

Social Media Calendar

for
Wineries

Social media is the best and most cost effective way to connect with consumers. Before posting determine how the content will be most relevant to you AND your audience. Facebook posts with photos get 53% more likes, so create a library of high quality diverse images to use.

<p><u>CUSTOMER REVIEWS</u></p> <p>Share customer reviews from Facebook, Google, and Trip Advisor.</p>	<p><u>VINEYARD LIFE</u></p> <p>Show where fruit is sourced. What is special about that place? Who are the vineyard managers?</p>	<p><u>WINE CLUB WINES AND BENEFITS</u></p> <p>Share your club features, "Did you know...."</p>	<p><u>UPCOMING EVENTS</u></p> <p>Create buzz , let fans know you're part of the active wine scene, and get them excited to come see you!</p>	<p><u>OFFERS FOR FOLLOWERS</u></p> <p>Reward followers by offering them something like a special tasting the next time they visit.</p>
<p><u>QUOTE OF THE DAY</u></p> <p>Try wine, travel, and/or humor quotes.</p>	<p><u>BLOG POSTS</u></p> <p>If you don't have a winery blog, share content from wine and food bloggers.</p>	<p><u>WINE HOLIDAYS</u></p> <p>Whether it's Cabernet Day or Washington Wine Month, make the most of the opportunity.</p>	<p><u>CELLAR LIFE</u></p> <p>Consumers love to take a peek behind the scenes.</p>	<p><u>LOW INVENTORY</u></p> <p>Nothing creates a sense of urgency in a customer like knowing you're about to run out of their favorite wine.</p>
<p><u>INDUSTRY NEWS</u></p> <p>Be considered a source for updates. For example, has your wine region been written about? Share it!</p>	<p><u>TRAVEL SHARES</u></p> <p>Travel destinations for wine lovers make hot topics. Share content from travel writers.</p>	<p><u>HASHTAG THEMES</u></p> <p>#winewednesday #thirstythursday & #weekendvibes are good to use on Twitter and Instagram</p>	<p><u>LIVE VIDEOS</u></p> <p>Videos typically get more views than other content. Keep it short.</p>	<p><u>FOOD PAIRING</u></p> <p>Share a recipe or a picture of a great pairing to help your fans figure out what to serve with your wine.</p>
<p><u>INSPIRATION</u></p> <p>Whether it's a quote or the story of a good deed, share some "feel good" content.</p>	<p><u>WINERY STORY</u></p> <p>Give bits of the story. Why the winery was started; winemaking philosophy; staff.</p>	<p><u>WINE WORDS</u></p> <p>Social media is a great platform for wine education. Explain various terms and processes.</p>	<p><u>NEW RELEASE</u></p> <p>Let followers know about new releases and invite them to be among the first to taste them.</p>	<p><u>POPULAR CONTENT</u></p> <p>What posts have been most popular? Repurpose them and post again.</p>

