# MODULE 4:
## LOFT Digital Platform and Business plan development model

Content 4: How to upload contents into the LOFT Digital Platform for farm promotion

# Contents on Profile Page
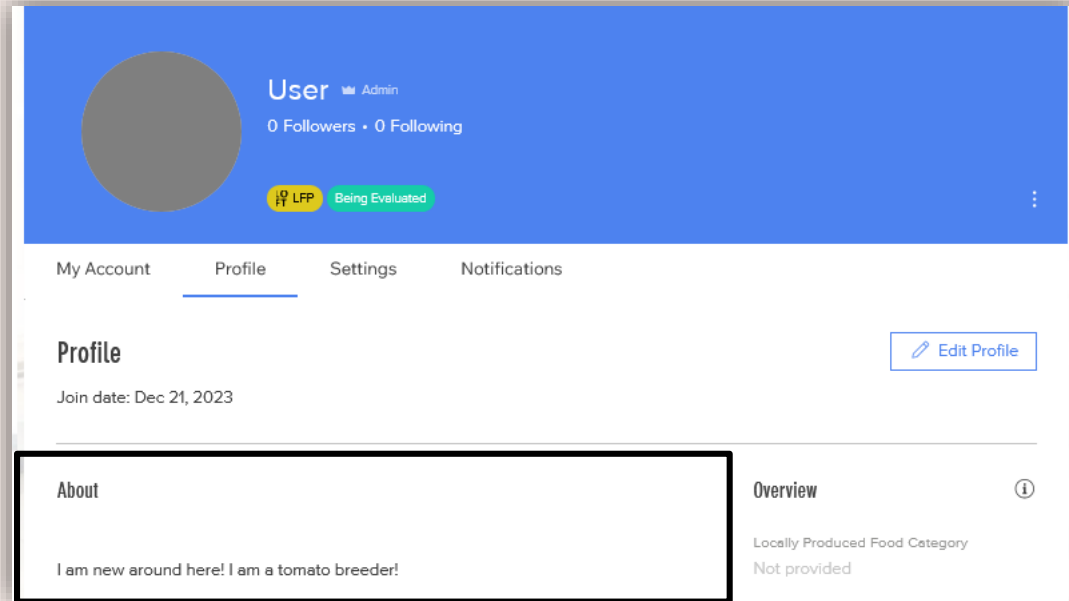
Every Local Food Producer has a personal profile page. In your profile, you can upload a profile image, and banner image.
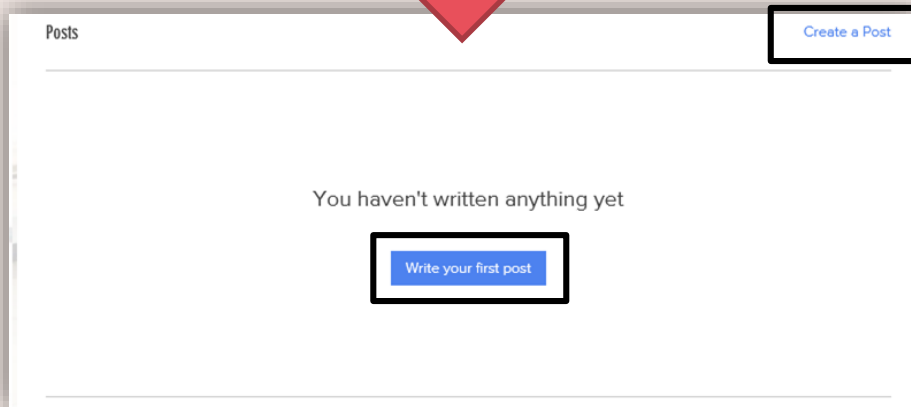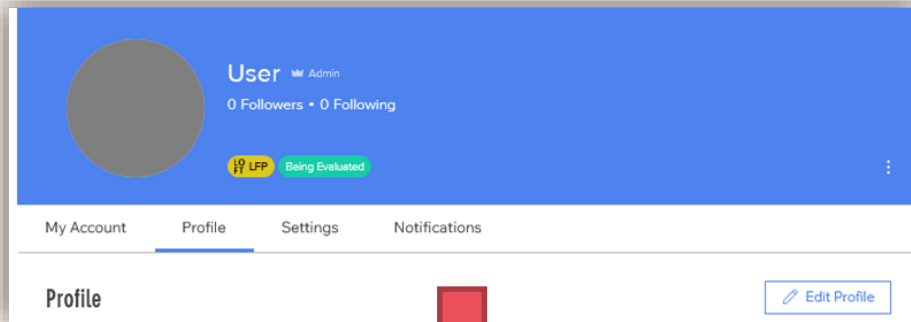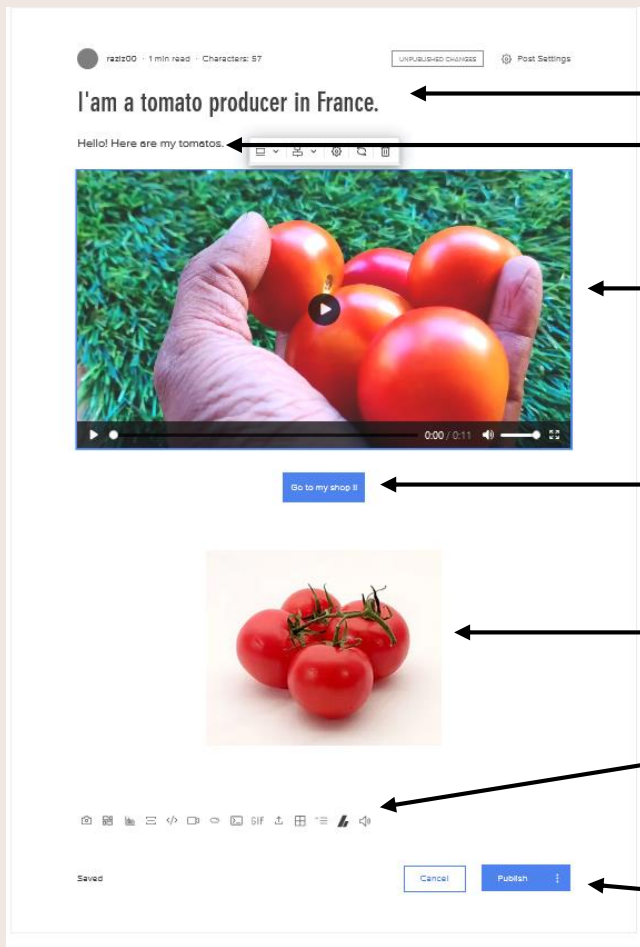In the Profile page, you can edit the "About" section.

# Creating a Post

In the below of "Profile" page, you can create a post to promote your farm or produce.
In "Posts", you can write text, upload video, upload image or even audio files.
Click on "Create a Post" or "Write your first post" button to create a post.

# Creating a Post

I'am a tomato producer in France. ← Title of your post

Hello! Here are my tomatos. ← Main text of your post.

← An example video
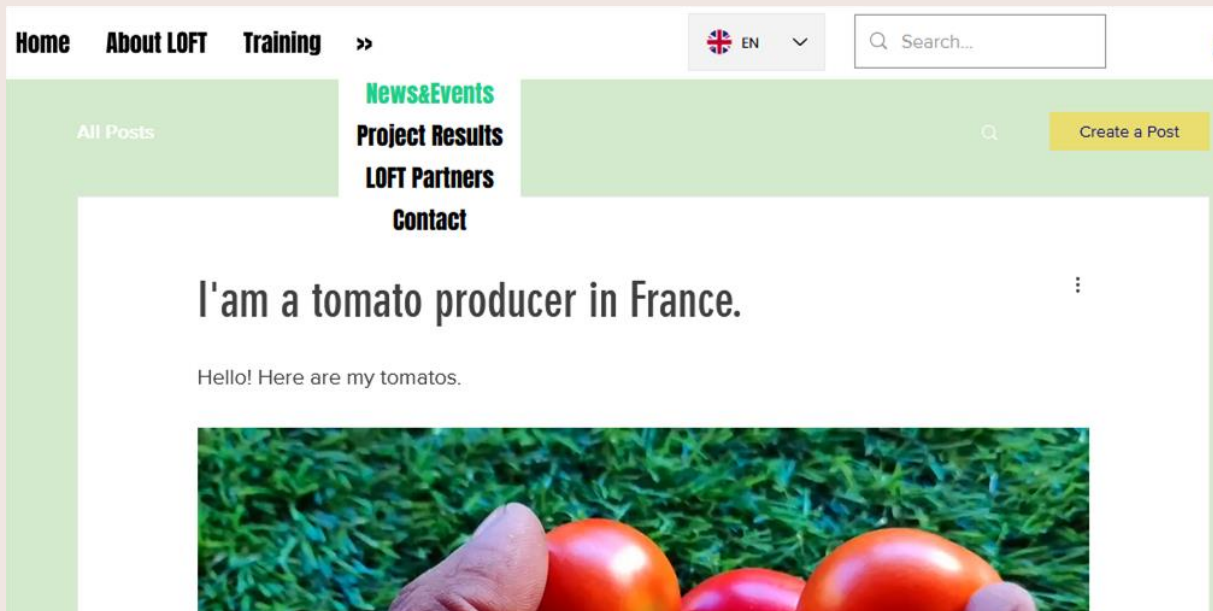
Go to my shop !! ← Clickable link as a button

← An example image

← Other attachments and content options

Publish ← Click to submit your post on LOFT Platform

Your post can have multiple elements, and you have many options to create your promotional post.

# Creating a Post



After you submit, all users or all visitors can see your promotional post in "News&Events" section.
You can edit or delete your post later if you want.

cf. Module 3 - Content 9: How to edit contents