



# Social Media Best Practices

## For Wineries

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



## 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.

## **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.



### 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.

### 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.



## 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.

## 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%.”

## 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 signups, Corporate gifting, Holiday bundles, Shipping promotions



### **Promote Key Offers:**

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

Share both lifestyle imagery and clear product shots to support buying decisions. Add direct links in your bio, Linktree alternatives, or Instagram Shops to reduce friction.

## **8. Compliance & Reputation Management**

Protect your brand and ensure all content follows alcohol industry regulations.

### **Requirements:**

- Include: “Must be 21+ to follow.”
- Never imply health benefits or irresponsible consumption
- Moderate comments proactively to maintain professionalism
- Follow state and federal advertising laws, especially for promotions or sponsored content