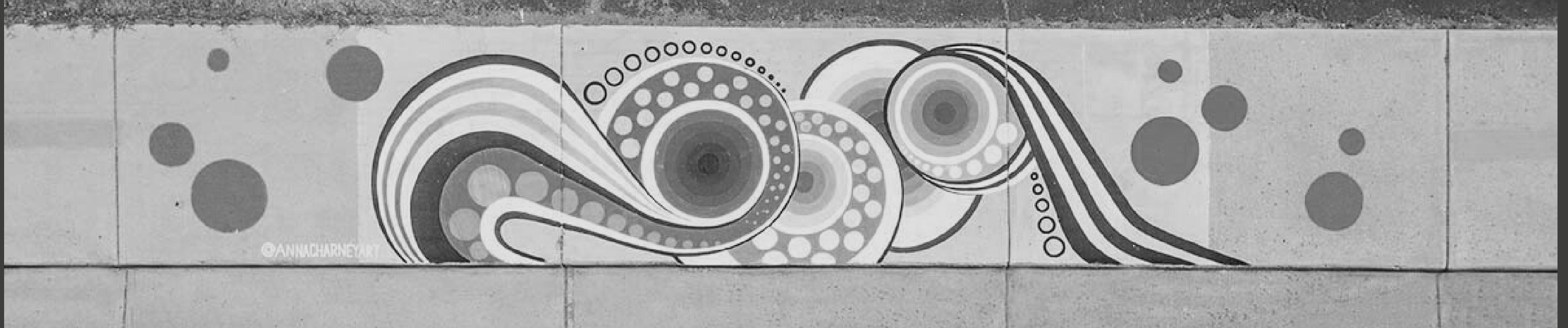


SOCIAL MEDIA TIP - SEPTEMBER 2020

# THEMED DAYS

#WestColfax



**Being funny, current and relevant is important.**

**So is predictability.**

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Give your audience information they can rely on.

Try for Throwback Days or other memory lane games, motivational posts, specific information drop dates and more.



**WestFax Brewing Co.**

@WestFaxBrewing

## TAPLIST THIS WEEKEND!!!!!!

- ~Blootylicious
- ~Colfax Cream Ale
- ~Tears of Our Enemies
- ~Dark Intent Porter
- ~Urban Lumberjack
- ~Cherry Fruitshake
- ~Spirit Guide No. 5
- ~Lifhack DIPA (Releasing 9/12/20)

Being consistent with schedule updates or new releases can keep your audience engaged.

You should also research popular hashtags in your niche to look for themed days that are more specific to your niche.

Ask your audience to engage -- help build an archive, schedule a regular game, etc.

# TAG US IN YOUR POSTS AND WE'LL SHARE!

@WESTCOLFAX

@40WESTARTS

#LAKEWOODCO | #WESTCOLFAX | #40WESTARTS



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