

## Sample Social Media Copy

Official hashtag: #BeerRunDay

*Below are some general copy points you can include in your social posts for National Independent Beer Run Day — hashtag #BeerRunDay. Modify as you see fit and include any special promotions you may have going!*

Mark your calendar: National Independent Beer Run Day is July 3. Make a beer run and stock up for the Fourth of July! #BeerRunDay

Is National Independent Beer Run Day (July 3) on your calendar? #BeerRunDay

July 3 is National Independent Beer Run Day. Pass it on. #BeerRunDay

July 3 is National Independent Beer Run Day. Is there someone close to you who should know this important piece of information? Tag 'em!

National Independent Beer Run Day is July 3. It's when we stock up on local craft beer in advance of Independence Day. Make a run for local indie beer!

Independence Day calls for independent beer. Stock the fridge on National Independent Beer Run Day on July 3! 🏃♀️🍺🇺🇸

PSA: National Independent Beer Run Day is July 3. This is a special day to stock up on indie beer for the Fourth of July. Fill your fridge with local craft beer and savor the taste of independence!

Sixer, bomber, growler, crowler, sixtel — the format doesn't matter, as long as it's filled with local craft beer. National Independent #BeerRunDay is July 3. Stock up for the Fourth!

Preparing for the holiday weekend? National Independent Beer Run Day is July 3. Stock up on local craft beer and savor the flavors of independence. #BeerRunDay


Are you ready for National Independent Beer Run Day on July 3? It's the most important beer run you'll make all year. Don't miss it! Stock the fridge with local craft beer and raise a glass to INDEPENDENCE. #BeerRunDay

What's National Independent Beer Run Day? Glad you asked. It's a special day, observed every year on July 3, when we make that all-important beer run in advance of our Fourth of July festivities. \*themoreyouknow.gif\*

July 3 is #BeerRunDay. Are you ready to make that all-important beer run?

Some beer runs are so momentous they deserve their own holiday. July 3 is National Independent Beer Run Day. Make a run for local flavor. Make a run for FREEDOM.

*For July 3*

 TODAY is National Independent Beer Run Day. Make a run to your local brewery and stock your fridge/cooler/refrigerated truck with full flavored INDEPENDENT BEER. #BeerRunDay

Cheers to everyone who's observing National Independent #BeerRunDay today!