

they act and tweet independently?

I think the overall concept is to follow what we do in Ontario. It's about sharing ideas, stories, events and things of interest. @Creemore-Calgary, as well as @CreemoreMike in Quebec, are the face and voice of Creemore in markets outside of Ontario. It is important that there are always real people who are involved with the brewery, in touch with their communities, and speaking on the brewery's behalf.

Tina Wolfe, Marketing Manager

Wild Rose Brewery – Calgary, AB

<http://twitter.com/WildRoseBrewery>

<http://www.facebook.com/group.php?gid=2257453952>



TAPS: In general, how does Wild Rose use Twitter? Do you have a single person responsible for it, or is it a group effort? Is there a well-defined strategy, or is it more casual?

I am currently the only person who tweets for Wild Rose. Part of this is because our Marketing 'department' is only two people. The other reason is to keep the tweets consistent with a similar 'voice'. Our social media communication plan is still developing. We do not have hard and fast rules about what Twitter messages should look like, but as with all of Wild Rose's communications, there is a really strong feeling about what works. Tweets are more on the casual side, but it does take work to keep the communication consistent and frequent (but not too frequent!).

TAPS: Wild Rose is primarily a local brewery, but Twitter has a global reach. How do you balance things so that your feed is useful and interesting to both your local and non-local followers?

This is the fun part. Many craft beer drinkers like to be 'in the know' on the latest releases, and knowing that Wild Rose beers are currently only available in Alberta creates a level of 'want' that may or may not be satisfied. Regardless of whether followers get to actually try our beers, Twitter allows us the opportunity to start a conversation about good beer. Conversation leads to interest which will ultimately lead to more educated consumers.

To keep our local followers engaged, I try to make the tweets relevant to what is going on in Calgary and the province. That being said, there is always an awareness of not making the tweets too 'Calgary-centric'. We have a number of followers in Edmonton, for example, who would not benefit from being constantly reminded that Wild Rose is a Calgary brewery. Essentially it takes a constant awareness of the fact that every tweet can theoretically be read by anyone, anywhere... so tweet accordingly!

TAPS: Do you use Twitter primarily as an information distribution

channel, or do you actively engage with your followers?

Twitter has become a big part of our marketing/communication plan. As a small microbrewery we do not have extensive budgets for TV, billboards, or even print ads. Not having access to advertising funds allows us to be creative in our ways of reaching out to beer lovers. And let's face it, Twitter is cheap and easy.

That being said, things can certainly go wrong (too many tweets, sales pitches with no personality or value, etc.) and you can quickly lose your voice if no one is listening. You don't want to be seen as using Twitter to inundate everyone with your message without ever giving back. Give your thoughts, ask and care about what people are willing to share, and take the time to listen and respond. It's fun to reach out to our followers and see what they are thinking



about our brews or what they did on the weekend. Communication is a two-way street and it is important to get feedback about what we are doing right and wrong, because how can we fix what isn't working if nobody takes the time to let us know?

TAPS: What would you say has been your biggest success in using Twitter?

It increases our reach to beer lovers throughout Alberta and Canada, and gives us an opportunity to communicate and educate people who are interested and want to know more about Wild Rose Brewery and our handcrafted brews.

There have been times when I've met people in our Taproom and they make comments like, "Hey, we're here for your cask today,

we saw it on Twitter," or "I got your tweet about Cherry Porter, where can I find it?" This is a good sign that people do follow Wild Rose and then take action which ultimately benefits them. One time I met a guy who was visiting from New York who could not believe that I took the time respond to his tweets and that I later found him in the Taproom to say "hi" when he came in for the cask. Twitter is the tool, but it is these small personal touches which give us success.

**Ferg Devins, Chief Public Affairs Officer
Molson Coors Canada**

<http://twitter.com/MolsonFerg>
<http://facebook.com/MolsonCanada>

TAPS: Can you give a quick overview of Molson's general strategy for social media, including Twitter and Facebook?

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Since 2007 when Molson Coors started our community blog (<http://blog.molson.com/community>), we have focused on being 'in the conversation' with respect to social media. In fact, the team and I tend to be that narrow in our definition of social media, in that it is the conversation between the company and the beer drinker or interested public.

Our strategy is to monitor conversations and keep engaged. In some instances like Facebook pages, we stay engaged in the conversation, but leave much of it up to the drinker communities that have created their own content around the brand.

TAPS: You have a number of people representing Molson on Twitter with accounts that feature a lot of content that is not necessarily Molson-focused. While this may give the accounts a more personal touch, how do you ensure that things remain 'on message' in terms of promoting the brewery and its brands?

Each of our Twitter profiles serves a different purpose. I tend to take on corporate, community and government affairs, and more of the corporate conversations or sharing insights and learning with communications professionals. Oftentimes if a beer drinker is following me I will point them to our Molson Insider people or to the Facebook page for a specific brand.

Being on message is about being transparent, and specifically not too 'messed'. I think people look forward to experiencing a conversation with a human being and the real events in their lives versus just straight messaging. We have a little rule at Molson Coors in Canada that 'spin is sin'... we just want to be in the conversation.

TAPS: One of the most notable features of social media is that it



allows companies both large and small to participate in a place where differences in size and promotional budgets don't really matter. Is this something that you take into account when using the networks?

I suppose budgets are of greater interest to smaller companies that rely on social media to be the core driver of their marketing presence. We are fortunate to have a broad mix of media channels to communicate about our brands. In that light, social media becomes part of our overall mix in communicating with our drinkers and prospective audiences.

TAPS: While having direct contact with your customers allows you to get positive feedback from them, it can open the door to negative comments as well. How do you deal with the less favourable tweets and status updates?

I've always said that conversations are taking place 'out there', and you can decide to join in or not. We have decided that we want to be in those conversations. Although we may not always agree with



what is being said, we always offer that we respect a difference of opinion and hope that people will also be respectful of our opinion.

It is also very important to keep things fact based. Opinions are often more emotional, but hopefully people are willing to have a fact based discussion. In social media you just have to accept that there will be a full range of conversations...what's fun is truly getting involved.

