemade*

@hungrilyhomemade on Instagram

Rania Renno is the creator of [Hungrily Homemade](#), a blog about her passion for the

#MentorTalks for Tuesday, December 15, 2020

## **Social Media Toolkit**

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"uncelebrated food" and the home chef. Her cooking and the foods she brings to her table, and to tables all over the world through her writing and recipes, is heavily influenced by her Lebanese and Palestinian heritage. Renno also has an extensive digital marketing background with a focus on data-driven digital tech solutions and strategies for large name brands. She is fluent in Arabic and will participate in an ECA virtual program with Qatar in 2021.