



Social Media Best Practices

For Wineries

A practical, high-impact guide for teams looking to increase visibility, engagement, and DTC sales.

Section 1: Strategy & Planning

A strong social presence begins long before you hit “post.” Set a clear direction so every piece of content works toward a measurable goal.

Define Your Brand Voice

Warm and hospitality-driven? Educational and expert? Rustic, playful, luxurious, or modern? Establish a consistent tone that reflects your winery’s identity across every channel.

Set Clear, Measurable Goals

- Examples include:
- Increase tasting room traffic
- Grow wine club membership
- Strengthen brand awareness
- Drive ecommerce and seasonal sale conversions
- Build a robust library of evergreen educational content

Know Your Audience Personas

Identify your core audiences—local visitors, wine club prospects, travelers, collectors, corporate buyers—and create content that speaks directly to their needs and motivations.

Choose the Right Platforms

Instagram and Facebook are essentials. Pinterest supports event and wedding traffic. TikTok helps reach younger audiences with short-form storytelling.

Build Themes & Content Pillars

Examples:

- Behind-the-scenes (harvest, cellar, vineyard moments)
- Winemaker perspectives
- Wine education (tasting tips, pairings, varietal profiles)
- Team features & hospitality spotlights
- Seasonal features and limited releases
- Club perks & member experiences

Create a Monthly Content Calendar

Plan 4–6 weeks ahead around releases, events, holidays, and sales cycles. Maintain flexibility for spontaneous content and trending opportunities.

Section 2: Content Creation

Visuals tell your story faster than any caption—make them count.

Use High-Quality Photos & Video

- Natural light
- Clean backgrounds
- Well-styled wine and food shots
- Authentic moments with people

Show Real Experiences

Highlight guests enjoying the property, staff interactions, and behind-the-scenes winemaking moments. People connect with people.

Feature Seasonal & Limited Releases

Lean into what's timely. Seasonal wines, club shipments, and new releases should be spotlighted with both product detail and lifestyle context.

Educate Through Storytelling

- Tasting notes
- Vineyard practices
- Pairing ideas
- “How it’s made” series
- Glossary or “Wine 101” posts

Encourage User-Generated Content

Repost customer photos, reviews, and tagged moments—they signal authenticity and build community.

Prioritize Video

Reels, Stories, and Lives consistently outperform static content. Use movement to showcase pours, swirling glasses, harvest action shots, or property tours.

Section 3: Captions & Hashtags

Well-written captions deepen engagement and guide consumers to take action.

Craft Engaging Captions

Use a consistent voice and structure:

- Hook
- Story or value-driven detail
- Clear CTA (“Join the club,” “Reserve your tasting,” “Shop the new release”)

Use Smart Hashtags

Blend:

- Regional tags (#napawine, #willamettevalley)
- Experience tags (#winecountryweekend)
- Winery-specific tags (#yourwineryname)
- Occasion-based tags (#holidayhosting, #valentinesdaywine)

Avoid using the same set every time—rotate for relevance.

Tag Strategically

Local businesses, regional tourism accounts, partners, photographers, and distributors can expand your reach significantly.

Section 4: Posting & Scheduling

Consistency builds momentum and teaches the algorithm what to deliver and to whom.

Recommended Cadence: 3–5 posts per week + daily stories

Timing: Use platform insights to post during peak engagement windows

Content Variety:

- Carousel posts
- Single images
- Reels
- Stories
- UGC
- Educational graphics

Plan Around Key Dates:

Releases, club runs, seasonal promotions, events, wine industry dates, and local festivals.

Section 5: Engagement

Posting is only half the job—community-building happens in the comments and messages.

Engage Promptly

Respond to comments and DMs within a few hours when possible. Personalized replies build loyalty.

Acknowledge & Amplify Fans

Like and comment on tagged posts, share standout UGC, and thank customers who leave positive reviews.

Section 6: Analytics & Optimization

Data turns guesswork into strategy.

Track Core Metrics:

- Reach & impressions
- Saves & shares
- Engagement rate
- Link clicks / website sessions
- Content that generates sales, reservations, or club signups

Review performance weekly or monthly and adjust strategy based on what resonates most.

Set Benchmarks:

Example: “Grow followers by 20% in 3 months” or “Increase Reels reach by 40%.”

Section 7: Sales & Promotions

Social is one of the most effective channels for driving tasting room visits and ecommerce conversions—when used intentionally.

Promote Key Offers:

Tasting room reservations, Seasonal bundles, Limited releases, Club sign-ups, Corporate gifting, Holiday bundles, Shipping promotions