

SOCIAL MEDIA 101

Why Use Social Media?

-“Facebook has 1 billion users. Ten million of whom live in the United States and love wine. When you want to market something, you go to where the people are, which is why wineries need to be effectively engaging customers on Facebook.”

-“Because 3 out of 4 Americans use social technology”

-“Because 2/3 of the global internet population visit social networks”

-“Because visiting social sites is now the 4th most popular online activity—ahead of personal email”

-“Because time spent on social networks is growing at 3X the overall internet rate, accounting for 10% of internet time.”

Social media can be used professionally for: marketing, public relations, customer service, loyalty-building, collaboration, networking, thought-leadership, and customer acquisition.

People love to learn about interesting topics, see great photos and share worthwhile information – so wine is one of the best topics to be covering in social media.

Basic Rules of Social Media

1. Listen
2. Learn
3. Engage
4. Measure
5. Adapt

Learn how: <http://good2bsocial.com/listen-learn-engage-measure-adapt/>

What Tool Should You Use?

You don't have to use every tool! Learn what will reach your ideal audience and suits your personality best.

What is Facebook?

Facebook allows easy sharing of content –thoughts, news articles, photos, videos and much more. This is a worthwhile forum for sharing great photos, news, and blogs.

What is Twitter?

Twitter is a microblog where you can post very short pieces of information (140 characters or less). You can tweet original content, share something someone else has posted (retweet) and also use hashtags (i.e. #privatevineyardstories) to efficiently manage searching on a specific topic many people (or not) or tweeting about.

What is Instagram?

Instagram is an online mobile photo-sharing, video-sharing and social networking service. It has a huge following of wine, food & luxury travel enthusiasts and is as easy as clicking a photo to use.

How Do You Use It? <http://www.wikihow.com/Use-Instagram>

What is Pinterest?

Pins are visual bookmarks for stuff you find anywhere around the web or right on Pinterest. Wine labels, winery pictures, and wine region travel information is very popular on Pinterest.

How Do You Use It? <http://blogs.constantcontact.com/product-blogs/social-media-marketing/getting-started-on-pinterest/>

Related Articles

Achieve Your Business Goals on Twitter: <https://blog.twitter.com/2014/hityourgoals-with-twitter>

Wine + Tech: Measuring the ROI of Digital Media:
<http://www.forbes.com/sites/cathyhuyghe/2014/08/25/wine-tech-measuring-the-roi-of-digital-media/>

Social Media Marketing for the Wine Industry:
<http://www.slideshare.net/earthsite/social-media-for-the-wine-industry-silicon-valley-business-journal>

Top Social Media Strategies for Wine Marketing
<http://www.makerstable.com/2013/04/top-social-media-strategies-for-wine-marketing-communications.html>