

Event Posting & Social Media Instructions from CCBW's social media team.

The Agency Marketing Group is a full-service marketing & advertising agency based in Charlotte. They will be creating and leading our social media strategy for the month of October to support CCBW. This will include content creation, organic posts, engagement, and a paid budget of \$2500 to expand our reach. Kersten Conklin, Katie Bonner and Rose Gestwicki will be our contacts for CCBW and can be reached at: kersten@gettheagency.com, katie@gettheagency.com, rose@gettheagency.com.

In order to maximize your Charlotte Craft Beer Exposure, here is a list of everything you should be doing for your events and social media posting.

Social Media

- Please follow Charlotte Craft Beer Week on IG, FB and Twitter
 - **IG Handle:** @CLTcraftbeerweek
 - **Twitter:** @CharlotteBeerWk
 - **Facebook:** @CharlotteCraftBeerWeek
- When you post your events and anything related to CCBW to social media, please tag @CLTcraftbeerweek on IG, and use #CLTcraftbeerweek.
- Recommended Hashtags: #CLTcraftbeerweek #CCBW2025 #CLTbeer #NCbeer #Charlottestotalot
- **Website:** charlottecraftbeerweek.com
- **INSTAGRAM COLLABORATOR POST INFORMATION:**
 - Here are some quick instructions for how you can add Charlotte Craft Beer Week as an Instagram Collaborator on your post(s)
 - **How to create an Instagram Collab post:**
 - 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.

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

Sharing Assets

- **Uploading Photos and Videos:** If you're willing, please email any photos and videos you document throughout Charlotte Craft Beer Week to Katie - katie@gettheagency.com, to be used on our social media as we ramp up for next year: