Set Your Brewery Up for a Successful Summer with Social Media

If you want to increase buzz about your craft brewery this summer, it's time to start planning now. Having an effective social media strategy can help you reach more customers and boost your taproom sales.

But simply posting isn't enough because there's a lot of competition out there. Here's what you can do right now to get your brewery's social media ready for a busy summer.

Start Planning and Setting Goals

If you're not busy yet, it's the ideal time to start planning. If you're already busy, schedule in time on a slower day to sit down with your team and set your goals for the summer.

As you do, get everyone's input and be as specific as possible. Once you have your list of goals, create an action plan for reaching those goals and identify how social media can help.

Refresh Your Online Presence

Many first impressions happen online, so make sure all of the information is accurate across all platforms. If you haven't updated your social media profiles, website, and Google within the last month, it's time to refresh it for the new season.

It's also a good time to update your Highlights on Instagram and pinned post on Facebook. Taking some time now will set you up for success later.

Stop Posting at the Last Minute

If you're consistently posting to social media at the last minute, it's time to break that habit.

Getting ahead doesn't happen overnight, so start planning before your busy season begins. You don't have to create the content yet, but start building a system so it can be as efficient as possible. This way you'll have more time to focus on the other tasks on your to-do list.

Take Advantage of Digital Tools

Creating content in batches is a major time saver. Plus, scheduling your posts ahead of time means you'll have more time to write engaging captions, edit your photos, choose hashtags, and post at optimal times.

If you like to brainstorm ideas or you have multiple people working together to create posts, use a project management tool like <u>Trello</u>, <u>Asana</u>, or <u>Monday</u>.

Using scheduling software like Later, Buffer, or Planoly can help you see detailed insights after you post.

Start Tracking Your Social Media Insights

Once you start recording, tracking, and testing your data, you can easily identify what's working and what's not and adjust your strategy as needed.

If you're not tracking your data already, set up a spreadsheet to track the metrics matter most to your brewery. And if you're not sure where to start, look at your engagement rate because this will give you a good idea of what types of posts your audience likes to engage with.

The Takeaway

Investing time in creating a social media strategy now will give your brewery a competitive advantage this summer. Every brewery in New York is different, so if you need help coming up with a specific plan to set your brewery up for success, <u>send us an email</u>.