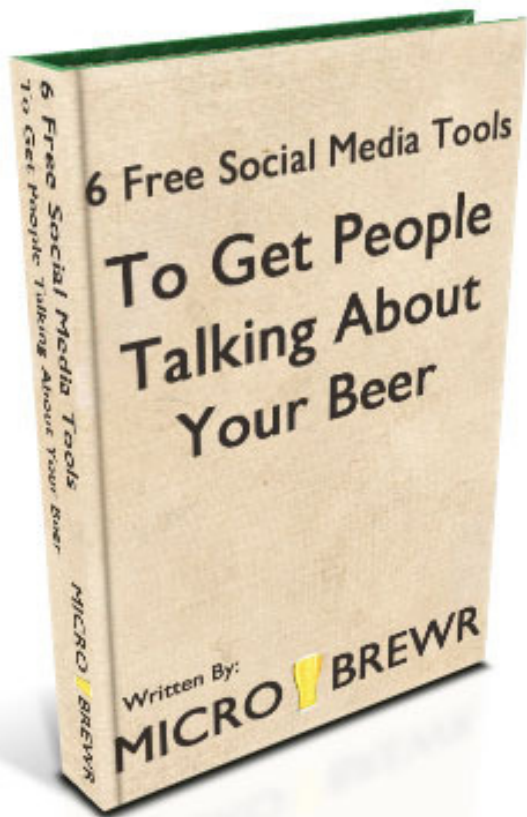


MICRO BREWR

6 Free Social Media Tools to Get People Talking About Your Beer



At MicroBrewr.com, we're all about turning your passion of brewing into a thriving business. I'm glad that you decided to join the community of dedicated brewers who want to take the next step with their business.

I hope you enjoy the following tools to get the word out about your new beer. If you have a chance, drop me an email to say hi at Joe@MicroBrewr.com.

Happy brewing and thanks again for joining!

Joe
MicroBrewr.com

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The Rise of Craft Brewing and Social Media

It's no coincidence that the rise of craft beer has also come along with huge strides in social media. These networks now allow the small guys to get their name out and receive exposure to many potential new beer drinkers like only the biggest breweries could just a few years ago. With these social networks, you not only have the opportunity to tell the world about your new brews, you can also build strong relationships with your customers to keep them coming back for more.

At the same time, you probably didn't start brewing beer just so you could surf Facebook all day telling people about it (although it is fun to brag). Now more than ever, there's so many different social networking site out there that it makes it hard to figure out where to start. The 6 free social media tools that we'll cover will help you figure out what's working and how to make a huge splash online while reducing your time for these tasks. After all, we want to increase your time available to make that new batch of beer.

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Scheduling Your Updates to the World

Social networks can take the life out of you if you feel like you have to be constantly interrupted to post on your Twitter account or update your status on Facebook. At the same time, you want to maintain some regularity on your posts so your fans always have something new to see. Enter the beautiful word of social media schedulers, which is the first two tools that we'll talk about.

#1 - Buffer

Buffer is a very simple tool that allows you to schedule future posts for multiple social networking sites. Say that you are releasing a new limited edition imperial stout and want to build some buzz about it. Instead of having to remember to post updates throughout the day, you can use Buffer to schedule your posts ahead of time.



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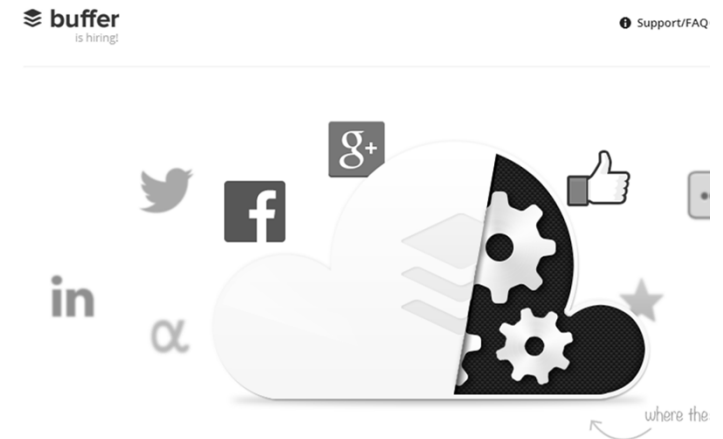
Buffer, Cont.

For example, say you wanted to post a teaser at 11AM on Facebook, tweet about the release on Twitter at 1PM and update LinkedIn at 4:30PM. You can program this all into Buffer ahead of time so you don't have to remember to post throughout the day.

Features:

The tool currently supports Twitter, Facebook, LinkedIn, Google+ and App.net. You can also use your Android or iPhone to schedule all of your updates. The tool allows you to schedule up to 10 posts on each social network for free. There's also an upgraded membership available for \$10/month.

[Click here to give Buffer a try](#)



A better way to share on social med

Buffer shares your content at the best possible times throughout the day so that your followers and fans see your updates more often.

Start sharing on Buffer for free:



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#2 - HootSuite

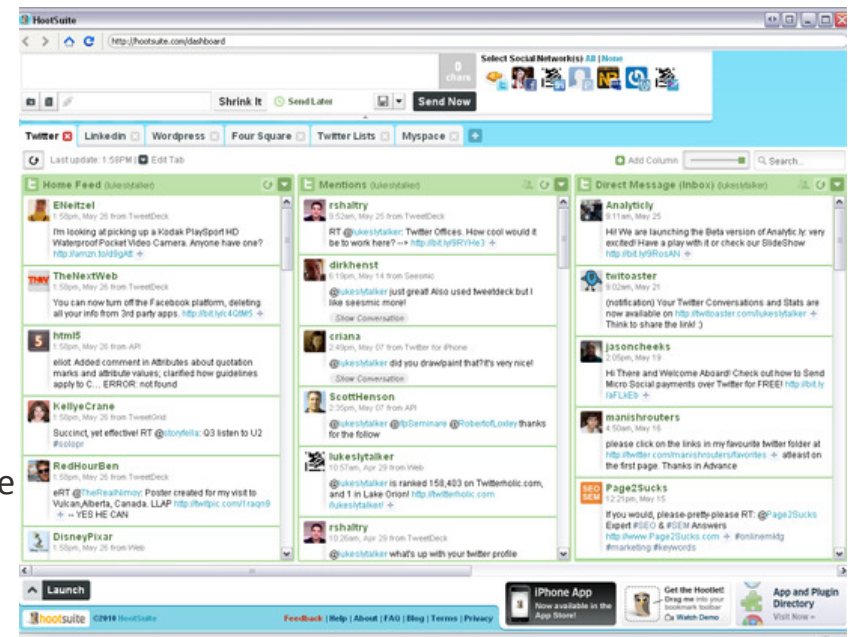
Now HootSuite is like Buffer on steroids. While one of the benefits of Buffer is the simplicity of the tool, HootSuite allows you a much wider array of customization for scheduling your posts. You can also monitor all of your social networks from a single dashboard which includes Foursquare.

The tool features analytics on your social networks so you can see what's working (and what you can spend less time on).

Features:

The tool currently supports Twitter, Facebook, LinkedIn, Google+, Foursquare and others. The app is available for Android and iPhone. HootSuite allows you to have up to five profiles for free and there's also an upgraded membership available for \$8.99/month.

[Click here to visit HootSuite](http://hootsuite.com)



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Find the Best Times To Post

So now you've got access to a couple of great free tools for scheduling your posts. Since you have a much better shot of getting your customer's attention by posting when they are logged into social media, understanding your customer's activity trends can be important to maximizing your impact. Say you want to tweet about your happy hour special, 3PM may be a perfect time since your customers could be taking their afternoon break and thinking about how they want to spend their afternoon.

To take your social media expertise to the next level, you need to know when your customers are most active on social media so you can time your posts to align with their activity. The next two tools will give you the data on when your customers are most active on main social networks. By posting when you have the most activity, you increase your exposure to your customers and can get more people talking about your beer.



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#3 - Tweriod

Tweriod is a free tool which works with your Twitter account to see when the best times are for you to post. The tool will analyze your followers to see when they usually post to their accounts. It then combines all of that information into a report that will tell you the best times of day that you would get the most exposure. The tool also breaks out weekdays and weekends since people's activity changes throughout the week.

Features:

Tweriod will analyze up to 1000 followers using the free version and usually take about an hour to run the report. The paid version allows you to track up to 5000 followers and also adds some other premium analytics.

[Click here to use Tweriod](#)

Most exposure when tweeted between

Weekends

Sundays

Mondays

Weekdays

12 am and 1 am
6 pm and 7 pm
8 pm and 9 pm

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#4 – Facebook Page Insights

Facebook includes analytics built right into your fan page called Page Insights. From here, you can see trends on the amount of likes for your page and how many viewers you reached from each of your posts. By experimenting with the times of the day that you post, you can determine the optimal times to update your fan page to reach the most people. The content that you post in each of your updates can also have a large effect on the amount of people you reach so play around to determine how to maximize the exposure of your posts to your fans.

[Click Here To Start A Facebook Fan Page](#)



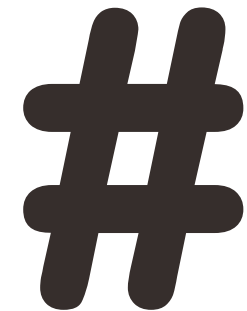
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Monitoring Hashtags – Real Time Market Research

Twitter started the hashtag revolution but now you can find them on other social media outlets like Facebook and Instagram. The power of tracking hashtags (for example #MicroBrewr) gives you instant feedback on what people are saying about your brand. For instance, say you just released that imperial stout and want to see how people responded to it. By tracking your brand, you can get immediate feedback on it.

Tracking hash tags also works great at events like a beer fest. Say you've got a booth at the beer fest and someone tweets "Where can I find a good Belgian Tripel? #beerfest", you could respond back with where your booth is located. If people post about your beer, you can use hashtags to find these posts and respond back with "Thanks for trying our beer!" Little things like this help forge a relationship with customers to keep them coming back for more.



Finally, tracking hashtags are also very useful to track events that you didn't attend. If you were on the fence for attending a brewers conference, tracking people's responses to it throughout the event can give you insight if it's worth attending next year.

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#5 - Twubs

Twubs provides real time hashtag updates from Twitter. All you need to do is type the hashtag into the search box to see what people are saying about it. If you don't know what the hashtag is for a certain event, you can start typing in what you think it is and Twubs autocomplete function can help you out.

Twubs will show the most recent posts on a certain hashtag which also includes any pictures. You can also see who's actively contributing to the conversation and respond back to any tweets that you'd like.

[Click here to use Twubs](#)

The screenshot displays the Twubs interface for the #craftbeer hashtag. At the top, there's a blue header with the hashtag #craftbeer and social media icons for Tweet and Like. Below the header is a row of images related to craft beer. The main content area is titled "POST MESSAGE TO #CRAFTBEER" and includes a text input field, a "SEND" button, and a "Feed Speed: Fast" dropdown. There are also buttons for "ENABLE CHAT MODE" and "EMBED THIS HASHTAG". The "Live Feed" section shows several tweets from users like @FaulersBrewing, @sloopbrewing, @Life_Surf_Food, @VitisVinifera2, and @DNest1. On the right side, there's a "CONTRIBUTORS" section with a grid of avatars and a "MEMBERS" section with a "JOIN THIS TWUB" button.

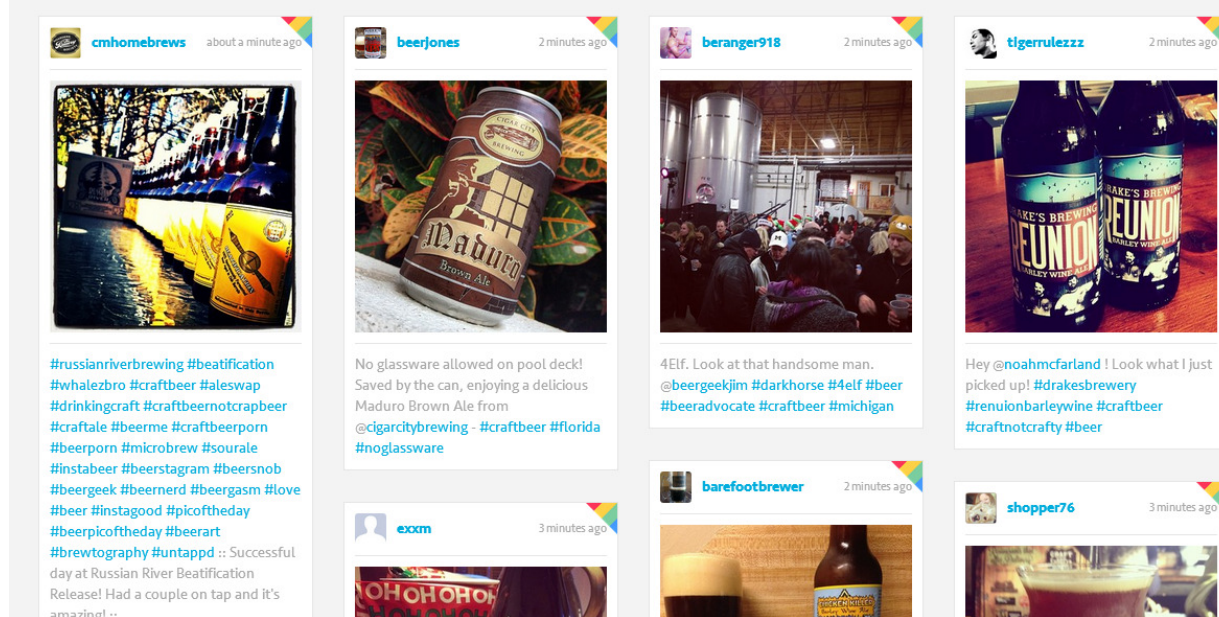
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#6 - Tagboard

Where Twubs only followed Twitter, Tagboard expands the social networks that you can monitor hashtags to include Twitter, Instagram, Facebook, App.net, Google+ and Vine. This allows you to monitor all of these social networks at once using their very intuitive interface. When you create an account, they will save your searches so you can use them in future social media campaigns.

[Click here to use Tagboard](#)



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Social Media = More People Talking About Your Beer

So now that you've got some great tools at your disposal, make sure to go and use them! The bottom line is that social media can be a great tool for getting word out about your beer to get new customers and build lasting relationships with loyal fans. I hope you found this list useful and that it helps in your future brewing adventures.

At [MicroBrewr](https://MicroBrewr.com), we're all about turning your passion of brewing into profits. I really appreciate you joining the community of brewers who want to take their business to the next level. Stay tuned for our newsletter to get more updates about tools you need to manage your business, strategies to continue to grow your beer sales, private stories from other brewers on what's working for them and much more.

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Sharing is Caring – Spread the Word

While we can do a lot by ourselves, being surrounded by a community of people like us can open a number of doors for your business. If we all work together, we can continue to push the craft brewing movement to the next level.

If you know of any other brewers who are itching to start or grow their own brewery, would you let them know about MicroBrewr.com? We'd be so grateful.

Invite them to join our newsletter just like you have. This is the best way to have full access to our new content and stay connected with the community. We're all in this together so let's make some magic happen!