

CHARLOTTE CRAFT BEER WEEK

OCTOBER 16-25

EVENT POSTING & SOCIAL MEDIA INSTRUCTIONS

The Agency Marketing Group is a full-service marketing and advertising agency based in Charlotte. They will create and lead the social media strategy to support Charlotte Craft Beer.

The Agency Marketing Group contact:

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SOCIAL MEDIA RECOMMENDATIONS

Website: charlottecraftbeerweek.com

Following

Please follow Charlotte Craft Beer Week on Instagram, Facebook and X (Twitter)

Instagram: @CLTcraftbeerweek

Facebook: @CharlotteCraftBeerWeek

X/Twitter: @CharlotteBeerWk

Tagging

When posting events or any related Craft Beer Week content, please tag:

@CLTcraftbeerweek

@charlottesgotalot

Hashtags

In any Craft Beer Week related content, please always use the hashtag: #CharlotteCraftBeerWeek

Other recommended hashtags:

#CCBW2026

#CLTBeer

#CLTCraftBeer

#DrinkLocal

#CheersCLT

Instagram collaborator post information

Add Charlotte Craft Beer Week as an Instagram collaborator on your post(s):

To begin, click the + sign to create a new post.

Once you've uploaded the content, click on "Tag people."

Click on "Invite collaborator."

Search for the account and click on their profile.

Wait for them to accept the request.

Please reach out to Katie Bonner at katie@gettheagency.com for questions

Sample Social Media Post Copy

It's Charlotte Craft Beer Week and we're celebrating with EVENT NAME, DATE! This week is about more than just us, it's about lifting up all of the brewers who make Charlotte so incredible. Come raise a glass and drink local Oct. 16 - 25! #CharlotteCraftBeerWeek #CCBW2026 #CLTBeer

Love craft beer as much as we do? Get your Craft Beer Passport during Charlotte Craft Beer Week to get special offers and earn prizes by checking in at more than 60 local spots including YOUR BREWERY NAME! Link in bio [BE SURE TO ADD CHARLOTTECRAFTBEERWEEK.COM TO YOUR BIO]

Want to earn free stuff? Get your Charlotte Craft Beer Passport and come raise a glass with us during Charlotte Craft Beer Week to support local and celebrate our craft beer community. Here's what we've got going on:

*OFFER

*DISCOUNT

We're proud to be part of Charlotte's Craft Beer community and celebrate our fellow brewers during Charlotte Craft Beer Week Oct. 16 - 25! We're raising a glass to TAG SOME OF YOUR FAVORITE CHARLOTTE BREWERIES. Pass along the Cheers! #CharlotteCraftBeerWeek #CCBW2026 #CLTBeer

Event Posting

Facebook Events

Add Charlotte Craft Beer Week as a co-host via these steps:

Create your event on Facebook

Navigate to the "add co-hosts" section in "create event" dialogue box

Enter "@charlottecraftbeerweek" and select our FB profile

Click "create event" at bottom once event info is ready to publish

Photos/Videos For Your Use

We've pulled together a collection of craft beer photos and videos to help support your social media posts for Charlotte Craft Beer Week. Browse and download at the gallery link below.

<https://crva.photoshelter.com/galleries/C0000tIOUXeYR.lc/CRAFT-BEER-WEEK-2026>

