

Thank you for participating in Savor Charlotte from March 12-26, 2024 and submitting your special offers, exclusive menus and hands-on classes and experiences. The Charlotte Regional Visitors Authority is spreading the word about Savor Charlotte, encouraging locals to step outside their culinary comfort zones and visitors to come experience the Queen City's unique food and drink establishments. To help get your regulars and fans excited for Savor Charlotte and ready to make plans and reservations, we're sharing a social media toolkit with sample posts and graphics for you to post on your channels.

For Instagram in-feed posts, be sure to include a link to your reservation system or savorcharlotte.com in your Instagram bio and reference when you post as "link in bio".

For Instagram Stories, Facebook Stories, Facebook in-feed and X posts, please include a link to your reservation system or savorcharlotte.com in the post.

Follow & Tag Charlotte Regional Visitors Authority on Social Media

Instagram: @charlottesgotalot

Hashtags: #charlottesgotalot

Facebook: @Charlottesgotalot

#savorcharlotte

X: @charlottgotalot

Key Messages About Savor Charlotte

- Savor Charlotte is back, bringing the Queen City's culinary community together to offer two weeks of special offers, exclusive menus and hands-on classes.
- From March 12-26, indulge in offers from these talented tastemakers to discover what makes Charlotte a vibrant culinary destination. For full details, visit savorcharlotte.com.

Social Media Copy

Announce

Highlight your offer

Join us in celebrating Savor Charlotte, two weeks of special offers, exclusive menus and hands-on classes across the Queen City. We're offering up **INCLUDE YOUR OFFER DETAILS HERE**. When making your reservation, use code: SAVOR.

Promote

One week out (Wednesday, March 5)

We're one week away from the start of Savor Charlotte, a food & drink celebration curated by Charlotte's culinary community. Make reservations now to try our **INCLUDE YOUR OFFER DETAILS HERE**. Check out the full lineup at: savorcharlotte.com @charlottesgotalot #savorcharlotte

One week left

There's only one week left to experience Savor Charlotte! If you haven't made your reservation yet, now's the time! We're offering **INCLUDE YOUR OFFER DETAILS HERE**. @charlottesgotalot #savorcharlotte