

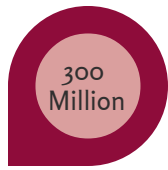
Oregon Wines Fly Free on: Instagram

What is it?
Who uses it?

INSTAGRAM 101

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

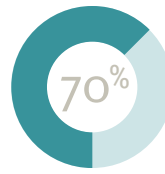
Instagram is perfect for short messaging about Oregon Wines Fly Free and to showcase both the "face" of the program along with behind-the-scenes fun around the winery and tasting room. Although mostly used for photo-sharing, Instagram also allows users to record and post 15-second videos in their feed.



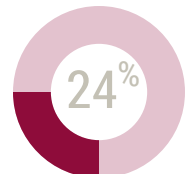
Monthly Active Adults



% of U.S. online adults
using Instagram



% of Instagram users that
log in once a day



% of users are 30 or older



JOIN THE CONVERSATION!

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

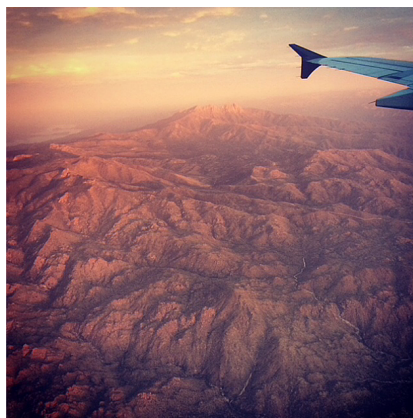
Tagging Don't forget to tag program partners: @AlaskaAir and @TravelOregon

Content Ideas Get creative! Post pictures of customers with their wine packed to fly or the Oregon Wines Fly Free logo. Encourage participants to take pictures in your tasting room or at the airport with their wine.



● [christinamariedee](#) Take a taste of Oregon wine country home with you! Check up to a case of #oregonwine on @AlaskaAir for free. #winesflyfree #traveloregon #iflyalaska

Like Comment



● [christinamariedee](#) If you were a case of #oregonwine, where would you want to fly for free? #winesflyfree #iflyalaska #traveloregon

Like Comment



● [christinamariedee](#) @Michelle is excited to take a case of wine home with her to New York for free on @AlaskaAir! #winesflyfree #oregonwine #iflyalaska

Like Comment

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