

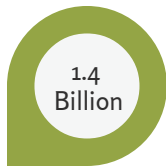
Oregon Wines Fly Free on: Facebook

What is it?
Who uses it?

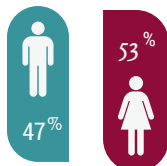
FACEBOOK 101

When do you use it?
How do you use it?

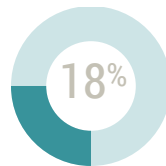
Facebook is the social media platform that will engage your largest audience. It's great for sharing pictures, articles and comments about the Oregon Wines Fly Free program. The more users engage with your content by liking, sharing and commenting, the more visible your posts will be to others so keep posts fun and creative!



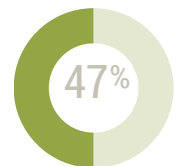
Monthly Active Adults



Gender of users



% increased engagement on
Thursdays & Fridays



% of users 35 or older



JOIN THE CONVERSATION!

Hashtags Be sure to use the official program hashtags to increase your exposure:
#WinesFlyFree #oregonwine #traveloregon #iflyalaska

Tagging Tag program partners: @AlaskaAir @TravelOregon and @OregonWine

Post Ideas Share the Oregon Wines Fly Free website, post pictures of customers' wine boxed and ready to fly, encourage your customers to post and tag your winery with pictures of their experience.



Visit industry.oregonwine.org for more resources from the

