



### Sample Social Media Copy

*Below are some general copy points you can include in your social posts promoting your involvement in American Craft Beer Week. Be sure to add any details around any special events you have planned for the week!*

- Did you know that May 10-16 is American Craft Beer Week?! Come visit us and raise a glass of locally made American craft beer!
- Celebrate American Craft Beer Week May 10-16 by drinking local craft beer. Better beer for our neighborhoods, better for local jobs, and better for your taste buds. Let's get local!
- A better beer is a local beer. A better beer boosts the local economy. A better beer has local flavor. A better beer gives back. This American Craft Beer Week (May 10-16), celebrate why local beer is better.
- A local beer is a better beer. It's better for our local communities, better for local jobs and better for your taste buds. Celebrate American Craft Beer Week® May 10-16. Let's get local.
- American. Craft. Beer. Week. Four beautiful words that, when combined, form a great reason to celebrate. This year's American Craft Beer Week is May 10-16. We're gonna go big and you should join us!
- If you're looking for a reason to celebrate American craft beer, well, we have some REALLY GOOD NEWS for you: American Craft Beer Week is May 10-16. Celebrate with us!
- It's spring and you know what that means: American Craft Beer Week is coming! Celebrate with us this May 10-16.
- Facts don't lie: American Craft Beer Week (May 10-16) is better than 99% of all made-up holidays. The proof is right in the name! Celebrate with us!
- Block your calendar: American Craft Beer Week is May 10-16. It's a multiday celebration of craft beer. Raise a glass with us!
- What if we told you there was an \*entire week\* dedicated to celebrating American craft beer? Would you raise a glass with us? American Craft Beer



Week is May 10-16 and we want to see your smiling face at the brewery. Love, [BREWERY NAME]

- American Craft Beer Week is May 10-16. Pass it on.
- We're obviously a little biased, but we believe American craft beer is something worth celebrating. So we're going all in for American Craft Beer Week (May 10-16) this year. Who's with us?
- We'll be joining indie breweries around the country in celebration of American Craft Beer Week (May 10-16). You should join the fun!
- Heads up, beer lovers! American Craft Beer Week is May 10-16. It's a time to really lean into your love of fresh, locally made craft beer.
- Anyone else \*really\* looking forward to American Craft Beer Week (May 10-16)?
- The 15th annual American Craft Beer Week is May 10-16. Who's ready to celebrate with us?
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