

Social Media for Craft Spirit Brands

Increase watch time, engagement, and views with these tips! With these recommended strategies, you can get to the top of the mysterious algorithm

Post Regularly

Posting 3+ times a week is invaluable. Build a content schedule that works for you and your team.



Engage with Followers

Spend time liking and replying to comments on your posts. Comment on content related to your brand, your message, or your region.

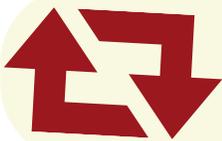
Think of each comment you leave on popular local posts as a digital billboard for your brand that others will see.

Keep It Quick & Easy

Make casual stories or Reels with video clips from your day-to-day activities. Post videos of drinks, or a tour of your space.



Short and trendy videos can get high views on Instagram Reels and TikTok by having great watch-through and watch-time performance.



Reshare Content

Re-post social media posts and stories to your own profiles as a way to share real user recommendations and experiences.

Spark Engagement

Get reactions and comments to get more reach on social media. Ask questions, post polls, and make videos featuring your team.



People love seeing behind-the-scenes! Show an "average" day at the office, or take the audience with you to and from special events by sharing video.