



#pouritfORward **Oregon Wine Month Social Media Campaign**

Industry Toolkit

To celebrate Oregon Wine Month this year, the Oregon Wine Board has organized a social media campaign called Pour it Forward (#pouritfORward). This campaign highlights winemakers across the state talking about wine made by their peers in short, engaging videos. This month-long chain of appreciation aims to show the many faces of the Oregon wine industry and the breadth of wines produced in our state.

This toolkit includes tips and tricks on how to film a successful video, include subtitles, a suggested caption, and hashtags to add to your post.

The campaign kicks off May 1, and while the chain of winemakers for the OWB campaign have been selected, we'd love to have as many Oregon producers involved as possible. **We encourage you to make your own video this May, sharing a wine you love made by a fellow Oregon winemaker.**

If you choose to join in on the fun and film a video yourself, make sure to let the winemaker whose wine you'll be tasting know. The hope is that they will film a video in turn, tasting another winemaker's wine, and so on.

Be sure to tag @oregonwineboard and use #PourItFoward in your post so we see your contribution.

Filming Your Video

- Videos must be less than 60 seconds
- You can shoot this video with your phone. Keep your phone vertically oriented (camera at the top)

- Place yourself in the middle of the frame, with plenty of room above and below you so that it can be cropped to 1:1 or 4:5 for your Instagram Feed
- Please do not use selfie mode. Ask someone else to record the video on your phone. If you have an iPhone, ask your assistant to “tap” on your face so that you’re in focus
- If you can’t find an assistant, prop up your phone with a stack of books or something sturdy
- For lighting, we recommend facing a source of natural light and making sure the light source isn’t behind your head, otherwise it might be hard to see your face in the video
- Feeling organic will be important, so be yourself
- Bonus: take a photo of yourself drinking the wine or posing with the bottle that you can use as a cover photo for the video
- Please add captions for accessibility and engagement. One service that you can use on the iPhone is called Clipomatic by Apalon Apps:
 - If you film your video using this app it will automatically add subtitles as you speak. You can go back and edit word if needed once your video is done.

Posting Your Video

Share your story. Below is a copy example and relevant hashtags. Be sure to tag @oregonwineboard.

Sample Caption:

It’s #OregonWineMonth and we wanted to #PourItForward by tasting one of our favorite Oregon wines from our friends at _____. [Add a bit about the winemaker and why you love the wine you chose]. This is just one example of all that Oregon Wine has to offer, and we couldn’t be more proud to be part of it. Cheers!

Relevant Hashtags:

#PourItForward #OregonWineMonth #OregonWine #Winemaking #Winemaker #WineTasting