

Social Media Copy Examples

Written for Ozark Beer Company

“Twas the night before Monday at Ozark Beer Co. with the taproom full of holiday decor. Feelings of merriment and cheer can be seen throughout. We can't wait to show you how it all panned out. Swing by the taproom to see and let your eyes fill up with glee. Enjoy the magical lights and more with food trucks, the Big Holiday Market, and beer of course! #ozarkbeerco #craftbeer #holidayseason #rogersark #ozarkwonderland”

“Have you enjoyed one of Ozark’s delicious slushies this summer? If not, we’ve got a new flavor for you to try this weekend – Blue Dream. This bluetiful concoction is made with pineapple juice, coconut rum, blue curacao & cream of coconut. When you snag one of these sweet treats be sure to give Jessey, our Director of Hospitality, a big thank you! The slushies are Jessey’s brainchild, and she works diligently to come up with new flavors.

Jessey’s been with us since 2015 at our first location. She’s an integral part of our team and wears many hats. Along with creating slushies, she works on social media, merch, taproom design, the online store, beer signs, and behind-the-bar. Stay on the lookout because she’s got some exciting things coming to the taproom for this upcoming holiday season!”

“At the end of 2021, we started our monthly Drink Beer, Do Good series. It is a partnership with a local nonprofit organization on the last Monday of each month. We bring them into our taproom to share their mission with our customers and \$1 of every beverage purchased goes towards their organization. In 2022 we raised \$4,207 for our partners across NWA.

This month’s Drink Beer, Do Good is next Monday and our nonprofit partner is Legal Aid of Arkansas. They are an organization that provides free legal services to low-income Arkansas residents in civil cases. They are headquartered in Jonesboro and serve 31 of the 75 counties in Arkansas. Their vision is to improve the lives of low-income Arkansans by championing equal access to justice for all regardless of economic or social circumstances.

Be sure to swing by the taproom next Monday for a pint of Ludacrisp and learn about Legal Aid of Arkansas and what they offer our community. #ozarkbeercompany #drinkbeerdogood #communitysupport #craftbeer #legalaid #downtownrogers”