

Tips for Avoiding Harm on Social Media

If you choose to engage in this conversation on social media, below are some general tips for how to navigate difficult/negative conversations online. These recommendations are to be used reactively in response to comments on your social media profiles. We do not recommend engaging in these conversations proactively.

General Tips:

These tips are designed to help you navigate sensitive conversations online with professionalism, empathy, and boundaries.

- **Avoid getting into arguments in the comments.** You're not required to sway users one way or another in a thread.
- **You don't have to respond to every comment.** Often, your community will step in.
- **If a comment merits a thoughtful reply, invite the person to continue the conversation privately.** A message like: "Thanks for your comment—feel free to DM us or email at [your contact] if you'd like to talk more" helps move the dialogue offline.
- **If a post is attracting overwhelmingly negative attention, consider turning off comments.** When the discussion veers off topic or becomes hostile, protecting your space is okay.
- **Respond directly under the specific comment, not as a new general comment on the post.** Use the "Reply" option on platforms like Facebook and Instagram to keep the conversation contained.
- **Delete and report any comments that include hate speech, threats, or personal attacks.** Racist, sexist, homophobic, or violent language has no place on your page.

Potential Themes & Suggested Responses

1. Humanity and Dignity of Immigrant Workers

Use when someone questions why the wine industry is concerned or supports individuals.

Response:

We recognize the essential role that all vineyard and winery workers play in the success of our industry. These are our colleagues, neighbors, and friends. They deserve to be treated with dignity.

2. Dehumanizing Language or 'Illegal' Comments

Use when terms like "illegals" or other inflammatory language appear.

Response:

We don't use language that dehumanizes people. Our focus is on safety, respect,

and due process for every member of our community. Let's keep the conversation constructive.

3. Exploitation & Vulnerability of Workers

Use when people misunderstand the power dynamics involved in immigration and labor.

Response:

No one should live in fear for showing up to work. We support a path to safety, security, and legal work for those who make Oregon wine and hospitality possible.

4. Support for Law Enforcement / “They broke the law”

Use when someone expresses pro-enforcement views or references criminal history.

Response:

This is bigger than one person—it's about the fear these actions spread across entire communities. We urge those in our industry to remain calm, stay informed, and avoid rumor-spreading that can worsen fear.

5. Workforce Instability & Economic Impact

Use when people downplay the impact of enforcement on the industry.

Response:

Sudden enforcement actions disrupt farms, wineries, hospitality, and an \$8 billion statewide economy. These workers are essential, not replaceable.

6. Fear & Rumors in the Community

Use to discourage rumor-spreading or misinformation.

Response:

Spreading unverified information only increases fear and anger in our industry. Please share updates from trusted sources. We're working with partner, industry and advocacy groups to keep people informed and safe.

8. Organizational Responsibility and Role

Use when questioned why a wine org or brand is commenting on immigration.

Response:

We can't separate the wine we make from the people who make it. Our goal is to create safe, informed workplaces for both employers and employees.

9. Clarifying Misconceptions About Workplace Immigration Enforcement

Use to explain what's actually happening. Avoid using the word “raid.”

Response:

We understand how quickly misinformation can spread and how harmful that can be to workers, businesses, and the organizations advocating on their behalf. While we can't speak to the specifics of [referenced situation], we want to be clear: our priority is the safety and well-being of our teams. We're committed to sharing accurate updates and encouraging thoughtful, respectful dialogue.