



## Social Media Community Guidelines

The Brewers Association (BA) uses social media to connect beer lovers, share relevant news, resources, and provide updates on the work we are doing to support the industry. Our goal is to inform, engage, and foster healthy discussion by creating a collegial and welcoming environment.

In order to create a welcoming environment, we have set guidelines that apply to any engagement with the Brewers Association or members of the community on our social media platforms. These guidelines provide a better understanding of how to engage with the Brewers Association on social media and what you can expect from us. We reserve the right to delete any comments and report or block users that act outside of our values and guidelines outlined below. The Brewers Association, or employees of the BA, will not engage in inappropriate or hateful discussions.

We appreciate your comments and questions and to keep our communities and conversations focused, we ask that you please adhere to the following guidelines:

- **Be Kind and Courteous**
  - The aim of our social media channels is to create an environment where our community can respectfully and constructively communicate ideas, make comments, and ask questions. Let's treat everyone with kindness and respect.
- **Zero Tolerance for Hate Speech and Bullying**
  - The Brewers Association is an organization committed to providing an environment free of discrimination and from abusive, offensive, or harassing behavior. Degrading comments about race, color, sex, sexual orientation, gender expression, age, physical or mental disability, size or appearance, genetic pre-disposition, religion, ancestry, national origin, or veteran status will not be tolerated, and such posts and individuals may be removed, blocked, banned, and/or reported.
- **Stay on Topic**
  - We welcome your feedback on posts from the Brewers Association, provided your comments are relevant to the topic that the BA shared.
- **Have Fun and Connect**
  - The Brewers Association's social accounts are here to connect fellow beer lovers. Cheers!

Please note that the Brewers Association's social media channels are not monitored 24/7 and are not intended as a place for receiving member services or feedback. If you have a question or concern, please email [info@brewersassociation.org](mailto:info@brewersassociation.org).

We appreciate your understanding and support. You can follow the Brewers Association on [Facebook](#), [Twitter](#), and [Instagram](#).