
Social Media Tips & Trends

Bob Aycock • Wine Carolinas





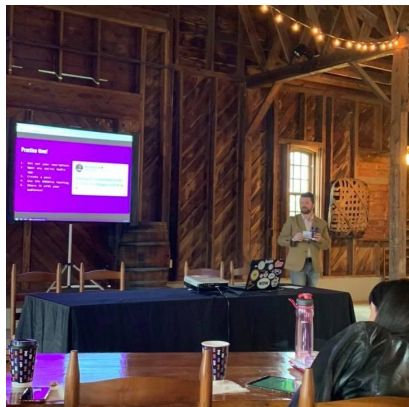
About @bobaycock

Personal

- North Carolina native
- Married & father of 4
- Hobbies:
 - Coffee
 - Wine
 - Gardening
 - Raising chickens

Professional

- 10+ years of online and social media marketing experience
- Work full-time in the digital marketing industry
- Social Media & Marketing Manager





About Wine Carolinas

In 2017, my wife and I started [WineCarolinas.com](https://www.WineCarolinas.com) to celebrate the charming wineries around us and highlight the rich variety of wines they produce.

As we travel throughout North and South Carolina, we recognize the wineries and vineyards we visit, highlight the wines we taste, and share our experiences on our blog and social media.



Social Media Tips

Tell Your Story on Your Profile

Complete About / Bio:

- What makes you unique?
- Add a link to your website
- Add your phone number
- Add your address and any unique directions
- Add your hours of operation
- Provide any pertinent COVID-19 information

Sanctuary Vineyards

@sanctuaryvineyards

Home
Reviews
Photos
Posts
Videos
Events

About

Community
Weddings

Create a Page

Like

Following

Share

...

Founded in 2002

Mission

We welcome locals and visitors alike to help us celebrate our harvest and winemaking throughout the year with gatherings in the spring and harvest in the fall for fun filled days for all ages and every member of the family by bringing local music, artisans and restaurants and food vendors.

ADDITIONAL CONTACT INFO

✉ john@sanctuaryvineyards.com

🌐 <http://www.sanctuaryvineyards.com>

MORE INFO

About

Sanctuary Vineyards is located on a quaint seaside farm where you are likely to see rows of corn competing with Cabernet and migratory snow geese nesting among the Sangiovese. We call this the "Sanctuary".

Company Overview

For seven generations the Wright family has called coastal Currituck County home. Much has changed since original settler Jacob Wright shipwrecked on the shores of Duck, NC, but the family stills honors the farming tradition established hundreds of years ago. Sanctuary Vineyards is the product of centuries of farming experience and dedication to a dream producing world-class wines in Currituck County.



Following

OvermountainVineyard

@omvvip Follows you

Overmountain Vineyards is a boutique family owned vineyard & winery in Tryon, NC. Wine Tastings Weds-Sun. Contact 828-863-0523 or info@overmountainvineyards.com

[overmountainvineyards.com](https://www.overmountainvineyards.com) Joined July 2015



honeygirlmeadery



747
Posts

2,415
Followers

1,358
Following

Honeygirl Meadery

Artisan meads made with nature & patience

Currently offering curbside pick-up Wednesday through
Friday from 12-6 pm

#drinklocal #ncmead

honeygirlmeadery.com/mead-shop-2/

105 Hood St, # 6, Durham, North Carolina

Following ▾

Message

Contact



Security Tips

- **Passwords**
 - Pick a strong password.
 - Use a combination of numbers, letters and special characters.
 - **Two-Factor Authentication**
 - You'll be asked to enter a special login code or confirm your login attempt if someone tries accessing your account from a device not recognized.
-

Security Settings

- **Facebook**
 - Basic Privacy Settings & Tools: [click here](#)
 - **Twitter**
 - Safety and Security: [click here](#)
 - **Instagram**
 - Security Tips: [click here](#)
-

#TellYourStory with Hashtags

Use Hashtags in Posts

- Join conversations already happening
 - Start a conversation or invite your audience to participate
 - Hashtags are #good for Twitter
 - Hashtags are #great for Instagram
 - Hashtags are not used as often on Facebook
-

Hashtags on #Twitter

- Do
 - Make hashtags easy to remember and spell.
 - Give people a reason to use your hashtag.
 - Don't
 - Over hashtag. One to two relevant hashtags per Tweet is the sweet spot.
 - Use all CAPS LOCK. Unless it's an acronym, this feels like shouting.
-



Biltmore Estate  @BiltmoreEstate · 1d 

With health & safety measures for our employees and guests in place, we welcome you to once again discover your new favorite award-winning [#BiltmoreWines](#) at our winery!

Know Before You Go—Review changes to Biltmore's guest experience: ow.ly/pt9e50Ax6FA



Childress Vineyards @Childre... · 7/1/20 

Our vines are full of lush green leaves and plump grapes as we head into the middle of growing season. Happy [#WineWednesday!](#) [#childresswines](#) [#ncwine](#)



117 views



Hashtags on #Instagram

- A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.
- Top 10 hashtags on Instagram (as of July 18):

1	#love	1.835B
2	#instagood	1.150B
3	#fashion	812.7M
4	#photooftheday	797.3M
5	#beautiful	661.0M
6	#art	649.9M
7	#photography	583.1M
8	#happy	578.8M
9	#picoftheday	570.8M
10	#cute	569.1M



jonesvondrehle

Jones von Drehle Vineyards & Winery



Liked by **ncwineguys** and **58 others**

jonesvondrehle #Chardonnay basking in the hot weather and sunshine today. So happy to see some great weather. Let's hope it continues. Eric grows beautiful grapes and takes great pictures! #ncwine #ncfinewines #estate #supportlocal #supportsmallbusiness



ncwineguys



Liked by **addisonfarms** and **25 others**

ncwineguys Tonight we're enjoying 2019 Crown & Plough rosé from @addisonfarms! This rosé of Sangiovese is nice and acidic and pairs well with foods. The nose is of strawberry and watermelon. Flavors start with bright acids and moves to tart cherries and cranberries. It ends dry with a lingering citrus finish. #NCWine #GotToBeNC #DrinkLocal

Hashtags on #Facebook

- Popular hashtags can be effective.
- Keep it simple and use one or two hashtags that fans can understand and remember.
- Hashtags will not pick up any punctuation on any platform.
- Hashtags will not pick up any spaces on any platform.



Hawks' Hill Vineyard



Well well. Who's the fancy pants now! Tremendous amount of thanks to my friend Vicki Fuquay and her printing company for working with me on this. The hawk and the vine/sunset photo are from the actual vineyard here, so that is pretty special. Guess I should add some capsules now to make it officially official. #NCWine



Hanover Park Vineyard



Please come join us tomorrow, rain or shine for music from Incognito. We hope to be on the lawn but we will move to The Studio if the weather does not cooperate. Music begins at 3pm #hanoverparkvineyard #ncwine



Tell Your Story Through Your Content

- Planning
 - Events
 - Holidays
 - Trending topics and hashtags
 - Repeat what works
 - Voice
 - Brand personality
 - Maintain a consistent, authentic voice
-

Tell Your Story Through Engagement

- Establish Brand Loyalty
 - Generates word of mouth
 - Your audience becomes brand ambassadors to share your story
 - Share posts from your audience to tell their personal stories
 - Start Conversations
 - Talk with your audience
 - Respond to comments
 - “Like” comments
-

Social Media Emerging Trends


Facebook Adding Option to Send Marketing Emails via Pages App

- Facebook seems to be testing sending out marketing emails from Facebook Pages on the Pages app.
- Some users have reported seeing a Marketing Emails tab.


Facebook Adding Option to Send Marketing Emails via Pages App


- Once you've confirmed your email you're able to manually add contacts to your Pages database.
 - This new feature seems to replicate CRM systems, with all of your marketing messages coming from your Facebook Pages hub.
-


Facebook Adding Option to Send Marketing Emails via Pages App


 **Add Contacts with Email Addresses to Continue**
It looks like you don't have any contacts with email addresses. Please add contacts with email addresses and confirm whether they've subscribed to receive email updates.
[Add Contacts](#)

To

All Subscribed Contacts 




Estimated reach: 0 people  [Create New Audience](#)


 Upload Contacts

[+ Add New Contact](#)

Subject Line 100

Write a subject line... 

Preview Text (Optional) 150

Write preview text... 

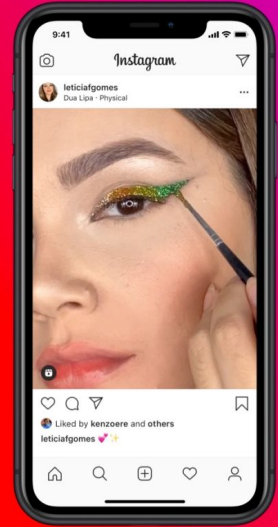
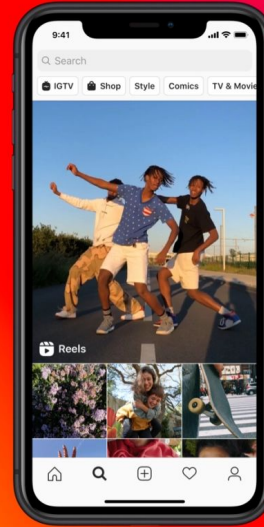
Instagram Releasing Reels

- Instagram is now releasing their TikTok inspired app, Reels, to more countries.
 - The company expects to bring the new video feature, which is designed specifically for short-form, creative content, to its U.S. platform in early August.
-

Instagram Releasing Reels

- Reels will allow users to create short, 15-second videos set to music or other audio, similar to TikTok.
- Also like TikTok, Reels will offer a set of editing tools that aim to make it easier to record creative content.

Instagram Releasing Reels



Twitter Testing Stories-like Feature Called Fleets

- Story use is surging on multiple platforms so Twitter is testing its own format called Fleets.
 - Fleets stands for 'Fleeting Tweets' as these posts appear in a separate timeline above the main timeline for 24 hours before disappearing.
 - Unlike Tweets, Fleets can't receive Likes, Replies, or Retweets.
-

Twitter Testing Stories-like Feature Called Fleets



Questions?



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