

# Social Media Bootcamp

Red Mountain AVA



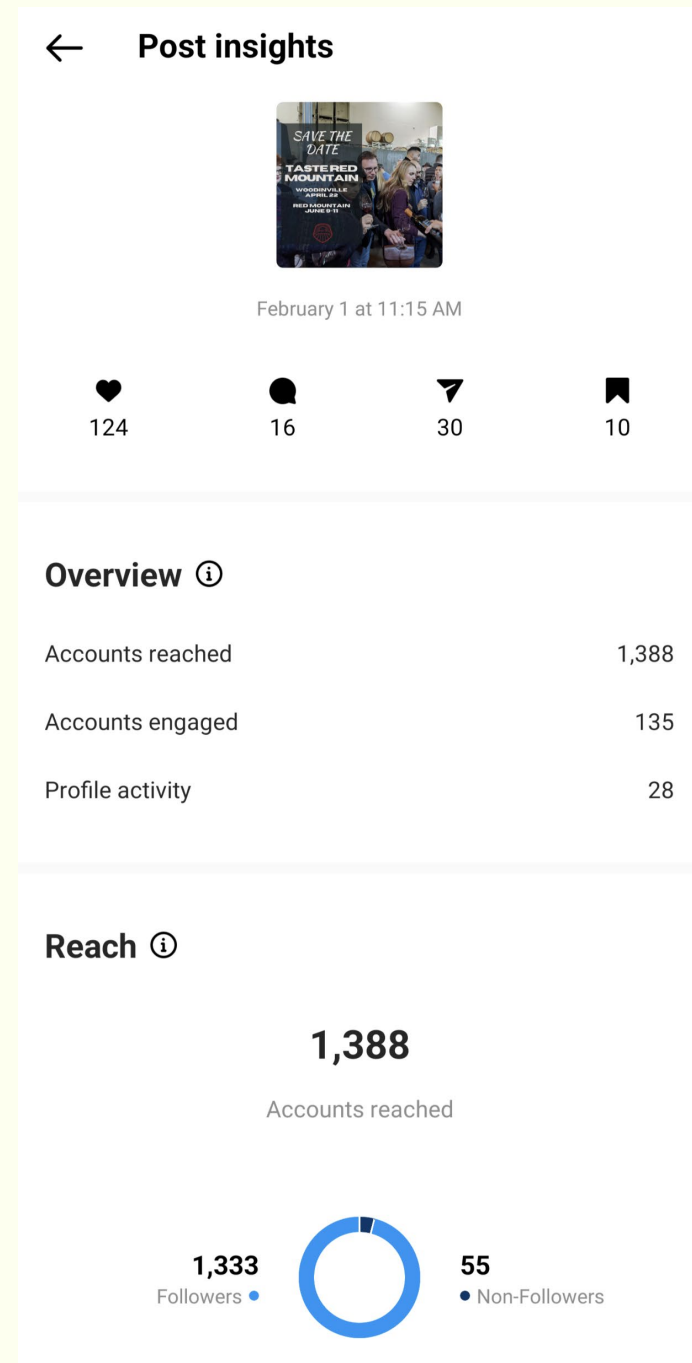


# Agenda

- Social Media Channels for Red Mountain
- 2023 Campaign Calendar
- RMAVAA Member Resources
- How members can help RMAVAA
- Tips and Best Practices for effective social media management
- Other resources
- Q & A
- Play Nice PR

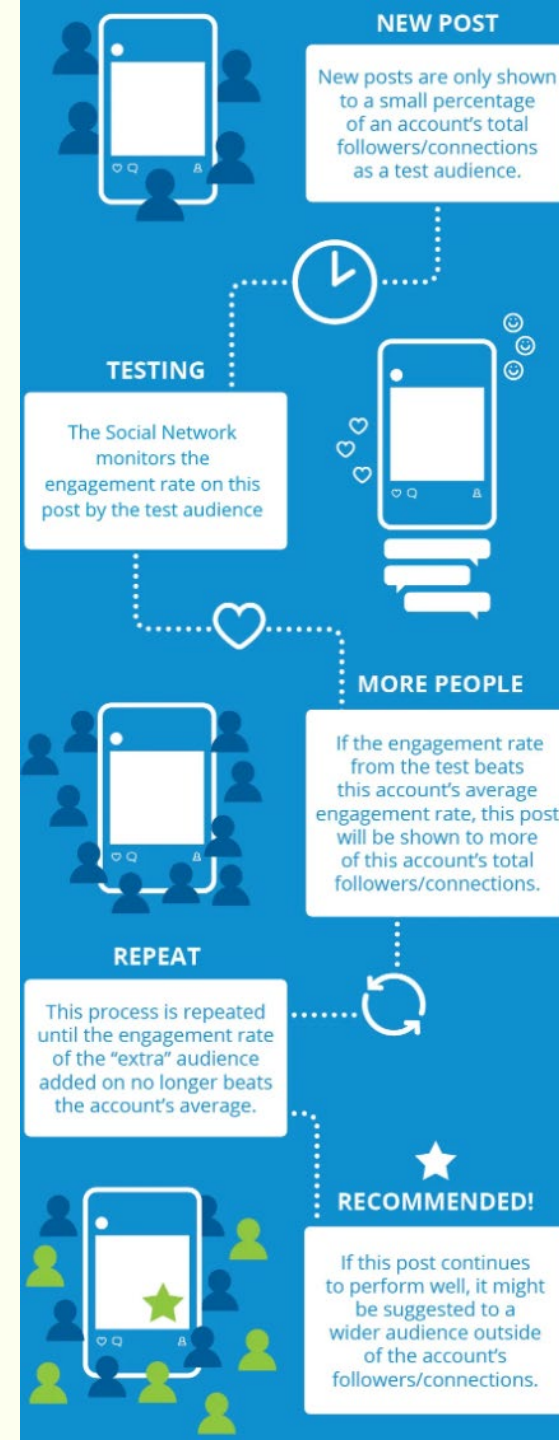
# Red Mountain AVA Main Channels

- Facebook
  - Current followers = 1,871
  - January 2022 = 1,783
- Instagram
  - Current followers = 2,952
  - January 2022 = 2,410
  - End of 2023 Goal = 3,375 (423 to go!)
- LinkedIn



# 2023 Campaign Calendar

- Social media algorithms are always changing but the **#1** best strategy for reaching current followers and gaining new followers is posting consistently.
- Problem I run into is how to keep producing new content and staying disciplined.
- 2023 Campaign Calendar serves as a guide to help plan ahead and make sure we stay on our goal of posting 3 times a week.
  - + helps our members engage with our posts and post similar content on their own feeds + provide us with content that fit in recommended categories.

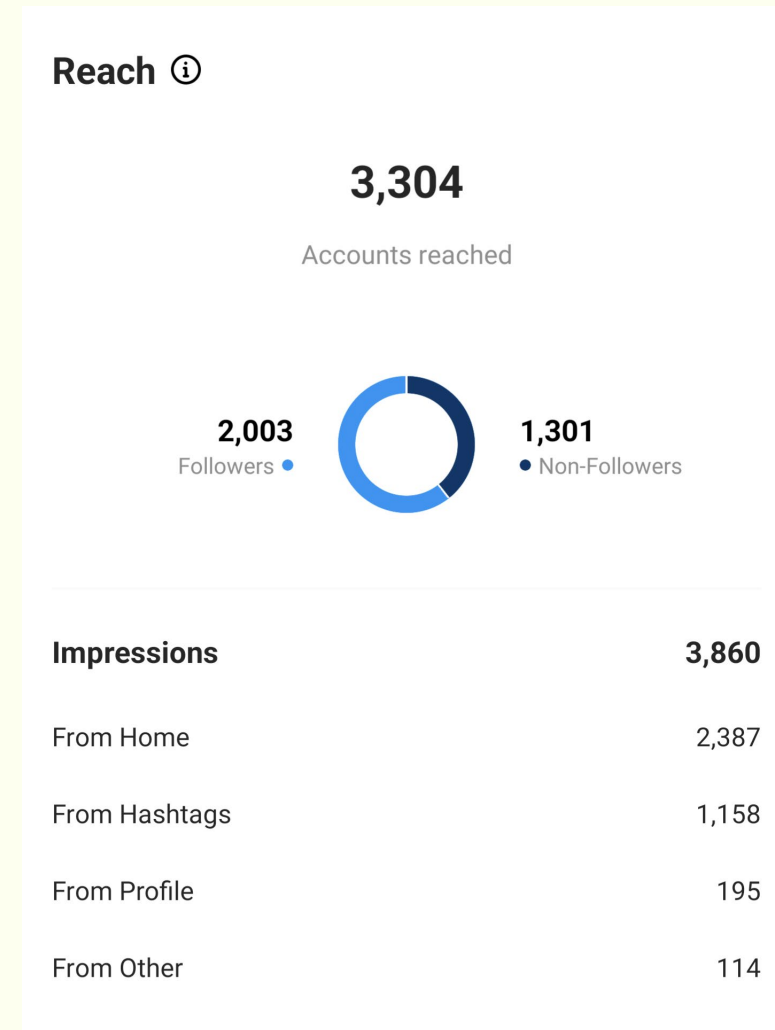


# Resources from RMAVAA

- **DropBox folder** of professional high quality photos
  - Let Alicia know if you need help getting access and make sure to bookmark the page.
  - Selection of Instagram ready images.
  - Give credit to the photographer when posting.
- **New email address** set up to make sharing easier & help promote your winery, events, news, etc...
  - Email photos and descriptions to [social@redmountainava.com](mailto:social@redmountainava.com)
  - Alicia will also do occasional *calls for content*
- **Campaign calendar** available at our [member resources page](#)
- **Promotional Toolkits** from Play Nice to help promote events with sample images and verbiage for social media and emails.
  - Taste RM WV toolkit sent out this morning – tickets go on sale at 11 am!
- Feel free to **reach out** to Alicia or myself for any questions, comments, or ideas for our social media.

# Hashtags

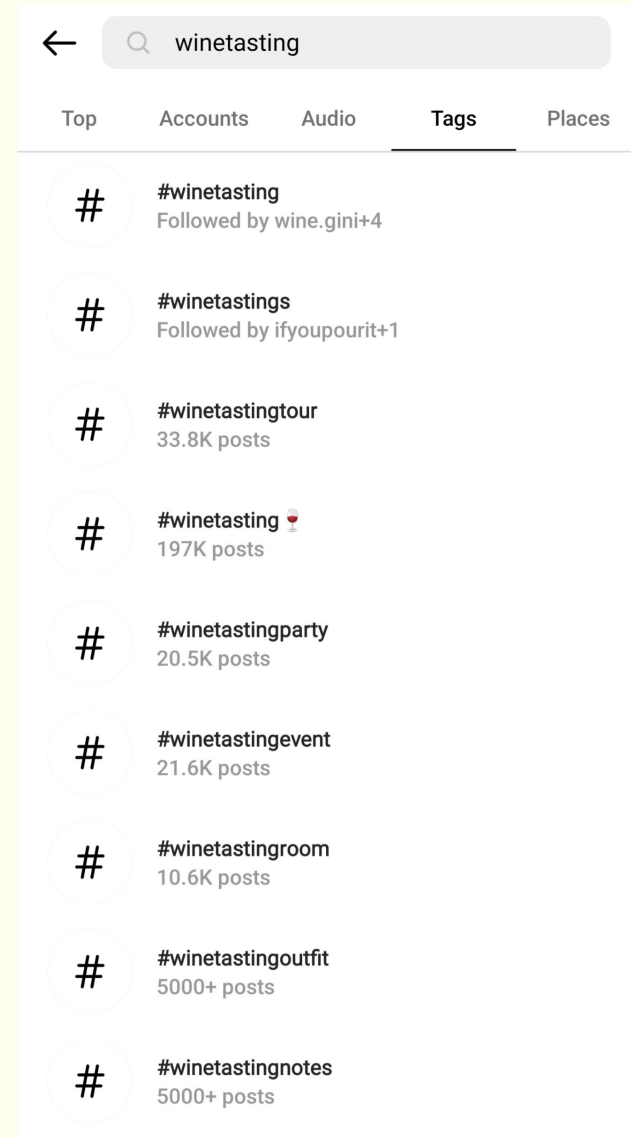
- Red Mountain Specific
  - #redmtnava #redmtn #redmountainava #wawine #smallbutmighty
- Make sure to develop your own for all posts
  - #fidelitaswines #faithfulloyaltrue
- Use when applicable:
  - #tasteredmtn #redmtnwine #redmtnwinemaker #petsofredmtn #redmtntrivia #viewsofredmtn #vineyardsofredmtn #whatisredmtn #weareredmtn #washingtoncabernet #washingtonsyrah #washingtonmalbec #washingtonmerlot



35% of reach from hashtags

# Hashtags continued...

- Others with lots of followers:
  - #wine #winedestination  
#vineyardlife #raiseaglass  
#winevacation #winetour
  - #vineyardviews #vineyardhaven  
#winegrapes #cabsauv #winepeople  
#winetourist #wineallthetime  
#wineoftheweek #winevibes  
#wawines #washingtonwine  
#washingtonwines #pnwwine  
#pnwwines
  - #newworldwine  
#washingtonwinecountry
- Good to have them handy on your phone for easy copy and pasting.



Use the Tags search feature to get an idea of how popular certain tags = more followers of that tag

# How members can help us out

- Email [social@redmountainava.com](mailto:social@redmountainava.com) with content and descriptions.
  - Feel free to send whenever
- Make sure to tag [@redmtnava](https://www.instagram.com/redmtnava) in all social media posts and stories.
  - Even if it isn't directly related to Red Mountain every tag helps.
  - Tag [@wa\\_state\\_wine](https://www.instagram.com/wa_state_wine) in every post as well.
- Giveaways – helped at the end of 2022 to reach our total follower goal on Instagram.
  - Tour from Red Mountain Trails and stay at Tinte Red Mountain Retreat.
- Utilizing promotional toolkits to help market events.



# Tips and Best Practices

# Post Frequently

- Follow your own campaign calendar.
- Have weekly and monthly posting goals.
  - Don't be afraid to repeat categories / types of posts.
  - Algorithms reward accounts that are more active on the platform.
- Link your Instagram and Facebook accounts so you can double up on posts.

# Track your Progress

- Use the Instagram and Facebook professional tools to track things like:
  - How many times you post a month
  - Total Followers
  - Total Reach
  - Compare your posting frequency and follower growth to other winery / vineyard accounts you admire
  - Helps you monitor your accounts without having to go on the platforms
- Based on tracking the Fidélitas account I can tell you that posting more frequently, and the quality of content directly affects these metrics on a monthly basis.
  - Take a month-long challenge to post a reel, image, or carousel everyday and see what it does for your follower account and total reach.
- Make sure to like other people's content and like and reply to all comments.
- Do check-ins to see what posts are performing the best.



# Types of content

- Instagram Reels
  - Way more reach than other types of posts especially to non-followers
  - Consider creating a TikTok account and just reposting IG reels
- Take pictures and videos with your camera app and load them into social media apps
  - Consider using photo-editing tools like Adobe Lightroom – great for editing and creating a large bank of social media ready images and inspiration.
- Good news on Facebook
- Pretty pictures on Instagram
  - Dogs and sunsets
  - Less text and graphics
  - People and faces
- Text heavy or “nerdier” type posts consider using Twitter or LinkedIn
- Consider a YouTube channel for longer format videos
  - # of subscribers and viewers is lower but total watch time valuable
- Use ChatGPT to write your captions

# Other

- Try out paid promotion
- Consider giveaways and ask audience to like, tag someone in the comments, and make sure they follow your account to be eligible.
  - Make sure to follow alcohol giveaway guidelines – focus on experiences instead like a vineyard tour with the winemaker.
- Send emails to your mailing list and ask people to follow you + make sure to have social links at the bottom of all emails.
- Come up with 5 strong story lines that fit your brand message and focus your posts around these.
- Share and like posts using your personal accounts immediately after posting.
  - Likes, comments, shares, etc...matter right when something is posted to try and get your post to the discover page and reach new accounts.
- Consider setting up a [link in bio](#) tool to save info from all your posts in one spot

# Resources

- [RMAVA Member Resources](#)
  - Photos Dropbox
  - Campaign Calendar
  - And so much more!
- [RMAVA Trade Page](#)
- [WA Wine Commission Resources Page](#)
- [ChatGPT](#) – free “personal” account
- Make sure to utilize the Facebook and Instagram professional dashboards (may have to switch your account type)
- [12 Best Social Media Marketing Courses to Take Online](#)
- [Best Social Media Management Software](#)



# Questions?

[will@fidelitaswines.com](mailto:will@fidelitaswines.com)

<https://www.linkedin.com/in/will-hoppes-92093732/>