

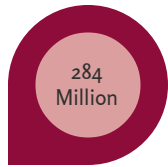
Oregon Wines Fly Free on: Twitter

What is it?
Who uses it?

TWITTER 101

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

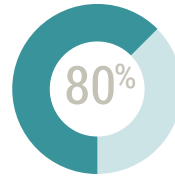
Twitter is a social media platform that enables users to send and read short 140-character messages called "tweets." Twitter can be used to share news and connect to ideas related to Oregon Wines Fly Free. For the most exposure, feature engaging posts that will inspire your followers to re-tweet your post.



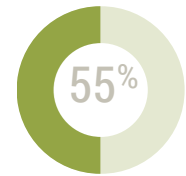
Monthly Active Adults



Gender of users



% of world leaders on Twitter



% of users who are 35
or older



JOIN THE CONVERSATION!

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

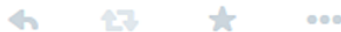
Tagging Tag program partners: @AlaskaAir @TravelOregon and @Oregon_Wine

Post Ideas: Summer/vacation themed tweets, live tweet from your tasting room, winery or vineyard, promote your participation in the Oregon Wines Fly Free program.



Oregon Wine @Oregon_Wine · now

@Michelle is excited to take her #oregonwine back to New York on @AlaskaAir for free! #WinesFlyFree @Oregon_Wine



Oregon Wine @Oregon_Wine · now

Fly @AlaskaAir when you come to visit us and check a case of #oregonwine for free on the flight home! #WinesFlyFree oregonwinesflyfree.org



Oregon Wine @Oregon_Wine · now

Summer will be here soon! Stock up on #oregonwine for the front porch. #WinesFlyFree on @AlaskaAir! oregonwinesflyfree.org



Visit industry.oregonwine.org for more resources from the



OREGON
WINE
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