

Oregon Wine Industry Immigration Support

Do's and Don'ts: Communicating Responsibly

Where to Start:

- Pause before posting—especially if emotions are running high.
- Remember: “When in doubt, don’t post. Reach out.”
- Contact your association’s communications lead.

DO:

Prioritize Safety and Privacy Online and In Person

- Use discretion when discussing individuals or incidents.
- Never name people affected by enforcement without their consent.
- Avoid “real time” images of people in vineyards.
- Assume that anything posted online could be seen by law enforcement or media.

Stay Calm and Stick to the Facts

- Share only confirmed, vetted information.
- Use updates from wine industry organizations.
- If you’re unsure, don’t post. Reach out to your association contact or communications lead.

Be Respectful

- Remind your audience that vineyard and winery workers are essential members of the community.
- Emphasize dignity, compassion, and due process.
 - Be mindful referring to impacted individuals. Words like “illegal,” “criminal,” or even “asylum seeker”—though often used in legal contexts—can be dehumanizing and reduce people to a label, rather than honoring their full humanity.
 - Use community-centered language:
 - Community members
 - Neighbors
 - Industry partners
 - Friends and colleagues

Additional Resources

- Direct people to verified fundraising efforts or legal aid organizations. This list is just the start, and we’ll continue to add to it.
- Develop a plan of action within your business should ICE arrive on your property.
- Share resources from trusted organizations. [You can find a variety of resources here.](#)

Use Unified Messaging

- When in doubt, ask: “Would I be comfortable if this quote or post was printed in the newspaper?”

Encourage Internal Questions

- Let staff know who they can go to for help. Designate a clear point of contact within your business or association.

Ways to Engage:

- Participate in industry seminars and updates to stay up to date.
- Review best practices to ensure your business is compliant and that you understand your rights and responsibilities. [You can find some useful resources here.](#)

DON'T:

Don't include images in social media of people who have not given their approval.

Don't feel obligated to speak to media.

- It's ok to say no.
- Send them to the approved contacts noted below.

Don't Share Unconfirmed Rumors

- Avoid contributing to panic by repeating rumors about raids or detentions.
- Don't screenshot and repost hearsay from group chats or social media.

Don't Argue in the Comments

- If someone posts something hostile or inflammatory, don't engage publicly.
- Use suggested language to acknowledge concerns or simply hide/delete comments when appropriate.

Don't "Go Rogue"

- Well-meaning but off-message posts or media interviews can undermine coordinated advocacy.
- If you've been approached by the press, seek professional advice. You can reach out to your association for support.

Don't Overexplain or Defend

- It's not your job to litigate anyone's immigration status online.

Don't Put Staff in the Hot Seat

- Don't ask tasting room employees to speak publicly unless they are trained and willing.
- Provide them with clear scripts and support.