

SOCIAL MEDIA

MARKETING, STRATEGIES & LEGALITIES

Jemma Wilson

Media Manager
Firestone Walker Brewing Co.

Tom McCormick

Executive Director
CA Craft Brewers Assoc.

WHAT WE'LL COVER...

- A quick guide to Social Media
- Content Creation
- Growth Management
- Promoting your brewery
- ABC Legalities
- Q&A

A QUICK GUIDE TO SOCIAL MEDIA

SOCIAL MEDIA IS NO LONGER AN OPTION, IT'S A PRIORITY

TYPES:































- Facebook
- Instagram
- Twitter
- Snapchat
- Pinterest
- Untappd

WHY WE USE IT:

- Instant conversation with fans
- Behind-the-scenes look into your brewery
- A useful tool to project your unique brand story
- It's free... kind of

FACEBOOK

FW: 95+K LIKES

Published		Post		Type	Targeting	Reach	Engagement	Promote
						Reich: Organic / Paid	Post Clicks	Reactions, Comments & Shares
08/12/2016 11:33 am		When you're searching through the Vintage Library & stumble up				29.4K 	3.4K 728 	Boost Post
08/11/2016 2:18 pm		Pssst..... it's coming! #TheNextR evolution #LuponicDistortion				32.6K 	1.2K 1.1K 	Boost Post
08/10/2016 11:46 am		Four pounds of hops per barrel. #UnionJack #BeerBeforeGlory				10.8K 	682 456 	Boost Post
08/09/2016 12:39 pm		Beer. Pairs well with the Olympics ('cause we didn't make it there				11.6K 	187 275 	Boost Post
08/08/2016 1:51 pm		A blind tasting of 247 IPAs?! Paste Magazine was up for the challenge				63.2K 	6.6K 1K 	Boost Post
08/06/2016 12:32 pm		Now serving at Mammoth Festival of Beers & Bluesapalooza: DB				11.9K 	461 251 	Boost Post

GOAL...

Post daily to remain relevant in someone's timeline & maintain your Reach/Engagement

ISSUES WITH FACEBOOK...

Declining Reach

Promoted Posts

Future of Facebook?

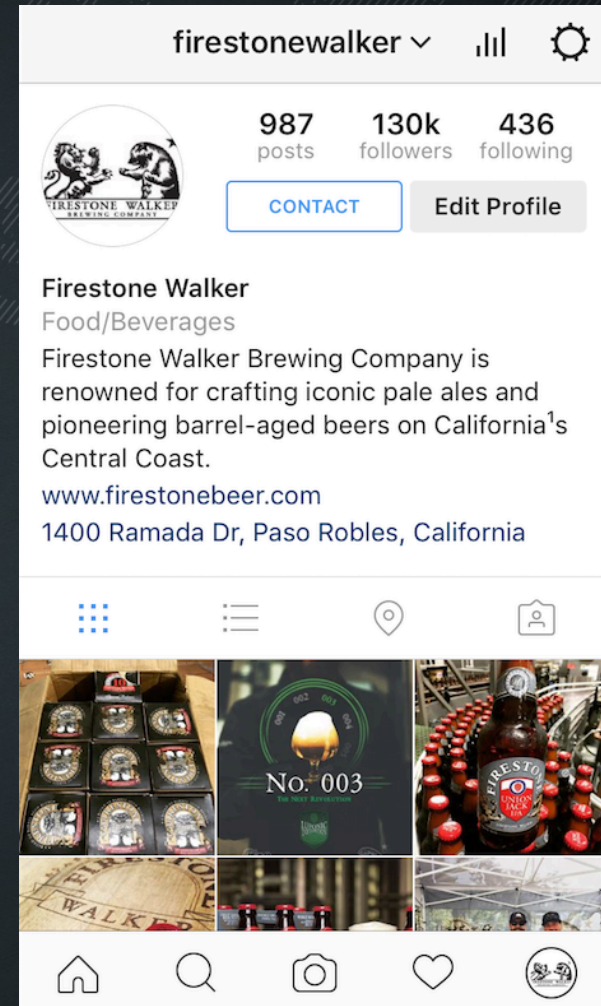
INSTAGRAM

PROS

- Fastest growing social media platform
- Instagram Stories
 - Fast, easy, fun

CONS

- Cannot zoom in on photos
- Cannot click on links
- Mobile use only
- Cannot schedule posts



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TWITTER



Sierra Nevada Beer
@SierraNevada



Following

Wow. With enormous respect for
@FirestoneWalker, we are humbled and
honored by David Walker's words about Pale
Ale. bit.ly/1cUkC85



Start tweet with a word, then tag
someone. This is shown to all of your
followers.

Best Practices

Start tweet with a period, then
tag someone. This is shown to
all of your followers.

Don't do this



The Full Pint
@thefullpint



Following

.@FirestoneWalker Stickee Monkee 2015
Release Details bit.ly/1KYehUb #craftbeer

You, Matt Brynildson, Rob Salitore and 3 others



If you start tweet with a tagged name,
only followers who follow both you
AND the tagged name will see the
tweet!

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CONTENT CREATION

How do you continue to create unique, interesting, captivating content?

- **ABB** = Always Be Branding
- Campaign development & execution
- Develop a social media calendar
- Be inspired by surroundings
 - New opportunity for creative every day

FW EXAMPLE: Q1 CAMPAIGN – NITRO MERLIN MILK STOUT

GOAL: Effectively promote our new, draft-only beer with weekly posts pertaining to the beer

NEEDS: Photographs, videos, beer information, sales events with cookie pairing, accounts pouring beer

TO DO: Develop calendar with ideal post, then create specific post closer to the date



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FW EXAMPLE: Q1 CAMPAIGN – NITRO MERLIN MILK STOUT

Nitro Merlin Milk Stout Social Media Plan:

- 1.12.16 – Tuesday
 - Teaser video for main MNNS video
 - Need to edit main video for this
- 1.13.16 – Wednesday
 - ~~Post main~~ NMMS video
 - Already have this
- 1.19.16 – Tuesday
 - Nitro Merlin Lactose Education post – [link to Microsite OR pic of Dustin in Brewery with Lactose](#)
 - Use blurb from CW
- 1.28.16 – Thursday
 - Brown Butter Cookie Bio – [photo of MRB w/ BBCC owners + link to Bio](#)
 - Already have info from BBCC
- 2.1.16 – Monday
 - List milk & cookies event for the month of Feb.
 - Need to gather info from RSMs - [JEMMA](#)
- 2.10.16 – Wednesday
 - ~~#MerlinMilkMustache~~ contest - [JEMMA](#)
 - [Show us your Merlin Mustache, win Merlin glassware & cookies](#)
 - Need to set up webpage with contest & rules
 - Post with photo of brewers and their milk mustaches
- 2.16.16 – Tuesday
 - Contest continued - ~~#MerlinMilkMustache~~ – [Need photo! – Erica](#)
 - Post photo of new glassware & cookies. "Win this!"
- 2.25.16 – Thursday
 - Nitro education – [photo of cascading beer GIF \(?\) – Erica w/ Collin](#)
 - Use blurb from CW/graphic
- 3.1.16 – Tuesday
 - List milk & cookies event for the month of March – [JEMMA](#)
 - Need to gather info from RSMs
- 3.9.16 – Wednesday
 - Final week for ~~#MerlinMilkMustache~~ – [JEMMA](#)
 - Post another brewer photo with their milk mustaches
- 3.17.16 – Thursday
 - Last day for ~~#MerlinMilkMustache~~ – [JEMMA](#)
 - Post collage of several photos sent in so far

HOW I BEGAN:

- Looking at the calendar, I selected dates I knew I'd post about NMMS
- Selected topics each post would pertain to
- Highlighted Needs for the post & who is responsible
- Remained flexible for real-time issues

FW EXAMPLE: Q1 CAMPAIGN – NITRO MERLIN MILK STOUT

NEXT STEPS:

- Fill in calendar with full content
- Confirm all needs have been met
- Ensure post aligns with ABB
- Post reflects voice of brewery

Nitro Merlin Milk Stout Social Media Plan:

1.6.16 – Wednesday

- Press Release goes out, share on social
- Pull MB quote from PR and post on social with shield pic (?)

1.12.16 – Tuesday

- Post main NMMS video
- “Nitro Merlin Milk Stout? Yea, it’s a mouthful, but a delicious one at that. Check out what Brewmaster Matt [Brouillette](#) has to say about our latest venture in the craft beer world: our first-ever nitro beer.”

1.13.16 – Wednesday

- Milk & Cookies poster // Brown Butter Cookie Bio

1.19.16 – Tuesday

- List milk & cookies event for the month of Feb.
- Info due from RSMs by 1.15
- Stef will throw into document. Account name, date & if there’s a cookie pairing
- Posting Cana photo of dipping cookie into beer
- “How can you get a taste of Nitro Merlin Milk Stout? Simply meet us at your local watering hole! We’ve got events all over the country – come have a beer, cheers! <Link>”

1.28.16 – Thursday

- Brown Butter Cookie Bio
- Posting Cana photo of cookies next to glass
- Posting link to NMMS website of “Learn More” under BBCC
- “We’ve paired our Nitro Merlin Milk Stout with handmade, local Brown Butter Cookies, which adds a hint of savory to the creaminess of the beer. The Brown Butter Cookie Company out of Caycos is owned & operated by sisters <names> who put as much attention to detail into their cookies as we put into our beer. It is, what you would call, the perfect pairing. Discover more here: <Link>”

2.1.16 – Monday

- Nitro Merlin Lactose Education post - “Low down on Lacto”
- Posting link to NMMS of “Learn More” under Milking It
- Having Colin take photo of freshly poured, foamy beer
- “Nitro Merlin Milk Stout is officially milking it! The new ingredient is lactose, a.k.a. milk sugar. When Velvet Merlin is brewed with milk sugar to create Nitro Merlin Milk Stout, the effect is similar to adding cream to your dark roasted coffee. The result is a stout that is still dark and [roasty](#), but now with a mellow sweetness and added roundness of body. Discover more here: <Link>”

2.25.16 – Thursday – MOVE UP // Poster after Nitro

- Nitro education
- Posting link to NMMS of “Learn More” under Nitro Wizardry
- Use photo from Sam Tierney
- “Just what the heck is a nitro beer anyways? The wizardry comes via “nitro,” the brewing nickname for nitrogen gas. A nitro beer contains more nitrogen gas & less carbon dioxide (CO2) gas compared to a traditional beer. The signatures of nitro beers are brilliant clarity in the glass; thick, long-lasting foam; and

a smooth, creamy [mouthfeel](#)—all qualities that accentuate and enhance the classic milk stout character. Discover more here: <Link>”

2.10.16 – Wednesday

- #MerlinMilkMustache contest
- Show us your Merlin Mustache, win Merlin glassware & cookies
- Need to set up webpage with contest & rules
- Post with photo of brewers and their milk mustaches - [Jemma](#)
- “Every beer lover needs proper glassware, so now is your chance to have your own Nitro Merlin Milk Stout glasses at home! Send us your best photo of your milk mustache with the [hashtag](#) #MerlinMilkMustacheContest & you’ll be entered in a chance win a set of glasses & locally made Brown Butter Cookies. More info here: <Link>”

2.16.16 – Tuesday

- Contest continued - #MerlinMilkMustache
- Post photo of new glassware & cookies. [Jemma](#) or Colin needs to take.
- “Want to win some bad ass Nitro Merlin Milk Stout glasses & freshly baked Brown Butter Cookies? Of course you do! Show us your milk mustache with the [hashtag](#) #MerlinMilkMustacheContest & you’ll be entered in a chance to win. More info here: <Link>”

2.25.16 – Thursday

- Nitro education
- Posting link to NMMS of “Learn More” under Nitro Wizardry
- Use photo from Sam Tierney
- “Just what the heck is a nitro beer anyways? The wizardry comes via “nitro,” the brewing nickname for nitrogen gas. A nitro beer contains more nitrogen gas & less carbon dioxide (CO2) gas compared to a traditional beer. The signatures of nitro beers are brilliant clarity in the glass; thick, long-lasting foam; and a smooth, creamy [mouthfeel](#)—all qualities that accentuate and enhance the classic milk stout character. Discover more here: <Link>”

3.1.16 – Tuesday

- List milk & cookies event for the month of March
- Info due from RSMs by 2.19
- Stef will throw into document. Account name, date & if there’s a cookie pairing
- Posting Cana photo of dipping cookie into beer
- “How can you get a taste of Nitro Merlin Milk Stout? Simply meet us at your local watering hole! We’ve got events all over the country – come have a beer, cheers! <Link>”

3.9.16 – Wednesday

- Final week for #MerlinMilkMustache
- Post another brewer photo with their milk mustaches - [Jemma](#)
- “You’ve only got a few days left to grab yourself a milk stout & take that perfect milk mustache pic! Don’t forget to use the [hashtag](#) #MerlinMilkMustacheContest. More info here: <Link>”

3.17.16 – Thursday

- Last day for #MerlinMilkMustacheContest
- Post collage of several photos sent in so far - [Jemma](#)

FW EXAMPLE: Q1 CAMPAIGN – NITRO MERLIN MILK STOUT

MEASURE SUCCESSES & FAILURES:

WHAT WORKED?

- Huge response to the beer & the cookie promos
- Sales team loved having their events promoted & encouraged more events
- Calendar helped execute overall campaign // didn't drop the ball

WHAT FAILED?

- Contest had to be removed
 - Not enough time & resources to execute
- Several dates needed to be changed
 - Flexibility is key

GROWTH MANAGEMENT

WHAT'S THE PURPOSE OF MANAGING YOUR GROWTH & ANALYTICS?

- Maintains a track record for successes & failures
- Shows areas for improvements
 - What works, what doesn't
- Proves why your job is necessary!

ANALYTICS

Each month, recap the growth, successes & failures for each social media used

FACEBOOK:

Find post with highest Reach, Likes, Comments & see how many new Likes the page received

07/31/2016 3:32 pm	 Reminder: bottles of Huck Yeah! & Sour Opal, Batch Two go on s			21.1K		1.5K 533	
07/29/2016 4:14 pm	 Add this to your list of weekend activities. #EasyJack			3.4K		57 85	
07/28/2016 4:35 pm	 It's #ThrowbackThursday, so you know what that means. Grab yo			5.6K		240 190	
07/28/2016 4:11 pm	 Want to discover more about craft beer? Learn By Brewing at Cal			2.6K		316 150	
07/27/2016 3:22 pm	 Why choose one IPA when you can choose four?			8.4K		289 460	
07/22/2016 10:44 am	 Dear weekend, we are ready for you. #BeerBeforeGlory			5.8K		183 298	
07/21/2016 11:32 am	 When in Georgia, eat peaches. But also visit friends at Creature			3.7K		99 100	
07/20/2016 9:30 am	 Pucker up, we've got another bottle release coming! More inform			4.1K		190 33	
07/19/2016 2:26 pm	 When Pivo goes on vacation..... #TheBigEasy			13.5K		296 430	
07/18/2016 11:28 am	 Sometimes you just need to go with a classic. #DBA			3.9K		123 184	
07/15/2016 2:06 pm	 Feelin' thirsty? Firestone Walker - Venice Beach has you covered			8.2K		600 621	
07/15/2016 12:23 pm	 Lil' Opal, Batch Two has made its return! This barrel aged saison			3.1K		153 133	



ANALYTICS

Each month, recap the growth, successes & failures for each social media used

JUL 2016 SUMMARY	
Tweets	Tweet impressions
98	409K
Profile visits	Mentions
9,158	5,946
New followers	
1,088	

TWITTER:


Find tweet with highest Impressions, Mentions, Retweets, Replies & note how many new Followers the page received

Jul 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 20.2K impressions

Hop selection is serious business! A new batch of experimental hops arrived for Luponic Distortion Rev. 003.
pic.twitter.com/9K6i5viOPE




6 27 140

[View Tweet activity](#)

Top mention earned 1,394 engagements

Side Project Brewing
@SideProjectBrew • Jul 10

First thing we'll hang in our new brewery!
Thanks @fw_brewmaster
@firestonewalker!
pic.twitter.com/sGuwSWbm8M



2 20 197

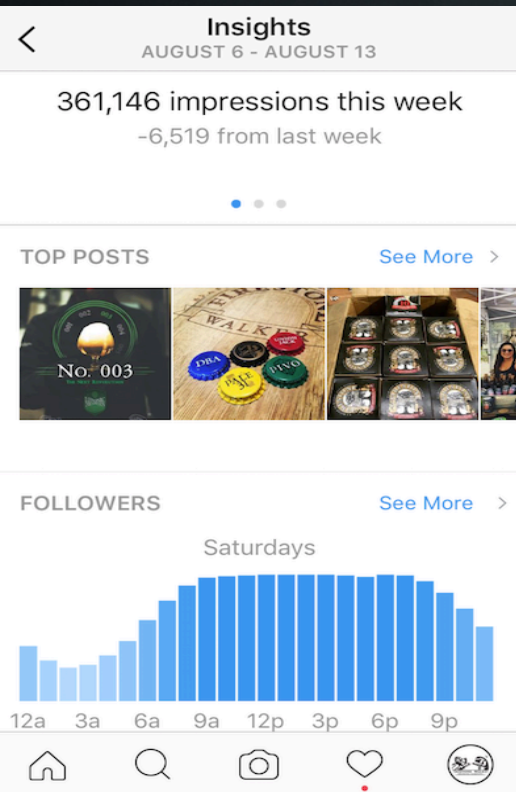
[View all Tweet activity](#)

ANALYTICS

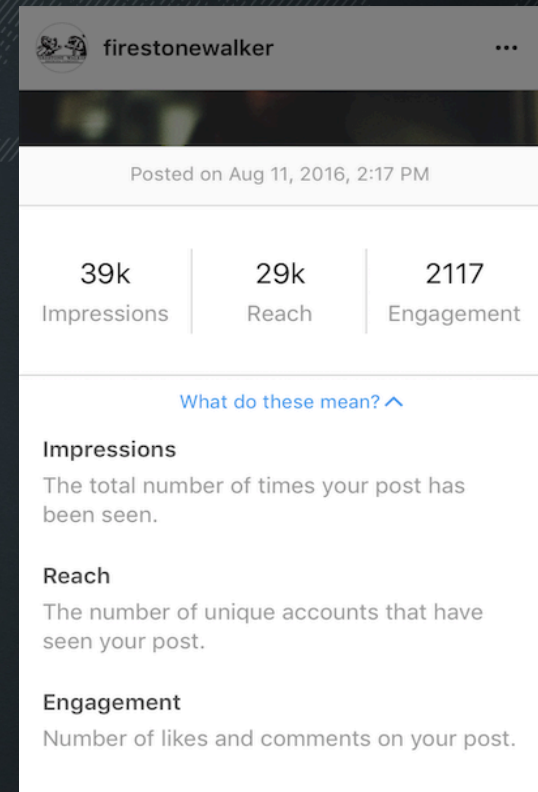
Each month, recap the growth, successes & failures for each social media used

INSTAGRAM:

Finally free analytics!



- Find most Liked, most Commented & track Impressions and Reach
- I use analytical tracker **ICONOSQUARE** for daily/weekly/monthly recaps.
 - Costs \$120 per year



ANALYTICS

PAID ANALYTICS: ICONOSQUARE

POSTS OF THE PERIOD

YOUR MEDIA OF THE PERIOD!



2,994 106

OTHER MOST ENGAGING MEDIA



2,668 59



2,430 11



2,360 28



2,285 11

JULY 2016

OVERVIEW

	PERIOD	PREVIOUS PERIOD	EVOLUTION
Followers count	128,488	123,151	+ 4.33 %
Media posted	23	54	- 57.41 %
Likes received	43,538	88,354	- 50.72 %
Comments received	665	1,669	- 60.16 %
Engagement rate	1.53%	1.39%	+ 10.21 %

[Check all your stats](#)

FOLLOWERS

GAINED

+ 6,638

LOST

- 1,301

TOP GAINED FOLLOWERS



[See all new followers](#)

Monthly Report Overview

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ANALYTICS

Monthly Report Summary (for the bosses)

Social Media Stats: July 2016

Growth:

FW Facebook: 95,249 Likes (+760 vs. prior month)

FW Instagram: 128,531 Followers (+5,329)

FW Twitter: 79,004 Followers (+1,088)

805 Facebook: 15,505 Likes (+170 vs. prior month)

Website FW: 78,684 Unique Visitors (+15,138 vs. prior year.)

Website 805: 18,579 Unique Visitors (+6,941 vs. prior year.)

Top Posts:

Facebook: Barrelworks bottle sale announcement. 434 Likes, 75 Comments, 22 Shares, 21,028 People Reached.

Instagram: FW Venice tap handle lineup. 2,994 Likes, 106 Comments.

Twitter: Fourth of July post. 52 Retweets, 162 Favorites, 17.9k Impressions.

Upcoming:

Luponic con't.

Malts vs. Hops con't.

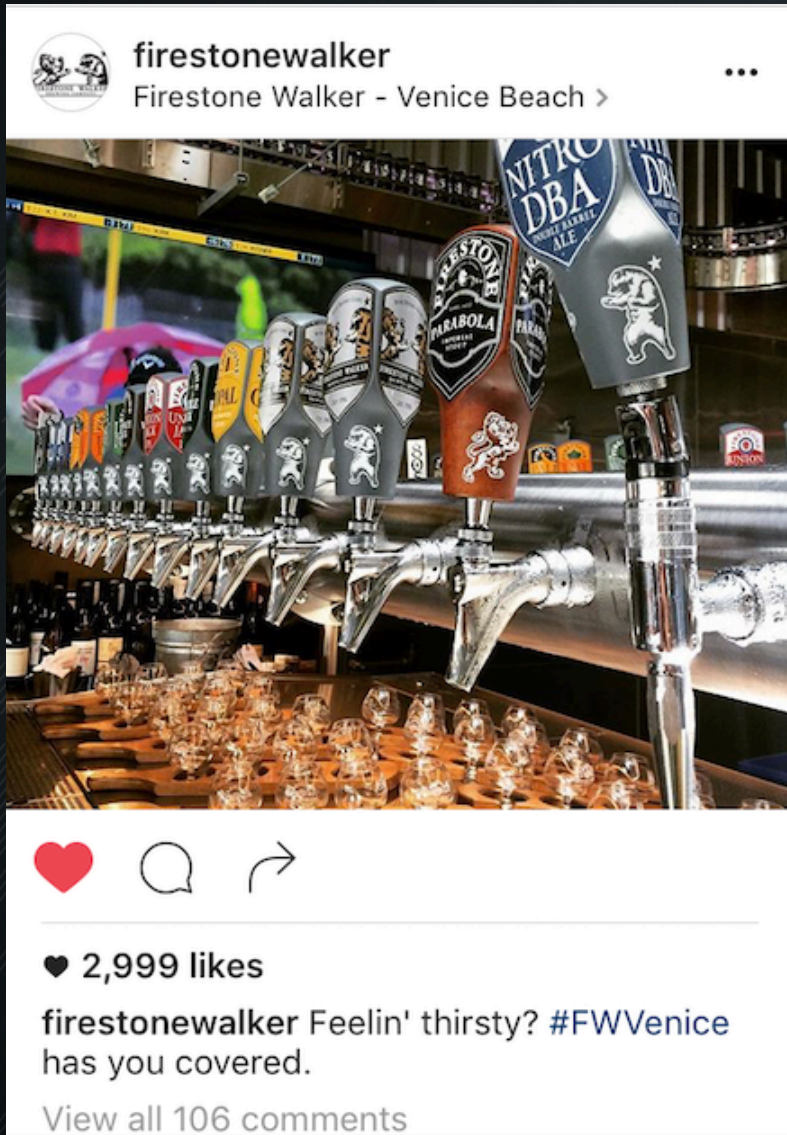
Anniversary Blending

Anniversary Party & Last Supper announcement

Jemma's Thoughts:

- Shows growth vs. prior month or prior year
- Helps show where we're lacking/improving
- Helps prove why my job is necessary ☺

PROMOTING YOUR BREWERY



ONE OF OUR TOP POSTS
EVER ON INSTAGRAM WAS
A SIMPLE PHOTO OF TAP
HANDLES!

- Make Social Media a priority, not an option
- Increase your engagement
 - Daily posts, respond to comments & questions
 - Ask questions in your post
- Develop your brand's voice & story

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ABC REGULATIONS

PRESENTED BY
TOM MCCORMICK

California tied-house laws prohibit a alcohol beverage supplier from providing anything of value to a licensed retailer. The ABC interprets a simple mention of a licensed retailer on social media to be “of value” to that retailer.

There are however certain exceptions that have been added to the ABC Act. These narrow exceptions apply only under specific conditions.

ABC REGULATIONS

ON-PREMISE EDUCATIONAL EVENT

If the event meets certain requirements, including but not limited to:

- A brewery representative must be present
- No beer is given away for free
- Can only be conducted at on an-premise event

THEN THE EVENT CAN BE ADVERTISED WITH RESTRICTIONS.
PER CODE SECTION 25503.55:

- You may list the name and location of the licensed retailer where the event is held
- You may list the time & date of the event
- You cannot include pictures or illustrations of the retailers premises
- You cannot use any laudatory references or promote the retailer in any way
- You may list the beers being served.

ABC REGULATIONS

OFF-PREMISE SAMPLING

If the event meets certain requirements, including but not limited to;

- The off-premise retailer holds a type 86 license

THEN THE EVENT CAN BE ADVERTISED WITH RESTRICTIONS.
PER CODE SECTION 25503.56;

- You may list the name and location of the licensed retailer where the vent is held
- You may list the time and date of the event
- You cannot include pictures or illustrations of the retailers premises
- You cannot use any laudatory references or promote the retailer in any way
- You may list the beers being served

ABC REGULATIONS

LISTING OF RETAILERS WHERE PRODUCTS ARE SOLD

Per code section 25500.1;

- Prior to January 1st, 2016, the law stated that beer manufacturers could provide the name of retailers which carried their products only in response to a direct consumer inquiry. This is no longer required. What this means is that a brewery may now provide the authorized information to consumers without first receiving a request for such information.
- You are now allowed to mention the name, location, email and web site of 2 or more unaffiliated retailers who carry your brand. The listing cannot contain the retail price of the product and the listing is the only reference to the on-sale or off-sale retailers in the communication. No images allowed. No laudatory comments allowed – only the listing of the retailers is allowed.

ABC REGULATIONS

LISTING OF A RETAILER IN CONJUNCTION WITH A SPECIAL EVENT

- It is now allowed, when a licensed retailer is a sponsor of a non-profit, special event (such as a beer festival), to mention that retailer in conjunction with the name of the event.
- EXAMPLE: “The Whole Foods Fresno Chamber Beer Festival”

ABC REGULATIONS

SOCIAL MEDIA EXAMPLES

EXAMPLE: You have a new beer available, how do you promote it?

YOU MUST: List two or more retailers to make it legal.

YOU: “Luponic Distortion, our revolving hop IPA, is now available in six-packs at BevMo, Whole Foods & Trader Joes. Grab it while it lasts!”



NO!



YOU: “Want to try our latest revolution of Luponic Distortion? Head to BevMo where they’re on sale for \$6.99 a six-pack!”

YES!

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ABC REGULATIONS SOCIAL MEDIA EXAMPLES

EXAMPLE: You want to promote an event that you're involved in.

YOU MUST: Have a paid employee attending; no laudatory terms about the account.

YOU: "Join David Walker on August 20th at Library Alehouse in Santa Monica where the Lion will be there with some specialty kegs in tow, so join him for a pint of some of our tastiest brews!"

NO!



YES!



YOU: "The Lion will be at Library Alehouse in on August 20th where they have the best beer selection in town! Come join us for one of their famous chicken wings and a \$5 pint of Union Jack!"

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QUESTIONS?

Thank you for joining us!

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