Social Media Copy & Tips

Need help promoting [AHA Referral Program Code](#) on social media? We've compiled sample posts that you are welcome to use, as well as some tips for creating your own posts. If you need any more assistance, [send us an email](#)!

Tips for creating a great social media post

1. **Keep posts short and sweet!** Social media is for quick consumption of content. If a post is too long, you may lose potential views for your code.
2. **Include imagery!** The most successful social media posts include some sort of visual component. Using your own imagery or the pictures we provided in the social media kit is a great way to keep your referral code promotions fresh and new.
3. **Mention your AHA Member Deal or others they can use in your area!** Do you offer and [AHA Member Deal](#)? If so, use that and others in your area to help promote your referral code.
4. **Tag the AHA!** Tagging the AHA is a great way to get expand the amount of impressions (the number of people who see your posts) when posting to social media.

For more tips, view this [article on social media strategy](#). While it's written specifically for homebrew shops, these tactics can be used by any business with a social media presence!

Post Copy Samples

Below are some ideas for social media posts to get you started! You can use these or mold them into a message that better suits your audience.

The <Insert Business or Club Name> is a proud supporter of the American Homebrewers Association. Help support us by joining using our referral code and continuing your enthusiasm for the hobby of homebrewing! Use <referral code> at checkout!

The American Homebrewers Association has a host of benefits for joining including discounts at beer businesses and Zymurgy magazine. They're our biggest advocate for homebrewing and we're proud to support the work they do. Help us support them by joining using our referral code! Use <referral code> at checkout!

Join the largest group of homebrewers in world and support <Business or Club Name> at the same time by joining using our referral code! Use <referral code> at checkout!