

SENKO Group Launches "Official Instagram Account"



[SENKO Group Official Instagram Account]



SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda) launched the "SENKO Group Official Instagram" account in December last year aimed at communicating information inside and outside the company, and will be using the account to deliver various seasonal topics (account name: senko_group.official).

Until now, the SENKO Group had used its homepage and other sources to provide information outside the company, however information is now being communicated via the social media platform "Instagram" that is popular amongst the younger generation in order to make the group's activities more familiar with online users.

The official Instagram account is run by members of the Public Relations Office and will have new posts made almost every day covering topics including: the Group's Logistics and Trading & Commerce activities; new branches under the Living Support and Business Support sectors; topics related to new products and services; employee sporting and club activities like Judo, golf and Kendo; and safety, health and social contribution activities.

The SENKO Group will also utilize Instagram as a gateway linking more than 130 companies within the Group.

End.