

6 Tips for Incorporating Craft Malt into your Social Media Strategy

Beyond having something interesting to talk about on your social media channels, including your craft malt partners into your messaging is valuable for local agriculture and economies. It also tells your consumer what you care about, and they're more interested in the "why" than ever before.

We talked craft malt shop with our partners, and they suggested **SIX** ways to incorporate craft malt into your social media strategy.

- 1 Tell stories about why you use craft malt** on Instagram and Facebook stories and posts, Twitter, and your website blog.
- 2 Visit your maltster** and share the experience on social, suggests Jeffrey Bloem owner of who owns Murphy & Rude Malting in Charlottesville, Virginia. "We've had multiple breweries use these visits and tours as a component of off-site team building days. It shows consumers that knowing your ingredients is a cultural thing too, not just a pocketbook thing," he says.
- 3 Tag your maltster** when you visit them, and always! Chances are if that maltster is on social media, they are excited to engage with the breweries and distilleries using their products.
- 4 Showcase individual ingredients or recipes** to demonstrate why craft malt contributes to the flavor and quality of your product.
- 5 Use the hashtag #craftmalt.** The Craft Maltsters Guild appreciates you for it.
- 6 Join the Craft Malt Seal**, which allows brewers and distillers to communicate their use of and support for distinctive, locally produced raw materials. "We joined because we buy malt from Root Shoot Malting. It's important to support our local economy and a fellow manufacturer like ourselves," says David Lin, Chairman & Founder at Comrade Brewing in Denver. "We were impressed with their dedication to quality, along with their malting facility. Root Shoot helps differentiate our beer while meeting the customers' desire for local products."