


Social Media Guide



January 2024

Social Media Guide

The purpose of this document is to provide guidelines for Chapters to follow when creating and managing Chapter-specific Pink Boots social media accounts.



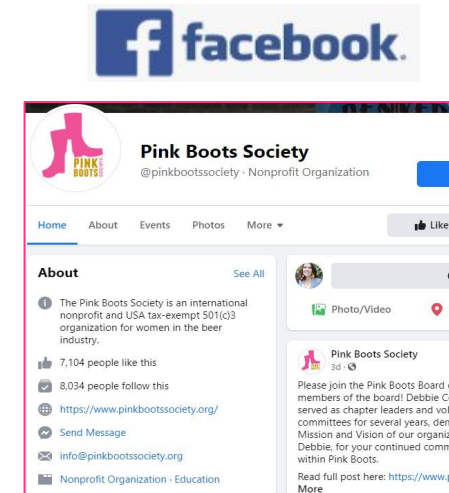
**Please note
that this
guide is
updated
yearly**



Official National Accounts

Pink Boots Society has 4 official social media accounts managed by Pink Boots Society staff:

- facebook.com/pinkbootssociety
- instagram.com/pinkbootssociety
- twitter.com/pinkbootsbeer
- linkedin.com/company/pinkbootssociety



@pinkbootssociety



@pinkbootsbeer



@pinkbootssociety

Chapter Social Accounts

Chapters can choose to create Facebook and Instagram pages for their Chapter if they wish. This is completely optional.

The following pages give instructions on how to set up these accounts to ensure consistency with Pink Boots Society brand standards.

Chapters are required provide PBS Staff with login and password information for each account upon creation.

This ensures that we do not lose access to accounts as membership and leadership roles transition over the years.



Facebook Account Set Up

Page Name	Pink Boots Society ChapterName <i>(your chapter name spelled out)</i>	Ex: Pink Boots Society Florida
Handle	@pinkbootssociety chaptername <i>(your chapter spelled out or abbreviated)</i>	Ex: @pinkbootssocietyfl

About Section:

We are the Florida Chapter of Pink Boots Society, an international nonprofit and USA tax-exempt 501(c)3 professional organization.

Pink Boots members are the movers and shakers in the fermented/alcoholic beverage industry. We make fermented and alcoholic beverages with the highest possible quality. We are the women and non-binary individuals that own the companies, package the product, design the labels, serve the drinks, write about our industry – and just about everything in between. Most importantly, we teach each other what we know through our own programs, and we help each other advance both front-of-the-house and back-of-the-house careers by raising money for educational scholarships.



Instagram Account Set Up

Page Name	Pink Boots Society ChapterName <i>(your chapter name spelled out)</i>	Ex: Pink Boots Society Florida
Handle	@pinkbootssociety chaptername <i>(your chapter spelled out or abbreviated)</i>	Ex: @pinkbootssocietyfl

Bio Section:

We are here to ASSIST, INSPIRE, and ENCOURAGE women and non-binary individuals in the fermented/alcoholic beverage industry through EDUCATION.



Hashtags

Try to use at least one hashtag on each post. Avoid using too many hashtags; we recommend no more than ten.

Common Pink Boots Hashtags

General

- #PinkBootsSociety

Biennial Conference

- #PinkBootsYEAR (ex: #PinkBoots2024)
- #PinkBoots Conference

Collaboration Brew Day (CBD)

- #pinkbootsbrewday
- #pinkbootsbrew
- #collabbrewday



Social Media: Dos

Social media is a great way to amplify the mission of Pink Boots Society with our members and the broader industry. Used well, social media is a great way to spread the word about all of the things we do! Here are a few tips:

Do be:

- friendly and positive
- direct
- a storyteller
- gracious
- a Pink Boots advocate

Do post about Pink Boots events. If possible, include lots of photos and videos.

Do spread the word on our scholarships. Ask followers to repost.

Do discuss articles and events that are relevant to women and non-binary industry professionals.

Do share general beer trends and tag Pink Boots.

Do build excitement, organize, and recruit new members to Pink Boots Society and Collaboration Brew Day!

Do keep private Pink Boots information and conversations off social media. Use the member-only [PINK BOOTS ONLINE COMMUNITY](#) for these conversations instead.



Social Media: DON'Ts

All of your posts on our official National and Chapter social media accounts – and those on your personal accounts that tag Pink Boots – reflect how our society is portrayed in the public eye. Here are a few things to avoid doing on official Pink Boots social media accounts (or when tagging Pink Boots from personal accounts):

Don't talk poorly about "Big Beer" or breweries you don't agree with online. We should not engage in commentary that disparages others. Pink Boots is inclusive of women and non-binary individuals in ANY alcohol/fermented beverage company.

Don't create events directly on Facebook or Evite. Use the official Pink Boots calendar and share the link.

Don't post events/activities that are outside of the scope of the Pink Boots mission – use your personal accounts. Remember, our society mission is focused on education, not activism.



Social Media: DON'TS... Continued

Don't use a Pink Boots social media account to endorse candidates for political office, ballot initiatives, or other explicitly political activity. Not adhering to this rule could put our society's 501c3 nonprofit status in jeopardy.

Don't use Pink Boots social media to raise money for any outside organization.

Don't use our social channels for commercial advertising, except for approved sponsor messages.

Don't post private Pink Boots information or discuss member-only concerns on social media – use the [PINK BOOTS ONLINE COMMUNITY](#) instead.

Violations of this policy will result in a review by Pink Boots National, and disciplinary action in line with the nature of the violation. Such action could include warnings, a mandatory in depth review of the social media policy, a required change in command of chapter social media channels, and/or account suspension.



Questions?



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