



**Painkiller Week 2018:  
Social Media Toolkit**

**Connect with Pusser's:**

Official Pusser's Rum Social Media Pages

Facebook @pussers

Twitter @pussers

Instagram @pussersrum

Pussersrum.com

**Official Painkiller Week Hashtags:**

#PussersPainkiller

#PainkillerWeek

**Painkiller Week Social Graphics**

[Download Painkiller Week social graphics here.](#)

**#PussersPainkiller Giveaway:**

Our #PussersPainkiller campaign will begin the first week of April. We'll ask fans to post photos of their Painkiller cocktails on social media (Instagram, Twitter, Facebook) with the hashtag #PussersPainkiller in the caption and to tag our official Pusser's account for a chance to win the ultimate prize: a bottle of Pusser's Blue Label Rum. This giveaway is a great incentive for people to come out and attend your Painkiller event. Let your customers know that by coming to your event and snapping a photo of their Painkiller, they could win a bottle of rum on us!

Need help spreading the word? We've got you covered. See below for sample content that you can use to promote your own Painkiller Event(s).

## **FACEBOOK:**

Download these photos and graphics for use in your own Painkiller Week promotions. You can add your logo to these materials for additional branding.

Sample captions (Feel free to copy and paste):

Feeling stressed lately? Sweet relief is on its way. Painkiller Week 2018 is happening April 15-22 and you're invited to our party! [INSERT EVENT DETAILS]

Ease your pain with us at our Painkiller Party happening [INSERT EVENT DETAILS]. Snap a photo and post it on social media with the hashtag #PussersPainkiller for a chance to win a bottle of rum from Pusser's.

Painkiller Week 2018 has arrived. Come join our celebration [INSERT EVENT DETAILS]. Snap a photo of your #PussersPainkiller and post it on social media for a chance to win a bottle of Pusser's Rum.

What better way to celebrate the end of tax season than with the "Official Cocktail of the #BVI"? Come get a #PussersPainkiller for #PainkillerWeek!

## **FACEBOOK EVENTS:**

Create your own Painkiller Week event on Facebook and invite people to join. Follow these instructions here for help creating your own event:

Ask Pusser's to be a co admin for your Facebook event, and we'll help invite potential people to your party, as well as share it on our global account's page.

## **TWITTER:**

Sample Tweets (Feel free to copy and paste):

The best way to spend your #springbreak is at [INSERT BAR DETAILS] with a #PussersPainkiller in hand. Come celebrate #PainkillerWeek with us!

Celebrate the end of tax season with a #PussersPainkiller at our #PainkillerWeek event!  
[INSERT EVENT DETAILS]

Want to #win a bottle of rum from @pussers? Come out to our event [INSERT EVENT DETAILS] and post a photo of your #PussersPainkiller on social for a chance to win.  
#PainkillerWeek

## **INSTAGRAM:**

Sample captions (Feel free to copy and paste):

#PainkillerWeek is happening April 15-22, and we're celebrating all week long. Don't miss our specials: [INSERT PAINKILLER PROMOTION INFORMATION]

#PainkillerWeek is coming up quickly. Plans? Join us [INSERT EVENT DETAILS] and post a photo of your cocktail with the caption #PussersPainkiller. You could win a bottle of rum on Pusser's.

Feeling stressed these days? Kill the pain with us. Come out to our #PainkillerWeek party at [INSERT EVENT DETAILS] and treat yourself to a #PussersPainkiller. You deserve it.

Want to win a bottle of rum from #Pussers? Head to our #PainkillerWeek party, snap a photo of your Painkiller, and post it on social media with the tag #PussersPainkiller for a chance to win.

## **Campaign Timeline:**

1<sup>st</sup> week of April (April 1-April 7) - #PussersPainkiller campaign begins. We'll begin asking fans to post photos of their Painkiller cocktails, tag us, and include #PussersPainkiller in the caption.

2<sup>nd</sup> -3<sup>rd</sup> weeks of April (April 8-April 22) - #PussersPainkiller promotions continue through Painkiller Week!

4<sup>th</sup> week of April - #PussersPainkiller winner is announced publicly. Pusser's send will send the winner a bottle of Blue Label rum!