

# Engaging with your Audience in a Covid-Impacted World

with  
Kendall and Kim Jones  
& Guests


**Washington**  
**EST. '08 BEER BLOG PNW**

# COMMUNICATE

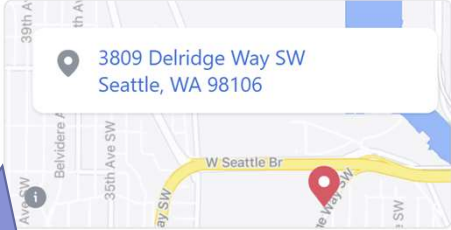
Welcome,  
*Lara Zahaba*  
Stoup Brewing

Communicating critical information  
at a challenging moment.


# Facebook – Use your “About” section.


 Ounces


**About** [See All](#)





Ounces is a specialty taproom & beer garden serving WA only micro-brews, wine & cider on 30+ rotating taps. Open to all ages and pet-friendly!


 2,084 people like this including 28 of your friends





 2,252 people follow this


 3,805 people checked in here


 <http://www.ounceswestseattle.com/>

 (206) 420-1837

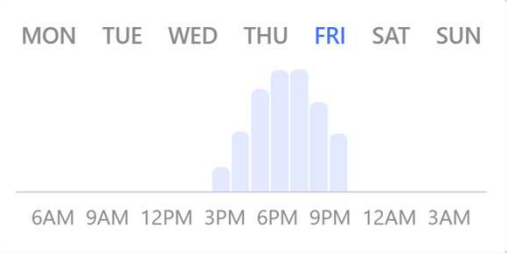
 [Send Message](#)

 Price Range · \$


 **Closed Now · Pickup, Delivery, Online Services, See Posts for Service Changes**


3:00 PM - 10:00 PM 


MON TUE WED THU **FRI** SAT SUN



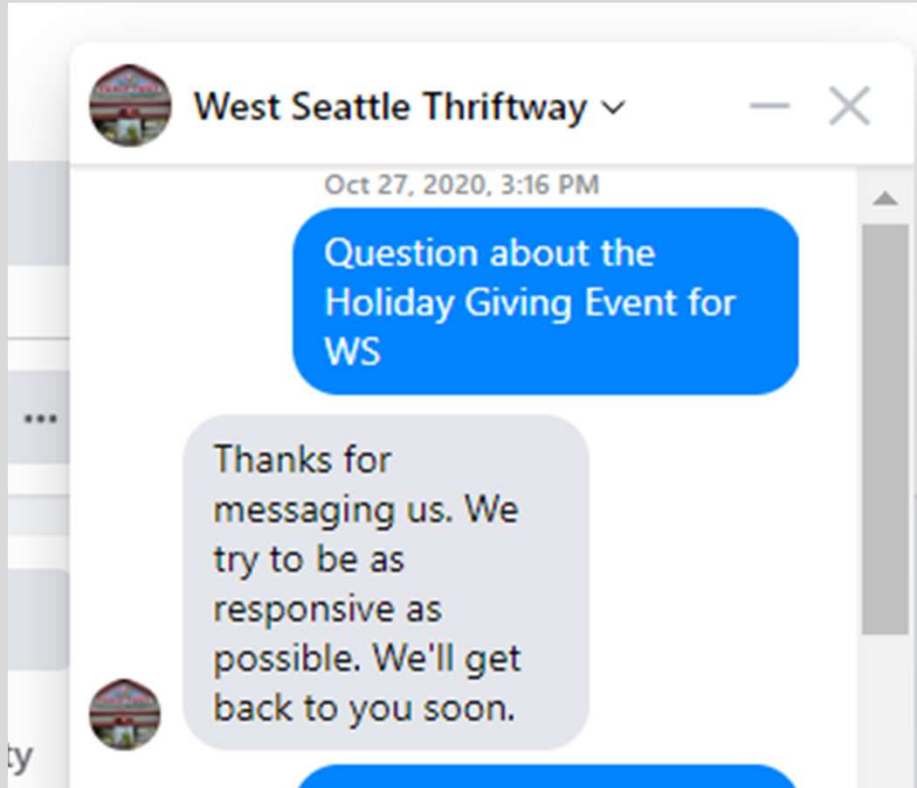
6AM 9AM 12PM 3PM 6PM 9PM 12AM 3AM

 [Beer Garden · Beer Bar · Restaurant](#)

 [www.oucestogo.com](http://www.oucestogo.com)

 <https://www.instagram.com/ounceswestseattle/>

# Facebook Messenger



If you can't be responsive, use Auto-Reply

## Edit: Away Message

The 'Edit: Away Message' interface is divided into two sections: 'Timing' and 'Message'.

**Timing**  
Sent instantly  
• Away

The timing section features a grid for selecting days and times. The 'Away' status is active on Sunday and Saturday. The time range is set from 12:00 AM to 11:59 PM. The time zone is GMT-08:00.

Day	6AM	12PM	6PM	12AM
Sun	Active	Active	Active	Active
Mon				
Tue				
Wed				
Thu				
Fri				
Sat	Active	Active	Active	Active

Time zone: GMT-08:00

**Message**  
Customize the message you send.

**Text** 271


Thanks for your message. Sorry if we aren't quick to reply. Facebook is not the best way to reach us, especially if it's about something you want us to consider sharing on the blog. Better to email [info@washingtonbeerblog.com](mailto:info@washingtonbeerblog.com)

Add Personalization

# Be transparent, especially now.

**Bale Breaker Brewing Company**  
 October 28 at 11:00 AM · 🌐

TAPROOM UPDATE FROM OUR OWNERS: While we are extremely excited and proud to see the progress Yakima County has made in Safe Start, we have made the tough but necessary decision to keep our taproom doors closed until further notice to focus on making improvements within the brewery. Our staff has been busy behind-the-scenes cranking out tons of new beers, figuring out new and creative ways to get our beer further (stay tuned... 😊), and working to enhance our overall taproom experience for when the time comes to reopen our doors to the public. We can't thank each and every one of you enough for supporting us through these weird times - whether online, visiting us during our weekly curbside hours, or stocking up on our beer during your essential grocery runs. It's because of you we wake up every day with a smile and a united mission to make Bale Breaker better than ever. We love you. We miss you. We can't wait to see you again. Until then, cheers to staying healthy! Love, Megs, Quinn, and Smitty



👍❤️👤 209      22 Comments 10 Shares

**Flying Lion Brewing is at Flying Lion Brewing.**  
 October 31 at 2:03 PM · Seattle · 🌐

We're back! Every member of the team was tested and received negative results. The taproom has been thoroughly cleaned and sanitized and we will continue to uphold stringent health and safety practices.

Thank you all for your kind and positive messages - we are so thankful for our community. We are also very thankful for and appreciate the hardworking individuals involved with testing and providing such quick results.

Also, Happy Halloween!! We have beer instead of candy this year.




👍❤️👤 Amy Chavez and 52 others      3 Comments 1 Share

**Dru Bru is in Snoqualmie Pass, Washington.**  
 October 13 at 11:31 AM · 🌐

Well, these wind gusts are the real deal. More durable covered outdoor seating coming soon.

Bear with us until then!



👍👤 You and 116 others      17 Comments 4 Shares



# Don't just say it. Show it.

**Cloudburst Brewing**  
November 2 at 9:16 AM · 🌐

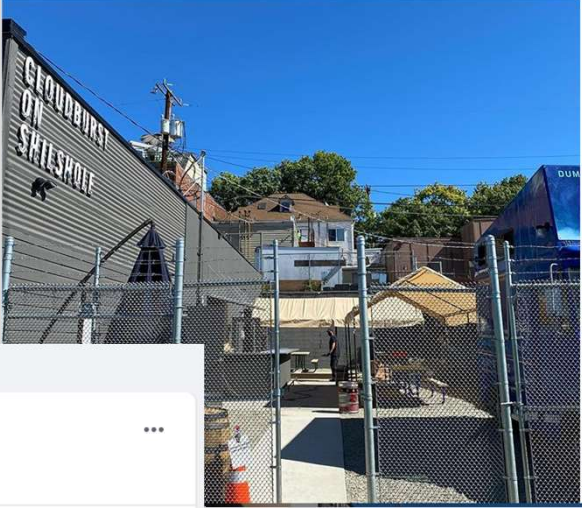
Attention, Attention! We're announcing new Winter hours starting TODAY! The Western Ave beer stand will now be open from 12-6pm, all 7 days a week. The Shilshole Beer Stand & Beer Garden will be open M-W: 2-8pm and Th-Sun: 12-8pm. We still recommend a res for the beer garden via Tock - but walk ins are welcome to try their luck.

#friendlyreminder As the weather gets colder and wetter and darker, please remember the importance and urgency in supporting small, locally owned ... [See More](#)



👍❤️👤 56      2 Comments 1 Share

👍 Like    💬 Comment    ➦ Share    🌐



**cloudburstbrew** Ok, we are ready as we'll ever be (which is more "kinda" than "totally") to open this thing. So, we are NOW TAKING RESERVATIONS for the Beer Garden on Shilshole! Link in bio via Tock! You should come!

But first, we're going to puke a bunch of information straight at you, so tighten up that face shield.

We only have 4 large tables (3-5 humans) and 4 small tables (1-2 humans) so that 6+ safely separates each party. As such, we're encouraging reservations to avoid lines & crowds. With a limited occupancy, we will not be allowing any minors on the property (sorry, no kids, no babies) until nandomic

👍❤️👤 Liked by goodbeertrips and 1,654 others

SEPTEMBER 3

Add a comment... [Post](#)

PINNED POST

**Elliott Bay Brewing Company**  
October 4 · 🌐

New extended hours!

**Attention valued guests!**

**Fridays and Saturdays we are now open 12pm-10pm**

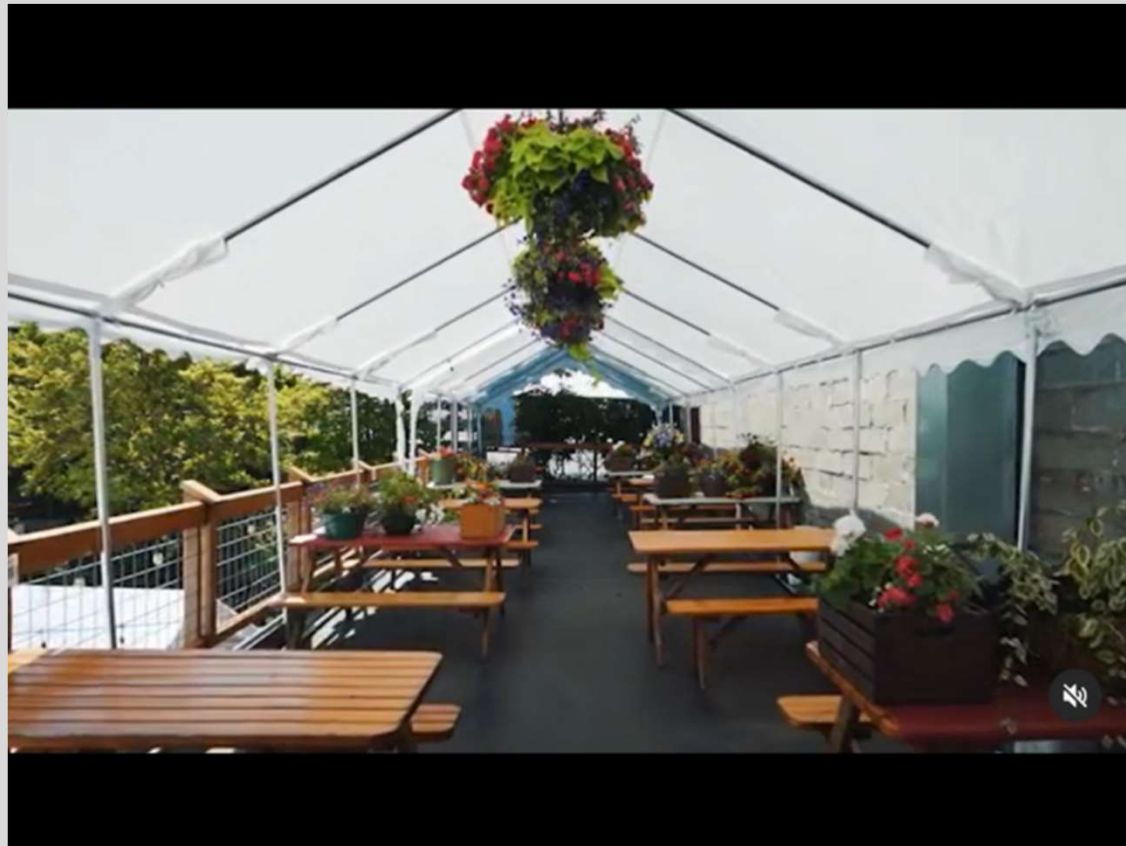
**Sunday - Thursday  
12pm-9pm**

Thanks for coming in, we appreciate your support.

**Elliott Bay**  
BREWING COMPANY 1997  
WEST SEATTLE · BURien · LAKE CITY

👍❤️👤 34      3 Comments 7 Shares

# Show us what's new.



**bbaybrewery** • Following

Boundary Bay Brewery



**bbaybrewery** Ever wonder what it's like to dine-in at Boundary these days? 🤔 🍷

Here's a little look into your dining area options. With the Bistro, Taproom, Deck, Beer Garden and our NEW 2020 Sidewalk Seating addition (decorated by Mama J herself! 🌸), we've got plenty of space for you to choose from.



987 views

AUGUST 24

Add a comment...

Post

# Answer common questions with visuals.





# Show off your latest updates.

**Stoup Brewing**  
October 23 at 2:42 PM · 🌐

Happy Friday everyone. We continue to improve our beer garden spaces in an effort to keep you safe, dry and as warm as possible for your outdoor beer enjoyment! More pods. More fire. Heaters. Blankets too!

#winteriscoming #fallweather #optoutside #ballardbrewed #beerpods #tentlife #firepit #drinkwabeer #supportsmallbusiness



55 🍻❤️👍 55  
5 Comments 3 Shares

Like Comment Share



**badjimmysbrewingco** · Following · 🌐

**badjimmysbrewingco** 🍻 From the Windows to the Walls! 🍻 I forget the rest 😊. New sidewalls are up and heaters are en route. Cheers!

2w


**badjimmysbrewingco** #maskup ❤️  
#ballardbrewed #drinklocal  
#staysafe #stayhealthy  
#badjimmys #seattle #seattlelife  
#seattlebeer #brewerylife  
#beerstagram #instabeer  
#youreotalone #craftbeer  
#beerlovers #brewerylife  
#smallbusiness #independentcraft  
#thingstodoinseattle #visitseattle  
#supportsmallbusiness

2w Reply


❤️ 🗨️ 📌  
Liked by **elliottbaybrewingco** and 198 others  
OCTOBER 15





Add a comment... Post

# Take us behind the scenes.

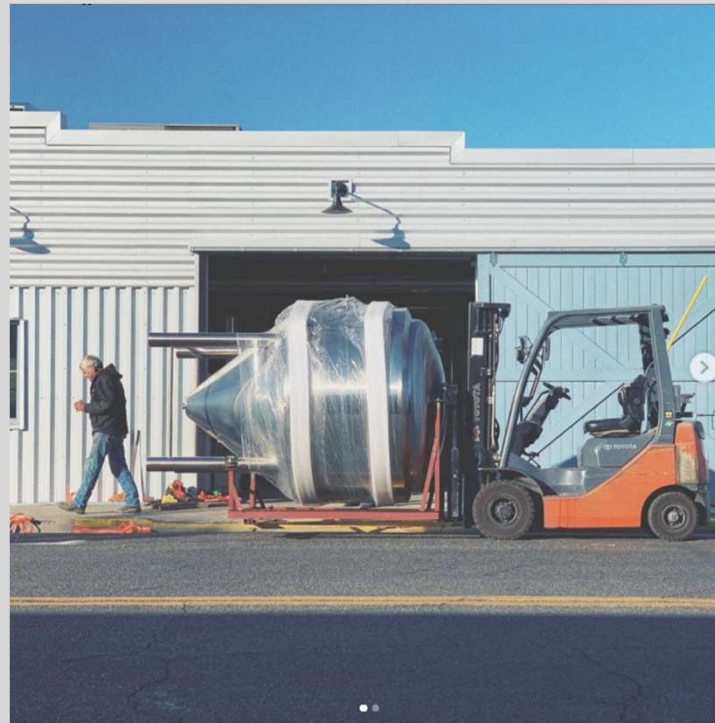
 **Kulshan Brewing Company** is at Fullner Christmas Tree Farm. ...  
22h · Everson · 🌍


'Tis the season for the Royal Tannenbaum Beer! Every year we head to the Fullner Christmas Tree Farm to taste fresh fir and spruce needles for the Royal Tannenbaum brew. This season's batch will be ready in just a few short weeks!





    39


2 Comments








 **varietalbeerco** · Following  
Varietal Beer Company


 **varietalbeerco** #tankday  
5d

 **yayabrewco** 🍷🍷🍷  
5d 2 likes Reply

 **missanowell** My favorite holiday ❤️  
5d 3 likes Reply  
— View replies (1)

 **rikkileebeer** Niiice! What's the size?  
5d 1 like Reply

 Liked by shoefactory and 248 others

5 DAYS AGO

Add a comment... [Post](#)



# Show us your new beer, merch, food, etc.

**Stoup Brewing**  
Yesterday at 11:03 AM · 🌐

Happy #internationalstoutday! It's officially #stout season everyone! And we currently have 3 on tap: WHISKERSOUT Export Stout benefits UW Men's Health. On tap now with #cans coming soon.  
PLUS  
Non barrel-aged AND barrel-aged imperial stouts on tap too. ALL THREE pair perfectly with our new #earflaphat  
[#beerflaphat](#) [#stoutseason](#) [#exportstout](#) [#imperialstout](#) [#barrelaged](#)



**Logan Brewing Company**  
Yesterday at 12:51 PM · 🌐

🚩 New beer Alert: Platformer Pale Ale 🚩 In this new oat pale ale is packed with over 40% oats and hopped with some of our favorite new school varieties, Azacca and El Dorado. The beer retains the simplicity and drinkability of an American Pale Ale with the smooth mouthfeel and fruity hop character of a New England Style. Expect oats, pear, and lemongrass on the nose followed by creamy oat and pineapple flavors with an extra soft mouthfeel. We're pouring it today from 12-9 pm! ... See More



👍👍👍 You and 21 others

2 Comments

**Varietal Beer Company** is at Varietal Beer Company  
(Sunnyside, WA).  
1h · Sunnyside · 🌐

Tonight we host @taquitoselporvenir in the beer garden for your Friday taco needs. Perfect with some Casita or fresh Twine Climber 🍷🔥



👍👍 9

1 Comment 8 Shares

# Make it personal.



**Wander Brewing**

November 3 at 12:13 PM · 🌐



In a day full of extreme uneasiness and anxiety, we thought we would share some feel good news. Congratulations to our head brewer Lou and his wonderful wife Melissa who were married last week! We are so incredibly grateful that they drove cross country and took a chance on Wander and Bellingham just over 4 years ago. Thank you for being such an integral part of the beer we make and more importantly, our Wander family. Cheers to a lifetime of happiness! ❤️

📸: @raeleemarie



👍❤️🥳 143

4 Comments 1 Share



**Bale Breaker Brewing Company**

October 16 at 12:00 PM · 🌐



This young buck hasn't aged a day since he brewed his first batch of Topcutter IPA circa 2012 on his home-brew over on the family's hop farm Loftus Ranches. Since then, he's just developed a bigger brew space, more delicious recipes, a family of 3.75 (lil' Smitty due any day now!), and possibly better style... Cheers to this Bale Breaker Birthday boy who's kept our thirst quenched over the past 7 years! Keep that imagination wild. 🍻



👍❤️ You, Joel VandenBrink, Gary Sink and 127 others 15 Comments



**Stoup Brewing**

October 25 at 12:34 PM · 🌐



Sometimes you not only get to celebrate 7 years of your brewery but you get to celebrate the people that have been there the whole time! Before we opened we ran the Fremont 5k. Eitan flashed his #founder card and served us our finish line Rainiers! That was the first time we met. The years since have included a move to CA, a return back to #seattle, #stoupeerrunners, marriage and that precious beer garden guest on the left. We are so happy for Eitan & Nicolette! And we are so grateful for them too!

#ballardbrewed #stouperstars #7years



👍❤️ 27

2 Comments 1 Share

# SOCIAL MEDIA TOOLS

Welcome,

*Sara Gottlieb*

Bale Breaker Brewing

Effectively sharing a brewery's message  
on social media.



# Grow your community.



No Boat Brewing Company is at No Boat Brewing Company.

59m · Snoqualmie · 🌐

Our 4th Annual Food Drive for @snoqualmievalleyfoodbank starts today! Please bring by your non-perishable items and we'll get them to the Food Bank and into the arms of those most in need during these tough times! We'll be collecting through the month so feel free to bring as much as you can, and we'll be here to help!

For today, we have @burgerplanet17 serving dinner for your hungry mugs.



👍 3

1 Share



Bale Breaker Brewing Company

1h · 🌐

Don't forget to swing by today's curbside from 3-6pm to support our veterans and the [Wounded Warriors Family Support](#) fund by picking up pre-filled growlers of this year's Reserve Chute Pale Ale.

1801 Birchfield Rd.

Full curbside menu here: <https://www.balebreaker.com/blog/curbside-menu-week32>



👍❤️ 12

👍 Like

💬 Comment

➦ Share



No-Li Brewhouse

October 16 at 3:25 PM · 🌐

Love of Beer. Love of Community. ❤️  
[#StayStrongTogether](#)





👍❤️👍 Tiffany Hereth and 982 others

15 Comments 58 Shares


# Introduce us to your team.




 stoupbrewing • Following ⋮

 stoupbrewing Meet the newest member of our #stoupcrew. Ryan Fitts joined us 2 weeks ago and is ready to jump in and keep our new canning line humming. Welcome Ryan!


12w

 wanderbrewing ❤️👋🍺 ♡


12w 1 like Reply

 fittzkrieg Thanks, y'all! Stoked to be here! ♡

12w 1 like Reply

 wh1tenickcannon Looks like he has a can do attitude! ♡

♡ 💬 📌 🔖

 Liked by kevinquinns and 151 others

AUGUST 5

# Don't worry about being perfect.





# Get Attention with Stories.




# Cross-posting – pros and cons.

 **Pourhouse is at Pourhouse.**  
3h · Port Townsend · 🌐



Election Day is here and we are here for you! These bright canopies are our newest addition to providing safe outdoor coverage for your craft beer drinking pleasure. 🗳️ #vote #weatheringthestorm #porttownsend #wereinthistogether #talusastory #communitygatheringplace



 **Bale Breaker Brewing Company**  
Yesterday at 11:00 AM · Public

We have a really, really, really ridiculously good looking staff to look at. That's why when new apparel and merch come in, we don't have to look far for someone to model for us. Sara and Ricky stepped up to the plate to strike their best poses... and this is the result. #BeLikeRick & Sara and click the link below to shop these fresh new MTN logo hoodies. #PromPose #HighKickforRick #SunsOutGunsOut


<https://www.balebreaker.com/.../unisex-new-mountain-logo...>



**Order a Unisex Mountain Logo Hoodie • Bale Breaker Brewing Company**  
Bale Breaker Brewing Company brews handcra...


**Order a Unisex Mountain Logo Hoodie • Bale Breaker Brewing Company**  
Bale Breaker Brewing Company brews handcra...

19      4 Comments

 **Stoup Brewing**  
Yesterday at 11:02 AM · Public

Just a little reminder that it's #timetovote seattle! So you may as well make it delicious. Visit <https://www.westwingseattle.com/> for a selection of clever, bone-in #chickenwings inspired by Aaron Sorkin's inspirational #whitehouse. This week we wholeheartedly encourage you to soothe your anxieties with good eating and drinking!

#wecangetthroughthis #electionseason #vote #westwing #westwingseattle





# Use DIY Videos and Facebook/Instagram Live



**Foggy Noggin**  
Brewing was live — at Foggy Noggin Brewing.  
September 10 · Bothell ·

You know what time it is?  
23 27 Comments 279 Views

Like Comment Share

Comments [Hide](#)

Most Relevant

**Erik Voogd** · 12:23  
And "Smoke gets in your eyes"  
Like · Reply · 7w · 2

**Darby Stewart** · 20:01  
we're just enjoying the music too much to talk lol  
Like · Reply · 7w · 2

[View 23 more comments](#)



**ladyjaywest** · Following  
West Seattle Junction

**ladyjaywest** Come see who we are #smoking today..... #Byeweek @seahawks #nfl  
#Smoked #Duck on the #menu tonight!  
#westseattle #dinner #Restaurantlife  
2w

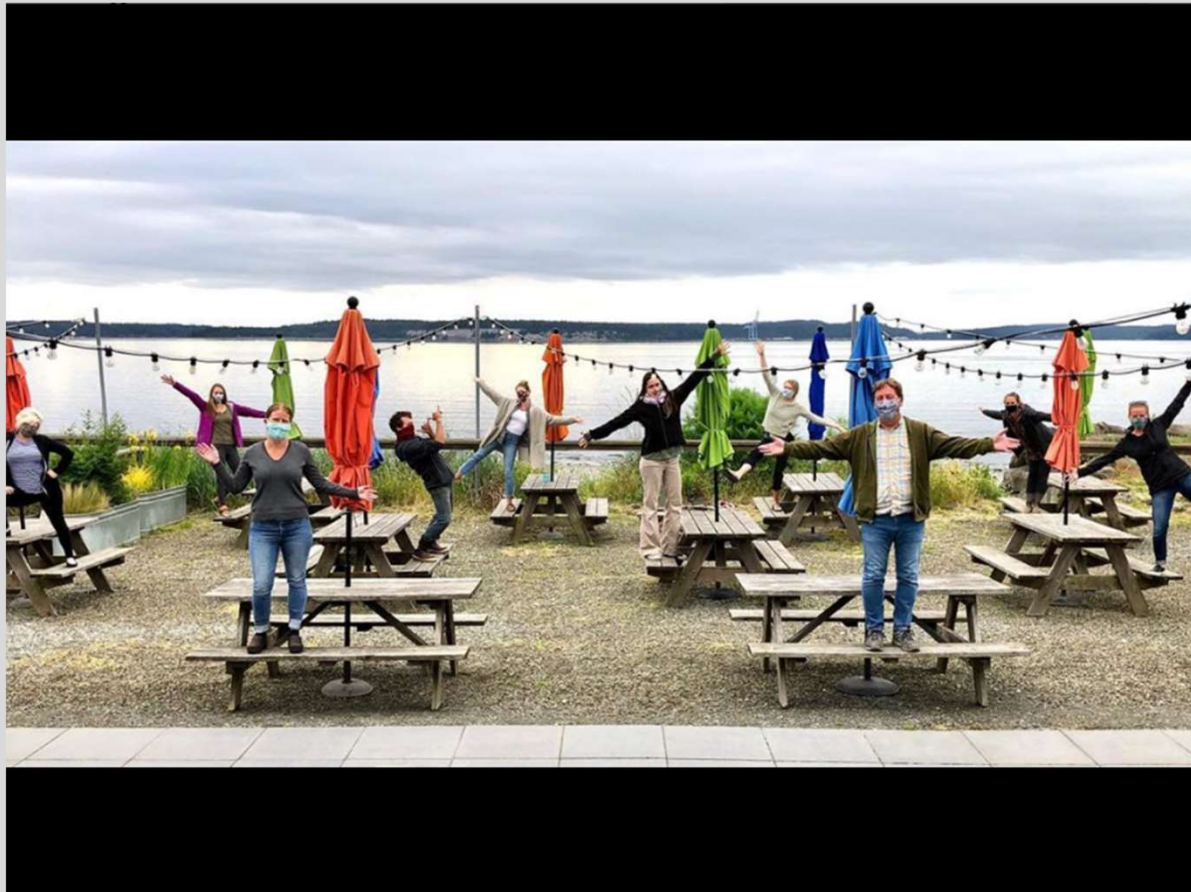
**kingtater** Smoke dis weenie  
2w 2 likes Reply

**jenasc1a** Ridic 😂  
2w 2 likes Reply

[View replies \(2\)](#)

782 views  
OCTOBER 18  
[Add a comment...](#) [Post](#)

# Have fun!



ptpourhouse • Following  
Pourhouse



ptpourhouse 🌟 Pourhouse crew got together today in anticipation of our forthcoming reopen. We are getting set up to safely serve you and keep everyone healthy & happy. #joy #craftbeer #porttownsend #pnw

22w



marcispittler Yay!!!! This makes me so happy 🥳🥳🥳



Liked by jillian.da.chicken and 192 others

MAY 31

Add a comment...

Post

Q & A