

WHAT'S YOUR SOCIAL MEDIA STORY?

Social media has become a buzzword for not just American consumers but also the business environment. Companies are turning to various social media channels to create brand awareness or possibly boost retail sales. Beer brands also are turning to social media to make their stories heard. Brand Chorus, a division of New York-based TippingGardner, conducted a Beer StoryScore Index for *Beverage Industry*. StoryScore is a quantitative measure of a brand's storytelling through social management based on creativity, strategy and personality. The study for *Beverage Industry*, which was conducted between Jan. 1 and 31, evaluated 12 brands — Angry Orchard, Blue Moon, Bud Light, Mike's Hard Lemonade, Miller Lite, Pabst Blue Ribbon, Redd's Apple Ale, Samuel Adams, Sapporo, Sierra Nevada, Stella Artois and Woodchuck — across the domestic, imported, craft, flavored malt beverage (FMB) and hard cider beer segments.

In total, 947 posts — 269 on Facebook, 522 on Twitter, 138 on Instagram and 18 on YouTube — were analyzed based on tone of voice, creativity, use of video/imagery, and fit with brand and business strategy. Posts evaluated were only those that were created by one of the brands. Shares or retweets without brand commentary or direct responses to consumers were omitted from the analysis.

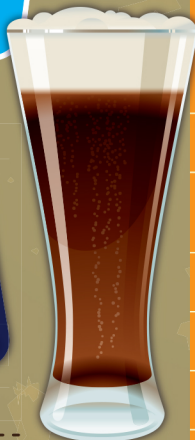
SOME OF THE HIGHLIGHTS:

10 OUT OF **12**

brands posted on all four social media platforms (Facebook, Twitter, YouTube and Instagram). Mike's Hard Lemonade did not post on Instagram. Sapporo did not post on YouTube or Instagram.

TWITTER

was the dominant channel for all brands except for Sapporo.



WOODCHUCK was the most active brand across Facebook, Twitter and Instagram.

Imported beer brands Heineken, Corona and Guinness did not post enough content in January to calculate a StoryScore.

NAME that theme For January, 9 themes per brand were identified. Below are the most popular for the month:

THEME	# OF BRANDS POSTING	% OF TOTAL POSTS ACROSS ALL BRANDS
Product promotion	12	26
Fan-created photo	9	7
Generic greeting (e.g. Happy Friday)	9	5
Brewery/brewing process	8	6
Brewery event	4	8



> 50% of the brands posted content celebrating history or heritage, while only four brands posted cause- or community-related content. These themes can drive strong StoryScores. Stella Artois had the most cause-related posts in January.

* Other themes included Responsibility, Community/cause, Heritage, Recipe, Employment, Super Bowl

Settling the STORYSCORE

A StoryScore was assigned to each brand along with details that explain the evaluation.

BRAND	SCORE	EVALUATION
STELLA ARTOIS	85	The brand's "Buy A Lady A Drink" campaign in association with Water.org accounted for 37% of its January content. The brand also posted five campaign-related videos on YouTube.
PABST BLUE RIBBON	83	Strong, distinctive visual content beyond product shots or fan-generated content is utilized by the brand. One in three of all Pabst Blue Ribbon posts are on Instagram. The brand also highlights its role in pop culture, accounting for 31% of all posts.
SIERRA NEVADA	81	66% of all posts are on Twitter. Posts about the brewery and brewing processes make up 31% of its social content. Across all 12 brands, Sierra Nevada's posts on the brewery and brewing process accounted for 50% of that theme.
BUD LIGHT	75	Bud Light has the most followers across all platforms among the 12 brands. The Super Bowl accounted for 69% of its social content. The brand posts strong video content on YouTube as well as engaging fan-generated content on Vine and Instagram.
REDD'S APPLE ALE	74	54% of all social content is on Twitter. Among the 7 brands that posted recipes in January, Redd's posted the most. The brand also posted the most generic content of any of the brands.
SAMUEL ADAMS	70	3.8 posts were posted each day in January, on average, making it the second-most prolific brand on social media. One in three focused on product promotion, but the brand also used humor and emphasized connections to the community.
MIKE'S HARD LEMONADE	68	The brand has a distinctive tone in posts. An average of 1.1 posts were made a day, with the majority about product promotion. It did not post on Instagram in January.
BLUE MOON	66	77% of social content is on Twitter. It did not post on Instagram and YouTube in January. Celebrating its 20th anniversary through social channels could boost its StoryScore.
ANGRY ORCHARD	51	36% of content comes from consumer-generated content accounts. The brand posted 10 posts about recipes in January.
WOODCHUCK	46	Woodchuck averages 8 posts a day on social media. Twitter accounts for 63% of all posts. Strong product-related content is shared; however, less brand-relevant posts also are shared.
MILLER LITE	45	44% of posts fall under the generic theme. Miller Lite was the only brand to make a responsibility-themed post.
SAPPORO	41	The brand made one post per day in January to qualify for the StoryScore. Facebook accounted for 61% of all posts. It is the only brand to not post on Twitter. Strong product-related content was shared, but 20% of posts were related to a giveaway contest.

(Source: Brand Chorus' StoryScore Index)