



MONTHLY PROGRAMMING SOCIAL MEDIA BEST PRACTICES FOR ACCOUNTS



REVOLUTION BREWING

SOCIAL CHANNELS & BRANDED HASHTAGS



Facebook: www.facebook.com/revbrewchicago

- Tag us **@RevBrewChicago**

Instagram: **@RevBrewChicago**

- Tag us in the copy and in the image
- **#RevolutionBrewing**
- **#RevBrewChicago**
- **#RevBrew**

Twitter: **@RevBrewChicago**

- Tag us in the copy and in the image
- **#RevolutionBrewing**
- **#RevBrewChicago**
- **#RevBrew**



FACEBOOK

THE ASK - CREATING YOUR BRANDED EVENT

1. Create a Facebook event

- Directions on how to create a Facebook event can be found [here](#)
- Use Facebook event cover graphic provided on our **Graphic Assets Page**:

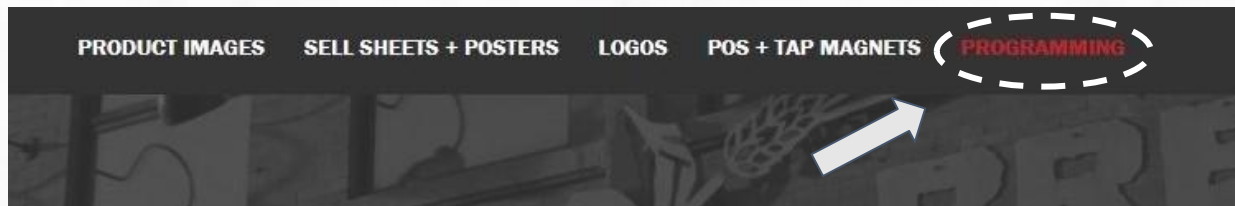
Login Information:

<https://revbrew.com/graphic-assets>

username: Guest

password: rev-beer!

- Click on the “**Programming**” tab to view graphics



FACEBOOK

THE ASK - CREATING YOUR BRANDED EVENT (PART 2)



2. Event description:

- Tag Revolution in the copy by typing **@RevBrewChicago**
- Highlight **featured Revolution beers**
- **Time**
- **Date**
- Any other important details of event

Example:

Join us on Thursday, July 26, as we team up with @RevBrewChicago to celebrate summertime and delicious beer. The evening will feature easy-drinking Rev brews and a Revolution raffle from 6-9pm. Raffle prizes include Revolution branded grills, coolers, chairs, towels, and other rad merch. Hope to see you there!

FEATURED REVOLUTION BEERS:

- *Freedom of Speech: a refreshing Session Sour with Peaches*
- *Sun Crusher: a highly drinkable Hoppy Wheat Ale with flowery and citrus aromas*



FACEBOOK

THE ASK - CREATING YOUR BRANDED EVENT (PART 3)



3. Send Revolution Brewing a Co-host Request by scrolling down to the bottom while creating event and typing Revolution Brewing in the “Co-hosts” section

Be sure to click on the Revolution Brewing that has 70k likes NOT the Revolution Tap Room or Brewpub location

4. Post updates in the Facebook event in the days leading up to the event so that Facebook users who RSVP “Going” will receive reminder notifications


Options

Choose who can edit and post in your event

Co-hosts ⓘ

Add Pages and friends

Pending ⓘ

 Revolution Brewing
Bar & Grill · Brewery · Pub · 70K like this

✕

Posting

☒ Anyone can post (reported posts and story items must be approved)

☐ Anyone can post (all posts and story items must be approved)

☐ Only hosts can post

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft

Create ▾

TWITTER

THE ASK - EVENT PROMOTION

1. Tag @RevBrewChicago in the copy
2. Link out to the Facebook event
3. Attach Facebook event cover photo
4. Highlight time, date, featured Rev brews, & any other important details
5. Use applicable hashtags (*#revbrew #revolutionbrewing #revbrewchicago*)
6. Share on Twitter 2-3 times before event

Example:

Join us on 7/26 as we team up with @RevBrewChicago to celebrate summertime and delicious beer. The evening will feature Revolution's easy-drinking Freedom of Speech & Sun Crusher as well as a Revolution raffle from 6-9pm. Details: [Facebook link]. #revbrewchicago #revbrew



INSTAGRAM

THE ASK - EVENT PROMOTION

1. Download Instagram image off of Revolution's [Graphic Assets Page](#)
2. Tag @RevBrewChicago in the copy
3. Tag @RevBrewChicago in the photo by tapping on the photo before sharing and type @RevBrewChicago
4. Highlight time, date, featured Rev brews, & any other important details
5. Use applicable hashtags (*#revbrew #revolutionbrewing #revbrewchicago*)
6. Link to Facebook event in Instagram Profile's bio
7. Share on Instagram at least once before event

Example: Join us on Thursday, July 26, as we team up with @RevBrewChicago to celebrate summertime and delicious beer. The evening will feature Revolution's easy-drinking Freedom of Speech & Sun Crusher as well as a Revolution raffle from 6-9pm. Details in the link in our bio. *#revbrew #revolutionbrewing #revbrewchicago*



EVENT COVERAGE

DURING EVENT PHOTOS

1. Photos of cans should focus on the brand specific logo, not the fist
2. Photos of pint glasses should focus on Revolution square logo
3. If attendees are in the photo, please ensure that everyone looks to be indulging responsibly and over the age of 21
4. Make sure photos are well lit and in focus
5. Avoid any other brand logos in the background

