

Oregon Wine Month 2024 Social Media Playbook

OWM Social Media Objectives:

1. Align with main OWM program objectives.
2. Drive consumers to visit wineries throughout Oregon and purchase Oregon wine through awareness, inspiration, education, and incentives.
3. Increase engagement, followers, website traffic, and email sign-ups across Oregon Wine Board platforms, as well as sweepstakes entries.
4. Increase traffic to OWM partner organizations through email and social media.
5. Drive orders for the Oregon Wine Touring Guide and regional association materials.

For a detailed overview of all OWM programming, visit the [OWM Toolkit](#)

OWM Content Types:

1. Sweepstakes graphics and links
2. Photos: owned and UGC
3. Web content including itineraries, OWM landing page, regional guides, etc.
4. Pairing ideas: sourced from wineries, restaurants, and other businesses
5. Video/reels: owned and UGC
6. Shortform masterclass

Platforms:

1. Facebook
2. Instagram
3. Twitter
4. Pinterest
5. LinkedIn (industry-facing)
6. TikTok

Posting Schedule:

Note: Visit the [editorial calendar](#) for a full overview of programming

- January: Trip/vacation planning, first mentions of Oregon Wine Month, education, upcoming events around the state.
- February: Valentines Day, trip inspiration, Oregon Wine Touring Guide, mentions of Oregon Wine Month in conjunction with trip planning and itinerary, food and wine.
- March: Begin teasing Oregon Wine Month events and sweepstakes, educational content (each week of March will be used to highlight the attributes and destinations of each of Oregon's wine regions).
- April: Launch sweepstakes early-April, begin spotlighting wineries/winemakers/chefs discussing their favorite food and wine pairings (ie. Pair it forward).

- May: Heavy promotion of sweepstakes while drawing attention to regions and AVAs, continuous posting of food and wine pairing videos, regular promotion of events, Wine Flies Free program.
- June: Oregon Wine Month thank you and wine-down. Continuous promotion of trip planning and summer tasting.

Key Talking Points:

- Oregon Wine Month takes place annually throughout the entire month of May
- Oregon is home to [23 AVAs](#) spread across 6 regions
- As of 2021, there are 1,411 vineyards throughout Oregon
- Oregon is home to 1,058 wineries
- 5.3 million cases of Oregon wine are sold each year around the world
- There are more than 100 varieties of grapes grown in Oregon
- What grows together goes together. Matching food and wine: At its best, Oregon wine is paired with the season's freshest ingredients grown from nearby farms or drawn from Oregon's rivers and coast.
- There are 300+ wineries that participate in the Wine Flies Free program, Oregon Wine Board's partnership with Alaska Airlines and Travel Oregon

Recommended Tactics for Tourism and Regional Associations:

Content = inspiration – When selecting content such as photos, videos, graphics, etc., think about how the visual will pull in your followers and then think about what it may inspire them to think or do. With OWM, we recommend sharing content that gets people inspired to visit tasting rooms in your region, try Oregon wine at local restaurants, and seek out wine-related events that may be happening.

Tag Tag Tag! – Tagging is an opportunity to send other accounts direct notifications about Oregon Wine Month, thus keeping it top of mind and encouraging those accounts to engage and amplify your messaging. For tourism associations, we recommend tagging businesses in your region, wineries, influencers, other travel accounts, and the Oregon Wine Board.

Trivia – Engage consumers with questions that teach them about Oregon wine while also inviting them to enhance their knowledge and get inspired.

Visual Assets:

[Digital/social](#)

[Logos and Brand Assets](#)

Suggested Hashtags:

#oregonwinemonth #oregonwine #pairitforward #ortruecharacter

Suggested Social Media Posts and Copy Ideas:

COPY EXAMPLES / OPTIONS BY PROGRAM

EVENTS

Meet the characters of Oregon wine at an Oregon Wine Month event near you.

May is our annual celebration of Oregon wine and you're invited. The wine and winemakers are waiting.

<https://www.oregonwine.org/events-programs/oregon-wine-month/>

<https://www.oregonwine.org/events/>

RESTAURANTS

Restaurants around Oregon are offering Oregon wine flights, specials and events in May.

Your table is ready.

SWEEPSTAKES

Title: Win a Portland Wine & Food Getaway

Sub/Alternate Title: Garagistes & Gourmands Sweepstakes

One lucky winner and guest will travel to Portland to explore urban garagiste wineries and Oregon's inventive culinary scene before visiting the Willamette Valley's bountiful vineyards and farms.

<https://www.oregonwine.org/oregon-wine-month/sweeps/>

TOURING GUIDE

Plan an Oregon wine getaway.

Whether you're already planning or still just dreaming, grab your free Oregon Wine Touring Guide to help you along.

With all new stories, photos, itineraries and more than 500 tasting room listings, the 2023-24 Oregon Wine Touring Guide is ready for your coffee table, carry-on bag, seat-back pocket and finally, your backpack as you explore Oregon.

<https://www.oregonwine.org/visit-wine-country/official-touring-guide/>

OREGON WINE FLIES FREE

Now Boarding

Checking luggage doesn't have to be a drag. Take a taste of Oregon home on Alaska Airlines with Oregon Wine Flies Free.

Bring home the experience of Oregon wine country. Alaska Airlines Mileage Plan members can check one case of wine for free on domestic flights from Oregon.

<https://www.oregonwine.org/oregon-wines-fly-free/>