

SOCIAL MEDIA STRATEGY



MADE IN IRELAND

EXISTING CHANNELS

@shankyswhip



FOLLOWERS: 11.9K
FOLLOWING: 91



FOLLOWERS: 15K
FOLLOWING: 54



SUBSCRIBERS: 62



FOLLOWERS: 225
FOLLOWING: 0

SOCIAL MEDIA ANALYTICS

03/05/2025 - 06/02/2025

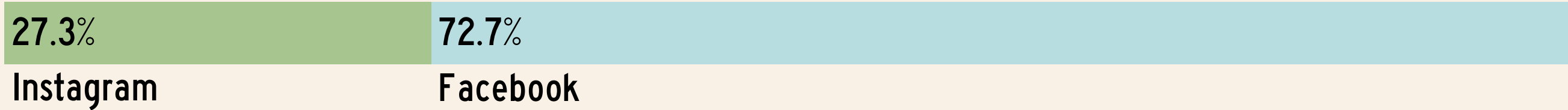
INSTAGRAM

NEW FOLLOWERS 1.1k	TOTAL DAILY REACH 1.1k
POST IMPRESSIONS 401.4k	ENGAGEMENT RATE 1.14%
INTERACTIONS 5.7k	NUMBER OF POSTS 38 (~3 posts p/w)

FACEBOOK

NEW FOLLOWERS 420	TOTAL DAILY REACH 1.3M
POST IMPRESSIONS 149k	TOTAL PAGE LIKES 13.9k
INTERACTIONS 15.1k	NUMBER OF POSTS 40 (~3 posts p/w)

BRAND INTERACTION BY PLATFORM



TOP PERFORMERS: INSTAGRAM

Thu, 8 May 5:00am

Image



BIG NEWS FROM SHANKY'S HEADQUARTERS! We just finished bottling (canning?) these little "Can O'Shanky's" 100ml cans. Why a can...

Reach	7 320
Views	10 170
Interactions	1 018
Likes	636
Comments	102
Saves	42
Shares	238

Sat, 8 Mar 6:07am

Carousel

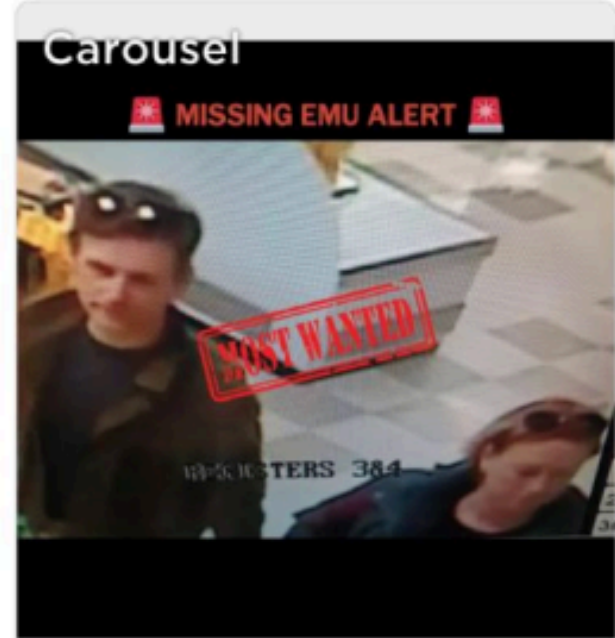


Shank-Patrick's Day calls for a Shanky's Irish Coffee! ☘️ Rich, creamy, and the perfect way to celebrate. Grab a bottle online befo...

Reach	4 291
Views	6 308
Interactions	356
Likes	244
Comments	8
Saves	44

Wed, 12 Mar 8:56am

Carousel



🚨 MISSING EMU ALERT 🚨 We need your help! We were just informed by Slinger police that one of our beloved Shanky's Store Emus was...

Reach	9 118
Views	14 183
Interactions	322
Likes	170
Comments	27
Saves	10

Sat, 15 Mar 6:13am

Image



Are you a Shanky's fan? Then this Shank Patrick's Day, tag us and let us know how you're celebrating your love for the smooth, flavorful Irish...

Reach	4 173
Views	4 878
Interactions	313
Likes	260
Comments	11
Saves	9
Shares	33

Wed, 12 Mar 7:30am

Image

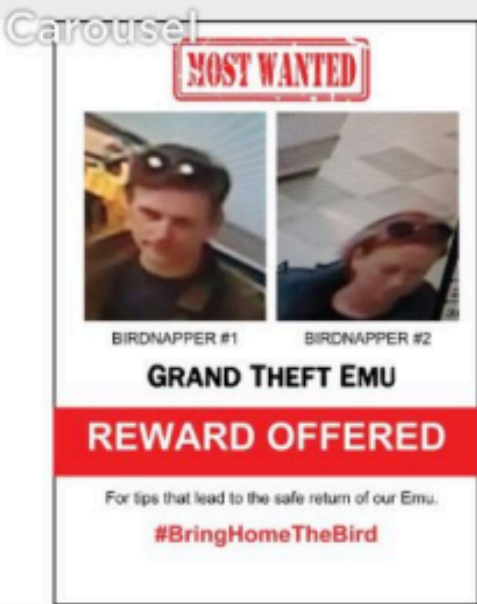


Shank-Patrick's Day calls for a proper toast! ☘️🍹 Mix up Shanky's Whip with ginger ale and a squeeze of lime and make this Shank-Patrick's Day...

Reach	4 196
Views	5 217
Interactions	265
Likes	201
Comments	13
Saves	15
Shares	36

TOP PERFORMERS: FACEBOOK

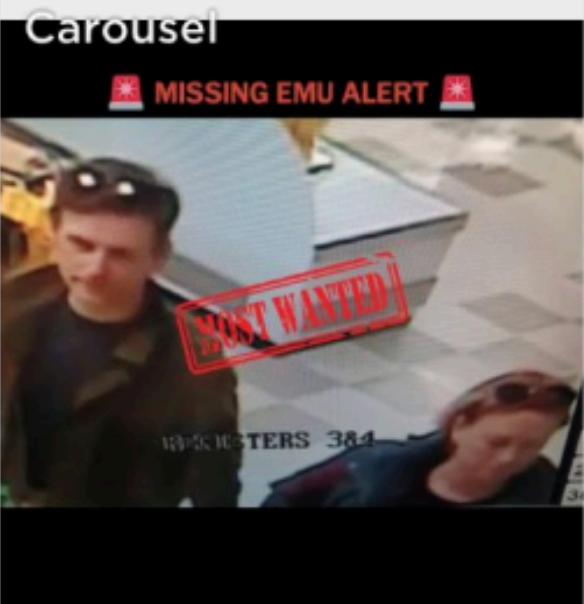
Fri, 14 Mar 12:53pm



REWARD OFFERED The birdnappers are still at large, and our Shanky's Whip emu remains missing in action. In a show of solidarity, tw...

Reach	17 873
Impressions	18 520
Interactions	3 075
Likes	99
Comments	40
Clicks	2 814
Shares	68

Wed, 12 Mar 8:48am



MISSING EMU ALERT We need your help! We were just informed by Slinger police that one of our beloved Shanky's Store Emus was...

Reach	11 629
Impressions	11 801
Interactions	2 482
Likes	74
Comments	19
Clicks	2 256
Shares	39

Thu, 8 May 5:00am



BIG NEWS FROM SHANKY'S HEADQUARTERS! We just finished bottling (canning?) these little "Can O'Shanky's" 100ml cans. Why a can...

Reach	11 701
Impressions	13 126
Interactions	2 251
Likes	371
Comments	136
Clicks	1 575
Shares	53

Sat, 19 Apr 7:00am



Reporting for duty.

Reach	3 860
Impressions	3 968
Interactions	781
Likes	72
Comments	23
Clicks	674
Shares	5

Thu, 13 Mar 9:53am



MISSING EMU UPDATE The Great Shanky's Whip Emu Heist of 2025 is still unsolved. Our 4-foot-tall Shanky's Whip emu remains at larg...

Reach	5 291
Impressions	5 623
Interactions	650
Likes	60
Comments	24
Clicks	496
Shares	19

S.M.A.R.T. GOALS

INSTAGRAM

Increase Instagram engagement rate from its current baseline by 20% by September 30, 2025, through the implementation of branded content pillars, UGC, and overall brand consistency.

FACEBOOK

Increase Shanky's Whip's average Total Daily Reach to 2 million by September 30, 2025 by running biweekly boosted posts that feature user-generated content and cocktail recipes aligned with the brand's visual identity, voice, and tone.

BRAND ESSENCE

Bold, funny, irreverent drink that embodies the spirit of Ireland.

EMU ENTERTAINMENT	COCKTAIL & SPIRITS CULTURE	USER COMMUNITY	PROMOTIONS & E-COMMERCE	SEASONAL ENGAGEMENT
Bring Shanky’s emu mascot to life as a bold, funny, and irreverent voice that thrives in spirit culture and trends	Position the company as a flavorful and versatile spirit for bartending to seasonal cocktails	Celebrate the Shanky’s community and foster a loyal, fun-loving fanbase both on and offline	Showcase new products, limited drops, and purchasing opportunities to drive conversions	Tap into trends and cultural moments to embed the emu into everyday fan life and fun-filled events

SOCIAL MEDIA MOCKUPS

CONTENT ATOMIZATION EXAMPLE: THE SHANK



COCKTAIL RECIPES (INSTA)

SHANKYSWHIP
Posts

shankyswhip

Following

...

SHANKY'S WHIP™
THE ORANGE CREAMSICLE



INGREDIENTS:

- 2 oz Shanky's Whip
- 2 oz fresh orange juice
- 1 oz vanilla cream
- Orange slice
- Ice

INSTRUCTIONS:

1. Fill a shaker with ice.
2. Add Shanky's Whip, orange juice, and vanilla cream.
3. Shake well until chilled and frothy.
4. Strain into a rocks glass over fresh ice.
5. Garnish with a fresh orange slice.

 3,032

 43

 478



shankyswhip Summer's heating up, if you don't want to get caught melting away like other sorry folk, drink up on our summer cocktail series.
#cocktails #shankyswhip

SHANKYSWHIP
Posts

shankyswhip

Following

...

SHANKY'S WHIP™
THE SHANK



INGREDIENTS:

- 1 PART SHANKY'S WHIP
- 2 PARTS LEMONADE
- 2 PARTS ICED TEA
- GARNISH WITH LEMON WHEELS

INSTRUCTIONS:

1. FILL SHAKER WITH ICE.
2. ADD THE SHANKY'S WHIP, LEMONADE, AND ICED TEA.
3. SHAKE WELL UNTIL MIXED AND CHILLED.
4. STRAIN INTO A ROCKS GLASS FILLED WITH ICE.
5. GARNISH WITH A LEMON WHEEL.

 2,457

 22

 455



shankyswhip Stay cool and stay slick. This isn't your grandma's Arnold Palmer—it's a summer scorcher sippin' special.
#cocktails #shankyswhip #summerdrinks

SHANKYSWHIP
Posts

shankyswhip

Following

...

SHANKY'S WHIP™
THE IRISH SUNRISE



INGREDIENTS:

- 1 part Shanky's Whip
- 3 parts pineapple juice
- 1 plash of grenadine
- Garnish w/ Maraschino cherry

INSTRUCTIONS:

1. FILL A GLASS WITH ICE.
2. POUR PINEAPPLE JUICE INTO GLASS.
3. ADD SHANKY'S WHIP TO GLASS.
4. ADD GRENADINE TO GLASS.
5. DROP IN A CHERRY AND GARNISH WITH A SLICE OF PINEAPPLE.
6. SERVE WITHOUT MIXING FOR FULL "SUNRISE" EFFECT.

 4,310

 54

 269



shankyswhip Rise, shine, and spike your morning... Responsibly. The Irish Sunrise: as bold as our bird and twice as cheeky.
#cocktails #shankyswhip #sunrisestarts

PROFESSIONAL IMAGES (INSTA)

SHANKYSWHIP

Posts

shankyswhip

Following



9,877

96

602

shankyswhip

Why wait for New Year's? Celebrate summer like it's midnight every night. The only bottle you need to turn any gathering into a glitter-soaked good time. #BuckTheTrend #ShankysWhip #PartyPour #SummerCelebration

SHANKYSWHIP

Posts

shankyswhip

Following



4,322

43

349

shankyswhip

This summer, the only thing smoother than your swing is your whiskey. Perfect on or off the green, Shanky's is your go-to for post-round pours. #ShankysWhip #SipAndSwing #SummerSip #WhiskeyOnTheFairway

SHANKYSWHIP

Posts

shankyswhip

Following



2,903

57

188

shankyswhip

Tee it high, sip it slow. Our summer cocktail lineup is here, and Shanky's is dressed for the occasion. Who says you can't have taste and style? #MixItWithShankys #BuckTheTrend #GolfCocktailSeason

FACEBOOK



Shanky's Whip
June 14, 2025



Rise, shine, and spike your morning...
Responsibly. The Irish Sunrise: as bold as our bird and twice as cheeky.
#cocktails #shankyswhip #sunrisestarts

You'll need:

- 1 part Shanky's Whip
- 3 parts pineapple juice
- 1 plash of grenadine
- Garnish w/ Maraschino cherry

Click [here](#) to see our full summer cocktail guide!



SHANKY'S WHIP™ THE IRISH SUNRISE

INGREDIENTS:

- 1 PART SHANKY'S WHIP
- 3 PARTS PINEAPPLE JUICE
- 1 PLASH OF GRENADINE
- GARNISH W/ MARASCHINO CHERRY

INSTRUCTIONS:

1. FILL A GLASS WITH ICE.
2. POUR PINEAPPLE JUICE INTO GLASS.
3. ADD SHANKY'S WHIP TO GLASS.
4. ADD GRENADINE TO GLASS.
5. DROP IN A CHERRY AND GARNISH WITH A SLICE OF PINEAPPLE.
6. SERVE WITHOUT MIXING FOR FULL "SUNRISE" EFFECT.



39 comments



Like



Comment



Send



Share



Shanky's Whip
December 20, 2024



Why wait for New Year's?
Celebrate summer like it's midnight every night. The only bottle you need to turn any gathering into a glitter-soaked good time.
#BuckTheTrend #ShankysWhip #PartyPour #SummerCelebration



14 comments



Like



Comment



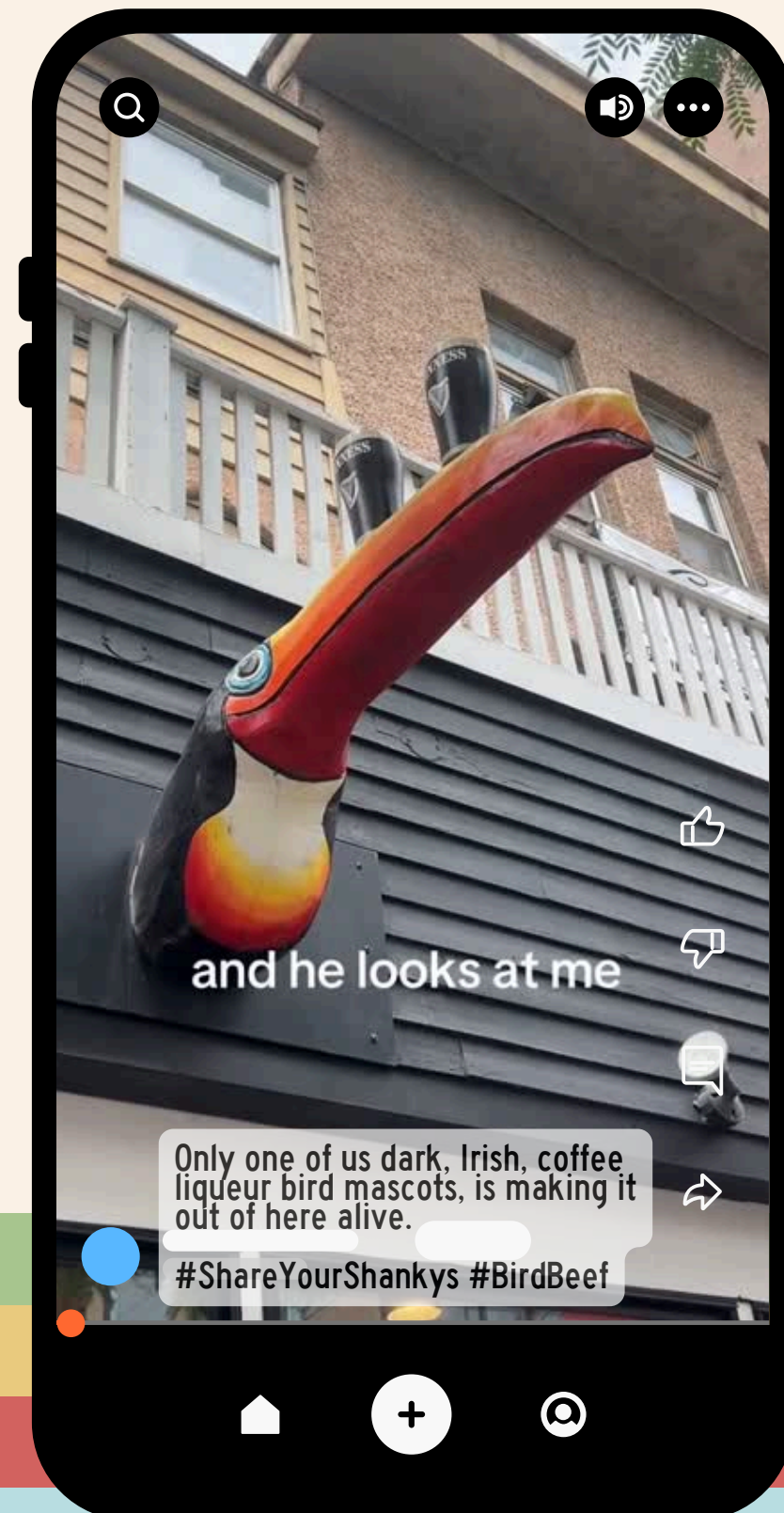
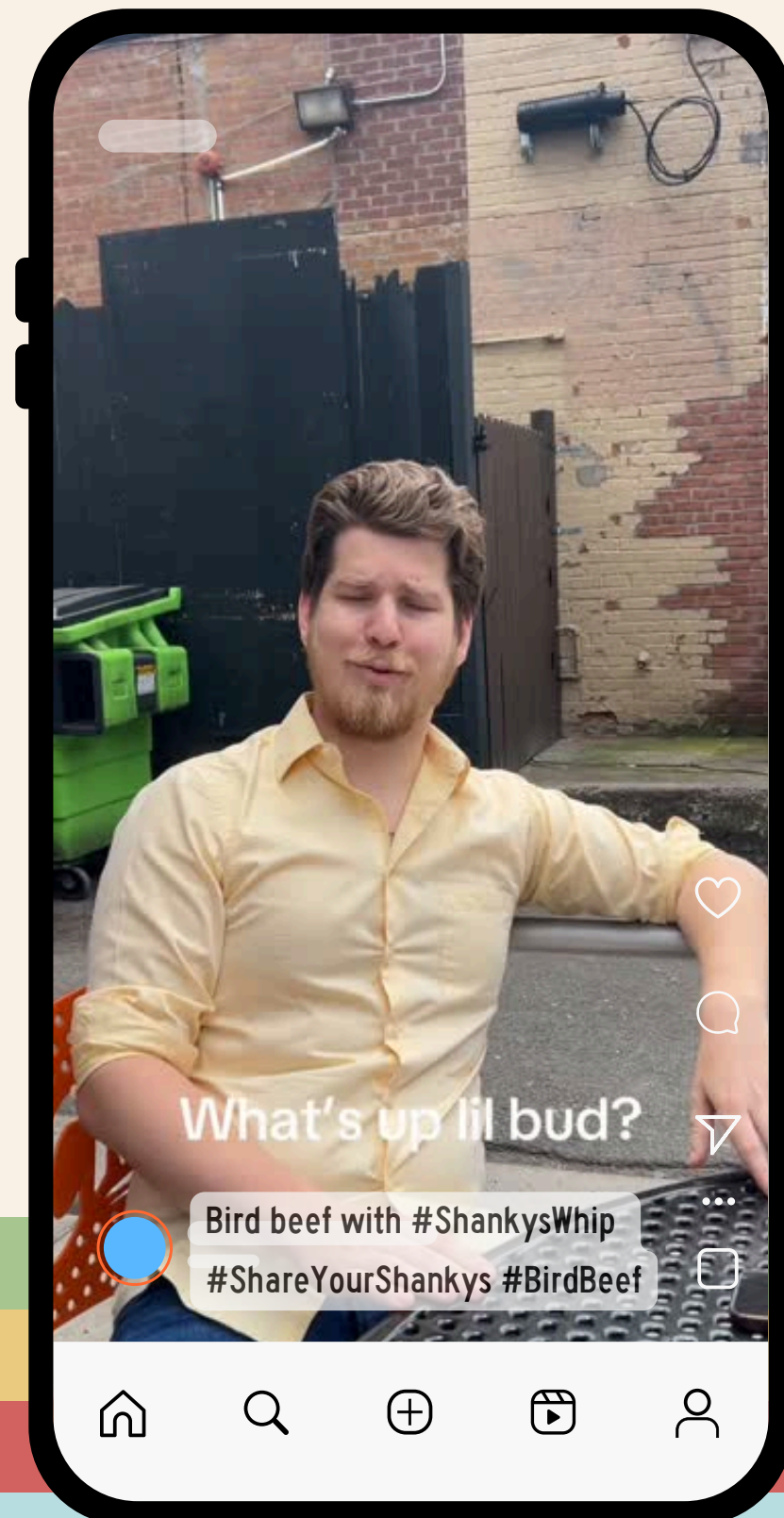
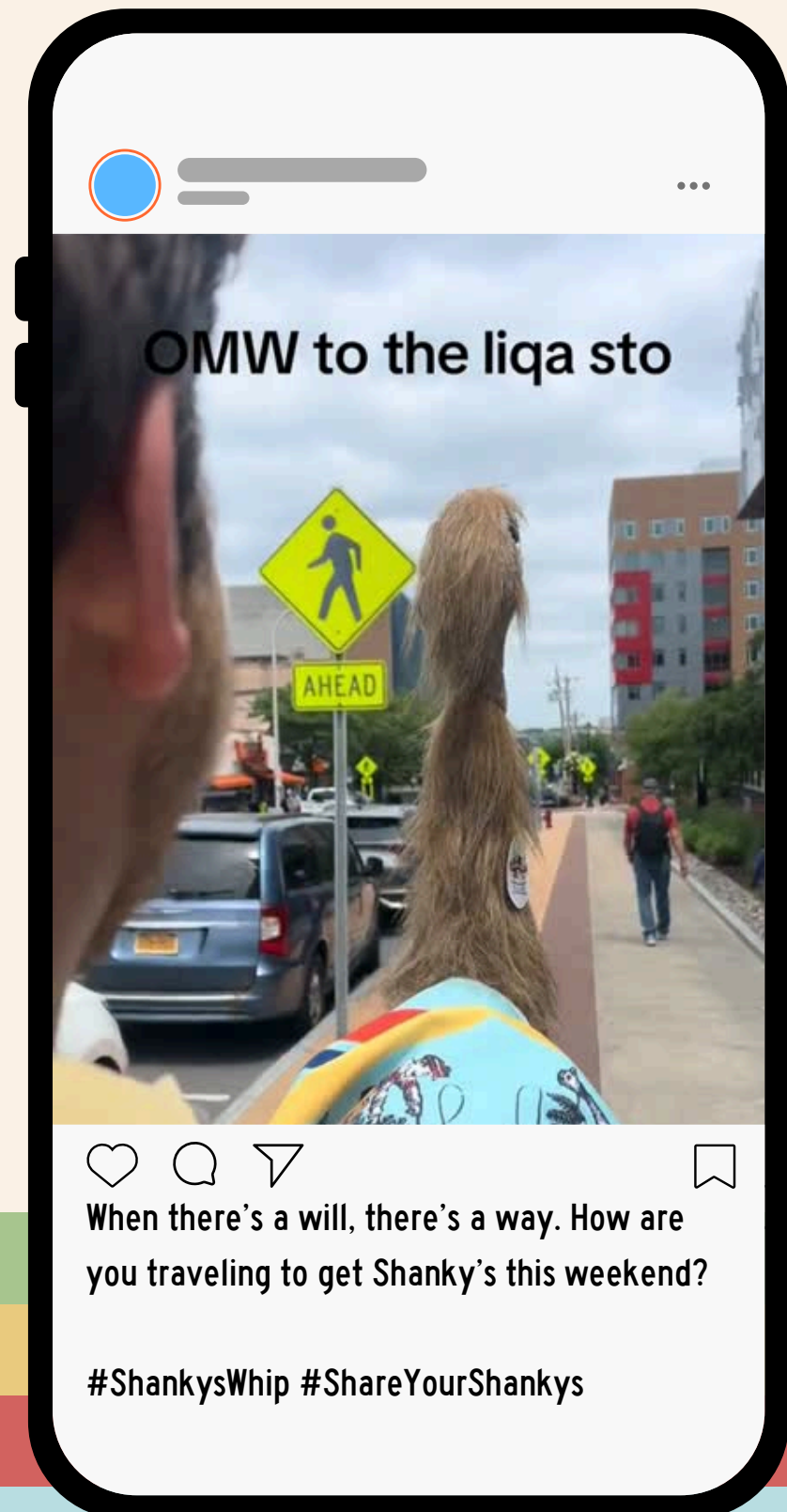
Send



Share

SHORT-FORM CONTENT

REELS
TIKTOK
SHORTS



UNTAPPED

MARKET

(X)

Real-time
conversations &
trending topics

Showcase snarky,
witty, and bold
(Irish slang) brand
voice

Direct engagement
with fans and other
brands to humanize
the brand

Live engagement
during big events
(e.g. Super Bowl,
Grammys)

Ability to engage
with niche
communities
(Bartenders, Spirit
brands, Regional
fandoms)

“#WhatTheCraic”
A weekly opinion
(random or trending
topics) from the
emu that nobody
asks for



Brand Engagement Examples



AXE

✓

@AXE · Sep 10

blocked

 **angie** 

@mukiimono · Sep 10

if u still use axe body spray pls block me

 15

 34

 462





Wendy's

✓

@Wendys · Aug 19

lol, guess that means the food's as dry as the jokes

Popeyes Chicken 

@PopeyesChicken

Sounds like someone just ate one of our biscuits. Cause y'all looking thirsty.
[twitter.com/Wendys/status/...](https://twitter.com/Wendys/status/911111111)

 6.0K

 76K

 413K



Chipotle

✓

@ChipotleTweets

Follow

▼

Good morning to everyone, except people who take our Tabasco bottles.

11:00 AM - 26 May 2018

26,612 Retweets

113,070 Likes



 2.3K

 27K

 113K





McDonald's

✓

@McDonaldsCorp

Black Friday **** Need copy and link****

6:00 AM - Nov 24, 2017

 1,476

 22,851

 72,463



Wendy's

✓

@Wendys

When the tweets are as broken as the ice cream machine. [twitter.com/McDonaldsCorp/...](https://twitter.com/McDonaldsCorp/status/911111111)

4:59 PM - Nov 24, 2017

 8,441

 287,069

 766,309

X

MOCKUPS



Shanky's Whip



@ShankysWhip



April 15



You missed your whiskey lesson. Priorities, lad.



Duolingo

@duolingo



Apr 14

You missed your Spanish lesson. Again.



83



176



809



Shanky's Whip



@ShankysWhip



Jan 21



Not real whiskey? That's fine. You're not a real critic either, but we let you tweet anyway.

Lola <3

@lolalaughs



Jan 21

Shanky's Whip tastes like someone melted a Tootsie Roll in a bottle. Not real whiskey.



22



131



567

UNTAPPED MARKET ON YOUTUBE

Searchable,
evergreen
long-form video
content

How-tos, interviews,
storytelling, vlogs

Cocktail culture and
product education

SEO friendly titles
(3 Easy Espresso,
Martinis, How to use
Irish Cream, RTD
Cocktail Recipes)

Utilize IRL/ UGC
Content
(In-bar events,
Tailgates, Consumer
taste-tests)

Nano-influencers to
co-create content
and expand reach

YOUTUBE

Competitor Examples



Jameson Irish Whiskey

@jamesonwhiskey · 60.8K subscribers · 274 videos

Welcome to the official Jameson Irish Whiskey YouTube channel. We pride ourselves on ...more

jamesonwhiskey.com and 3 more links

Subscribe



Michigan Fans ROAST Ohio State At Ann Arbor Tailgate! Co Trip | Sports Illustrated

6.2K views · 8 months ago



Sports Illustrated's College Football Road Trip continues in Ann Arbor, Michigan where SI Host Claudette M goes into the ...

4K



The perfect Espresso Martini recipe | Kahlúa

71K views · 5 years ago



Kahlúa coffee liqueur has been a vital ingredient of this iconic coffee cocktail since the very beginning. Here to get it right ...

4K



YOTUBE MOCKUPS



The Perfect Summer Cocktail- Pineapple Cream Soda | Shanky’s Whip



1.3k views - 4 weeks ago



Shanky’s Whip

In this episode of the Shanky’s Whip 2025 Summer Cocktail Guide, we’re whippin’ up the **Pineapple Cream Soda** —a dangerously smooth mix of tropical chaos, creamy sweetness, and just enough Irish mischief to make it worth your time.

We’re talkin’:

- 🍷 Rich vanilla & caramel from Shanky’s
- 🍍 Pineapple so fresh it might slap you
- 🍹 Soda so fizzy it tickles your regrets

Whether you're poolside, fireside, or just hiding from your responsibilities—this one’s built to sip....



The Ohio State Tailgate Experience! Sip Happens: Shanky’s Campus Tour Vol. 1 | Shanky’s Whip



1k views - 7 months



Shanky’s Whip

Shanky's Whip College Tailgate Tour kicks off in Columbus, Ohio as we hit the Ohio State game day scene for taste tests, tailgate antics, and fan-fueled reactions. Follow along as we bring our bold black Irish whiskey blend to campus crowds—feathers, flair, and flavor included.

The background of the slide features four vertical stripes in light blue, red, yellow, and green.

UNTAPPED

MARKET

TIKTOK

Fast-paced, short-
form, trend-driven
content

Maximize brand
personality
moments

Cross platform
atomization

Promote Hashtag:
#ShareYourShankys

Leverage user-
generated content
(UGC)

Participate in
seasonal and
challenge-based
trends

CONTENT CALENDAR

KEY			CONTENT PILLARS				
	Instagram Grid		Emu Entertainment				
	Instagram Story		Cocktail & Spirits Culture				
	Instagram Reel		User Community (UGC)				
	Facebook		Promotions & E-Commerce				
	TikTok		Seasonal Engagement				
	YouTube Shorts						
	Email Newsletter						
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week #1							
		B2C Newsletter	Instagram Story- UGC (reposts)	B2B Newsletter	Instagram Story- UGC (reposts)	Instagram Reel- Emu Entertainment	
		Instagram Grid- Emu Entertainment	Instagram Reel- Emu Entertainment	Instagram Grid- UGC		TikTok (atomization)	
		Instagram Story- Emu Entertainment	TikTok (atomization)	Facebook- UGC		YouTube Shorts (atomization)	
		Facebook- Emu Entertainment	YouTube Shorts (atomization)				
Week #2							
		Instagram Grid- Cocktail & Spirits Culture	Instagram Story- UGC (reposts)	B2B Newsletter	Instagram Story- UGC (reposts)	Instagram Grid- Cocktail from Newsletter	
		Instagram Story- Cocktail & Spirits Culture	Instagram Reel- Cocktail & Spirits Culture	Instagram Grid- UGC		Instagram Reel- Cocktail & Spirits Culture	
		Facebook- Cocktail & Spirits Culture	TikTok (atomization)	Facebook- UGC		TikTok (atomization)	
			YouTube Shorts (atomization)			YouTube Shorts (atomization)	

Week #3							
		Instagram Grid- User Community (UGC)	Instagram Story- UGC (reposts)	B2B Newsletter	Instagram Story- UGC (reposts)	Instagram Reel- User Community (UGC)	
		Instagram Story- User Community (UGC)	Instagram Reel- User Community (UGC)	Instagram Grid- UGC		TikTok (atomization)	
		Facebook- User Community (UGC)	TikTok (atomization)	Facebook- UGC		YouTube Shorts (atomization)	
			YouTube Shorts (atomization)				
Week #4							
		Instagram Grid- Promotions & E-Commerce	Instagram Story- UGC (reposts)	B2B Newsletter	Instagram Story- UGC (reposts)	Instagram Grid- Cocktail from Newsletter	
		Instagram Story- Promotions & E-Commerce	Instagram Reel- Promotions & E-Commerce	Instagram Grid- UGC		Instagram Reel- Promotions & E-Commerce	
		Facebook- Promotions & E-Commerce	TikTok (atomization)	Facebook- UGC		TikTok (atomization)	
			YouTube Shorts (atomization)			YouTube Shorts (atomization)	
Week #5							
		Instagram Grid- Seasonal Engagement	Instagram Story- UGC (reposts)	B2B Newsletter	Instagram Story- UGC (reposts)	Instagram Reel- Seasonal Engagement	
		Instagram Story- Seasonal Engagement	Instagram Reel- Seasonal Engagement	Instagram Grid- UGC		TikTok (atomization)	
		Facebook- Seasonal Engagement	TikTok (atomization)	Facebook- UGC		YouTube Shorts (atomization)	
			YouTube Shorts (atomization)				