

# #Hashtags & Social Media Tips

Spreading the word about  
#NCWine

# The NC Wine Guys

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  - 🍇 Mooresville, NC is home.
  - 🍇 Favorite wine is the one in our glasses!

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- 🍇 IT Manager – Master Data by day

# Agenda

- 🍇 #hashtags
- 🍇 The Big 3: Facebook, Instagram, & Twitter
  - 🍇 Posting
  - 🍇 Viewing your feed
  - 🍇 Sharing posts
  - 🍇 Using #hashtags
  - 🍇 Demographics
- 🍇 Future Social Media Events
- 🍇 Q & A

# #hashtags





# What's the #BigDeal anyway?

## Why?





-  Makes searching for posts easier!
-  Assists in promotion of trending topics!

## How?



-  Used within the message or at the end of a message.
-  Make them reasonably short but meaningful AND easy to understand.

# What's the #BigDeal anyway?

## #NCWine


-  Consistent brand identification for NC Wine!
-  Follows accepted convention for other state branding (e.g. #vawine #cawine, #txwine).
-  Use it with every post on every outlet.
-  Note it's not #ncwineS

## #YourBrand

-  Create a consistent #hashtag for your brand.
-  Use it with every post on every outlet.

# What's the #BigDeal anyway?



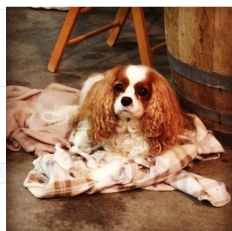
## #YourAVA/Region

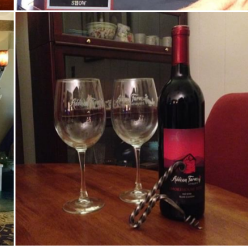


 Provides recognition for specific regions of the state (e.g. #YadkinValley #HawRiverValley #SwanCreek #UpperHiawassee #AppHighCountry).




## #Consistency

 Use them with EVERY post.


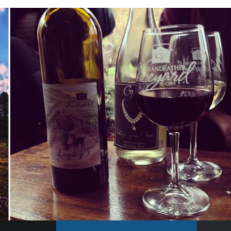
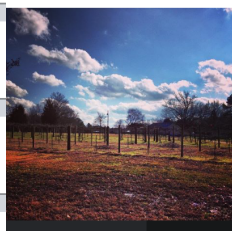
TOP POSTS







MOST RECENT 3,427 posts



Top Latest People Photos Videos Pages

 **Jones von Drehle Vineyards & Winery**  
Monday at 4:35 PM · Instagram · 🌐

Tasting through the wines to determine what gets bottled in June. Very pleased! #ncwine #estatewine #bottling #yadkinvalleyava



86 Likes 8 Comments

 News Feed  Requests  Messages  Notifications  More

# The Social Media Big 3



# Social Media Key Points

- Regular, consistent postings across social media channels.
- Grammar and spelling count!
- Include a picture. It brings more attention to your posts and makes them more likely to get shared!
- Talk about events but don't forget to make regular posts about the wine! It is the most important thing.
- Hashtags are not optional!
- Post using the each network's website or app.






# Making the most of Facebook: Your Online Presence and Page

## Pages

-  Use an actual Facebook page not a personal page.
-  Have one page to avoid confusion for customers.


## Posting

-  Use complete sentences. There is no character limit.
-  Make posts engaging. You want to drive a conversation with your audience.
-  Focus on creating your brand through your posts!



# Making the most of Facebook: Your Online Presence and Page

## Sharing posts

-  When viewing your feed, re-share posts from your peers. This helps the post reach more people! They should do the same for you!

## Hashtags




-  Use mostly at the end of posts.

## Mobile

-  Use the Facebook Pages App to easily post from your mobile device.

# Making the most of Facebook: Your Online Presence and Page

## Demographics

-  77% of women use; 66% of men use
-  87% of 18 – 29 year olds are on Facebook compared to 56% of those over 65
-  Popularity among older users is growing






Source:

[http://www.paceco.com/insights/social-media/  
popular-social-media-demographics/](http://www.paceco.com/insights/social-media/popular-social-media-demographics/)



# Visual Storytelling Through Instagram

## Posting

-  A picture is worth a thousand words.
-  Make sure the photo is clear.
-  Include details about your photos.
-  Use complete sentences.
-  Behind the scenes content is perfect for Instagram!

## Viewing your feed




-  First, like other NC Wine and wine related pages!
-  Keep up with other NC Wine feeds!

# Visual Storytelling Through Instagram

- 🍇 Sharing posts > Repost App
  - 🍇 Download this app.
  - 🍇 It allows you to repost picture while giving credit to the original author.
- 🍇 #hashtags
  - 🍇 Use mostly at the end of posts.

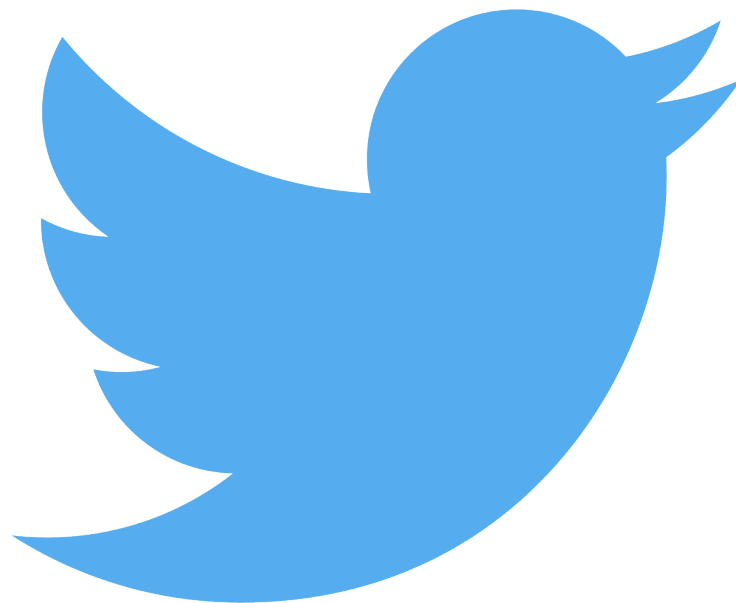
# Visual Storytelling Through Instagram

## Demographics

-  More popular with young adults than Facebook or Twitter
-  55% of 18–29 year olds are users
-  59% of users are on Instagram daily

Source:

<http://www.paceco.com/insights/social-media/popular-social-media-demographics/>







# Simple & Straightforward Messaging *without too much fluff*

- 🍇 Posting
  - 🍇 Short text. There is a 140 character limit.
  - 🍇 Use shortcuts for longer words and phrases.
  - 🍇 All about the here and now!
- 🍇 Viewing your feed
- 🍇 Sharing posts
  - 🍇 Just retweet!
- 🍇 #hashtags
  - 🍇 Use throughout a post or at the end.
  - 🍇 Use to follow a conversation.



# Simple & Straightforward Messaging *without too much fluff*

## Demographics

-  37% of 18–29 year olds are users
-  25% of 30–49 year olds are users
-  9% of 50–64 year olds are users
-  More men than woman use Twitter

Source:

[http://www.paceco.com/insights/social-media/  
popular-social-media-demographics/](http://www.paceco.com/insights/social-media/popular-social-media-demographics/)

# Key Takeaways:

- 🍇 Make consistent & frequent postings.
- 🍇 Always post a picture.
- 🍇 Use #hashtags to link your message to others.
- 🍇 Make sure you are present on all of the Big 3 social media channels! If you don't have an account on all three, create one!

# Demo

# #NCWine Social Media Events

The Goal:  
**Increase online presence for #NCWine**

## Past Events

 #winechat September 2015 & 2016

## Future events

 #NCWineChat

 Another #winechat featuring #NCWine

 Tasting Events with local/national bloggers.

# Q & A

# Contact Us!



NC Wine Guys



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#NCWine



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