What I learned as the Social Media & Marketing Manager Intern for Elliott Bay Brewing Company and Brother Barrel:

**What we know about the audience:**

* Mostly aged 30-60
* Almost all followers reside in the US
* Photos with people in them get the most likes
* Employee spotlights are a hit in terms of engagement online and in real life.\*
* Posts promoting food/drink specials generally perform best when posted between 3:00 and 5:00pm.
* All other posts (event announcements, staff, interior, behind the scenes, etc) tend to get just as much engagement regardless of time posted.

**Tips:**

* The best time to take photos is right when the restaurants open. Natural lighting is best at this time, and the restaurants are usually not too busy.
  + The best lighting can be found by the windows at all locations, or the patios at LC and Burien.
* Hashtag optimization
  + **For EBBC:** #westseattle #seattle #seattlebeer #wabeer #pnwbeer #elliottbaybrewery #craftbeer #drinklocal #organicbeer #organic #burien #lakecity #visitseattle #eatseattle #craftbeerlife #cheerstobeers
  + **For BB:** #beer #beers #beerstagram #westseattle #seattle #seattlebeer #wabeer #pnwbeer #brotherbarrel #craftbeer #drinklocal #organicbeer #organic #burien #lakecity #visitseattle #eatseattle #barrelaged #sourbeer #craftcocktails #barrelagedbeer #cheerstobeers
* All of the websites I have found say that the best way to gain followers is to post every day on Instagram.

**How I edited photos and some helpful apps:**

* It is nice to have a theme so that all photos look cohesive. Many of the bigger breweries or small breweries with a large social media presence do this. I use the app “VSCO” ($20/year) to edit all photos.
  + For Elliott Bay posts I used the **C7 filter**.
  + For Brother Barrel posts I used **06 filter**.
* “Preview” app (free) makes it easy to plan out the content you want to post and to make sure that all of your posts fit together within the theme.
* “Snapseed” app (free) is great for focusing on an item and blurring the background

\***Employee Spotlights:**

I have already written out spotlights for each of the interviews I’ve done and saved them to SharePoint. You’ll find them under corporate>employee spotlights. Photos from these interviews can be found at corporate>photos>photos of people.

Questions vary based on position but here are a few to start:

1. What is your position at Elliot Bay? How long have you been at here and what brought you to EBBC?
2. What is your favorite EBBC beer and food item?
3. Tell me about your history in the restaurant industry.
4. How do you like to spend your free days?
5. What is something that makes you happy?
6. What is for your favorite place to grab a beer aside from Elliott Bay?
7. What is the best gift you have ever received?

**Social Media Growth:**

EBBC Social Media Metrics:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Instagram** | **Facebook** | **Twitter** |
| **Week 1** | 1027 followers | 1839 likes | 6212 followers |
| **Week 10** | 1110 followers | 1871 likes | 6180 followers |

Over the past month, we have gained an average of 2 followers per day on IG. (Socialreport.com)

Brother Barrel Social Media Metrics:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Instagram** | **Facebook** | **Twitter** |
| **Week 1** | 210 | n/a | n/a |
| **Week 10** | 260 | 255 likes | 89 followers |