



2021 Marketing Tip Sheet

Increase sales and create awareness for your brewery

Let's Get Social!

Use #AmericanCraftBeerWeek and #LocalBeerIsBetter

Follow & Tag [@IndieBeer](#) on Instagram

Like & Follow [Independent Beer](#) on Facebook

Follow & Tag [@IndieBeer](#) on Twitter

Promotional Toolkit [[Click Here](#)]

Logos and Artwork - Need a hand adding a frame or logo to your photos, posting a video, or sharing on social? See "How to Use the Logos and Artwork" below for video tips. Our Concierge is also available to walk you through the process.

- **Logos:** Add the American Craft Beer Week logo to your photos, emails, menus, posters, or other artwork. Vector, .jpg and .png versions are provided.
- **Social Media Posts:** Download images, animated video artwork to share on Facebook, Instagram, and Twitter.
- **Customizable Photo Frames:** Brand your photos with the ACBW logo using photo editing software. Use Photoshop, Powerpoint, or a free online tool like [GIMP](#) or [CANVA](#) to layer images. With each of these tools, you can import your image and then place one of these frames over the top. Once finished, save to your desktop and post!
- **Posters:** Capture the attention of your customers with these ready-to-print 11×17 and 8.5×11 posters. Customize by adding your logo using Microsoft Word, Microsoft PowerPoint, CANVA, or Adobe Acrobat software.

Anthem Video – The [2021 American Craft Beer Week video](#) can be shared from YouTube, our social accounts, or upload the file directly to your social media accounts using the following steps:

- [Share the YouTube video on social media or embed it on your website.](#)
- Share the video from our Independent Beer social media channels: [Facebook](#), [Instagram](#), [Twitter](#)
- [Upload the video file to your Facebook page](#) and add the title "2021 American Craft Beer Week"
- [Share the video file on your Instagram account.](#) First, download the video then follow these steps.

Social Media

- **16 Prewritten Posts:** Choose from a variety of [ACBW-themed social media posts](#) that are ready for you to copy and paste and/or customize for your social media accounts.
- **Instagram:** Download the ACBW images and videos to your mobile device, then you'll be ready to share with your followers!
 - [How to post a photo on Instagram](#)
 - [How to post an Instagram Story](#)
 - Add an ACBW sticker to your Instagram Story (see Giphy section below for a how-to video)
 - [How to add a Countdown Sticker on Instagram Stories.](#) Create a countdown to mark the start of your brewery's American Craft Beer Week promotion or event. Your followers will receive a reminder when your event is about to start!



- **Facebook**

- [How to post to a Facebook business page](#)
- [Create a Facebook event](#). Add an event to engage your followers and drive business. Invite the Independent Beer Facebook page to [co-host the event](#).

Giphy Stickers

- Add American Craft Beer Week animated artwork to your Instagram stories or share on your social media channels.

Search for “ACBW20” or “Local Beer is Better” to access these gifs:

- [2021 American Craft Beer Week logo](#)
 - [Local Beer is Better, horizontal](#)
 - [Local Beer is Better Seal](#)
 - [Local Beer is Better, square](#)
- [How to add a GIF to Instagram Stories WATCH VIDEO](#)
 - [How to share a GIF on Facebook](#)
 - [How to share a GIF on Twitter](#)

How to Use the Logos and Artwork

Customize the artwork and images provided with your brewery photos! Don't have Photoshop? No worries. Download a free photo editor like Gimp or Canva to get started OR use Microsoft Word or Powerpoint to customize. Watch videos below for pro tips on how to customize.

Add an ACBW frame to your photo and post on social media.

1. Do it using CANVA – [WATCH VIDEO](#)
2. Do it using GIMP – [WATCH VIDEO](#)

Add your logo to the ACBW poster template

1. Do it using Microsoft Word – [WATCH VIDEO](#)
2. Do it using CANVA – [WATCH VIDEO](#)

Add an ACBW GIF to your imagery on Instagram Stories

1. [WATCH VIDEO](#)

Questions?

Brewers Association members can contact the [Brewery Concierge](#) for help and recommendations. Email: concierge@brewersassociation.org

Not a member? [Join us today.](#)

Brewery owners, follow the Brewers Association on social media for news, resources, events, and more:

- Twitter: [@BrewersAssoc](#)
- Instagram: [@BrewersAssoc](#)
- Facebook: [Brewers Association](#)
- LinkedIn: [Brewers Association](#)

Sign up for the Seal

- Be counted, get the independent craft brewer seal at SupportIndependentBeer.com