

PUBS MATTER.



IN THIS PACK

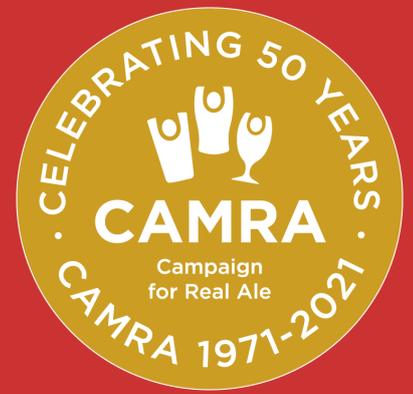
- Campaign briefing
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CAMPAIGN BRIEFING

- The #PubsMatter campaign aims to flood social media with positive messages about why pubs, social clubs and taprooms matter to people and communities.
- The #PubsMatter campaign was conceived by CAMRA and leading trade associations, but any campaigning group, trade association or person can - and is encouraged to - get involved!
- From Monday 17 May, pubs and clubs in England, Scotland and Wales can open and serve alcohol inside and out.
- We have launched social media profile frames for people to show that they are going back and supporting pubs.
- We will be encouraging everyone to post about going back to the pub on social media using #PubsMatter.

[Visit the #PubsMatter website](#)

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HOW TO GET INVOLVED

- Add a profile frame to your personal and branch social media profiles
- Encourage others to do the same
- Whenever you visit pubs in the coming weeks, share on social media using #PubsMatter, and encourage others to do the same

[Add frame to Twitter](#)

[Add frame to Facebook](#)

DIGITAL ASSETS

#PubsMatter social media graphics and links to add social media frames can also be found on the #PubsMatter website.

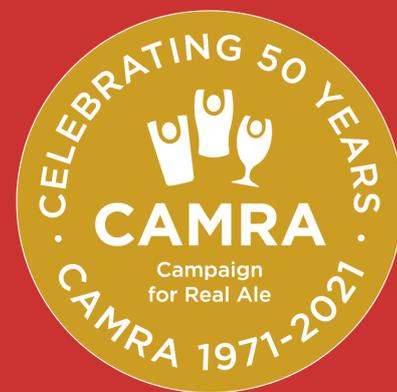
[Download digital assets](#)

TEMPLATE SOCIAL MEDIA CONTENT

The CAMRA Campaigns Team has put together template social media content that you can use for your personal or branch social media feeds.

[Download template content](#)

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TOP TIPS FOR SOCIAL MEDIA

When we first took part in #PubsMatter in December last year, we were a trending political topic on Twitter. To help us do that again, consider doing the following:

- Retweet/share and 'like' posts that you agree with.
- Tag local pubs, clubs, brewers, cider makers and organisations that you think would take part - think about any local volunteering or social groups, sports teams, or charities that use pubs in the area.
- Reply to people who take part to say thank you - have a 'conversation' like you would in the pub!
- Ignore any negative posts or 'trolls' - interacting with them can boost their posts on other peoples' timelines.

There is more general guidance and tips for managing branch social media accounts in the CAMRA Social Media Toolkit.

[Download the CAMRA social media toolkit](#)

CONTACT

The CAMRA Campaigns Team is the first point of contact for questions or advice on campaigning: campaigns@camra.org.uk