

Event Posting & Social Media Instructions.

In order to maximize your Charlotte Craft Beer Exposure, here is a list of everything you should be doing for your events and social media posting.

Social Media

- Please follow Charlotte Craft Beer Week on IG, FB and Twitter
 - **IG Handle:** @CLTcraftbeerweek
 - **Twitter:** @CharlotteBeerWk
 - **Facebook:** @CharlotteCraftBeerWeek
- When you post your events and anything related to CCBW to social media, please tag @CLTcraftbeerweek on IG, and use #CLTcraftbeerweek.
- Recommended Hashtags: #CLTcraftbeerweek #CCBW2023 #CLTbeer #NCbeer #Charlottesgotalot
- **Website:** charlottecraftbeerweek.com
- **Event Template:** A Beer Week Template is available on the website. You can add your event graphics in it.
 - Please reach out to Katie Bonner for questions - katie@gettheagency.com
- **INSTAGRAM COLLABORATOR POST INFORMATION:**
 - Here are some quick instructions for how you can add Charlotte Craft Beer Week as an Instagram Collaborator on your post(s)
 - **How to create an Instagram Collab post:**
 - To begin, click the + sign to create a new post.
 - Once you've uploaded the content, click on "Tag people."
 - Click on "Invite collaborator."
 - Search for the account and click on their profile.
 - Wait for them to accept the request.

And more info [here](#) if they'd like to read up on it further.

Please reach out to Katie Bonner at katie@gettheagency.com for questions.

Event Posting

- **Facebook Events:** Add Charlotte Craft Beer Week as a co-host via these steps:
 - Create your event on Facebook
 - Navigate to the "add co-hosts" section in "create event" dialogue box
 - Enter "@charlottecraftbeerweek" and select our FB profile
 - Click "create event" at bottom once event info is ready to publish

Sharing Assets

- **Uploading Photos and Videos:** If you're willing, please upload any photos and videos you document throughout [Beer Week to the Google Drive folder](#) here to be used on our social media as we ramp up for next year:
 - **Note:** Katie Bonner has sent main brewery contacts an invitation to this folder via email. If anyone else outside of your email would like to upload assets, she will be happy to approve anyone's request for access to the folder. Please email her with any questions: katie@gettheagency.com.