

Social Media Copy Examples

Written for Ozark Beer Company

“Ho! Ho! Ho! It's The Authentic Santa speaking and I can't wait to visit Rogers next week at Ozark Beer Co.'s annual Santa at the Brewery & Holiday Market! I'm getting my reindeer ready and tightening up the bolts on my sleigh so I can travel easily into NWA. I'll be hanging out upstairs ready to hear what you'd like for Christmas, sipping on hot chocolate, making holiday arts and crafts, drinking an Ozark beer or two, and shopping from local vendors. I'll be at Ozark from 11 am - 3 pm and I hope to see you there. It's sure to be a jolly good time! #OzarkBeerCo #ChristmasInTheOzarks #OzarkHolidayMarket #SantaAtTheBrewery”

“Looking for a jolly good time? Well, look no further than our 3rd Annual Santa Dash! Purchase your ticket today through the link in our bio and get ready to dash through Historic Downtown Rogers on Sunday, December 15th. Tickets include a five-piece one-size-fits-all Santa suit, a drink ticket, a finisher ornament, and lots of belly laughs. We can't wait to dash with you soon! #OzarkBeerCo #OzarkSantaDash #DashingThroughRogers #HoHoHo”

“This Thursday is our collaboration kick-off with the @arkansas_graveler! The Arkansas Graveler is a multi-day ride traversing our beautiful state on a bike using gravel roads. This 6-day adventure is much more than a ride and launches from Fayetteville and travels east finishing in Jonesboro. This ride runs like a festival with stops at a different host city every night with live music, day hikes, local cuisine, beer, and more. We are proud to partner by bringing the Official Ride Beer, an American Light Lager brewed to greet you at the end of each ride. Enjoy an ice-cold pint of the Official Ride Beer and spend time with race director, Scotti Moody for a Q&A covering anything from gear, training, venues, the beer partnership, and daily activities from 6 - 8 PM at the brewery. #OzarkBeerCo #ArkansasGraveler #AmericanLightLager #BeerRelease”

“Math fans, Frito pie connoisseurs, homemade pie lovers, and beer drinkers - meet Pi Day at Ozark Beer Company - a day to celebrate it all! Starting at 3:14 pm we're serving up scrumptious pies from @gooseberrypies while @steaktaters serves delicious Frito pies on the patio. The celebration doesn't stop there, at 6 there's a 3.14 mile fun run and family-friendly bike ride starting from the brewery. It's going to be a day full of Pi and we can't wait to see you there, cheers! #OzarkBeerCompany #PiDay #CraftBeer #LocalPies #FritoPies #HappyBirthdayEinstein #DowntownRogers #RogersArkansas”