

A light gray silhouette of the state of North Carolina serves as a background for the main title. The text is overlaid on this map.

# THIRD ANNUAL #NCWINE BLOGGERS SUMMIT

Content Creators

# MEDIA KIT



## Question One:

What is your content about in one sentence?

Write out your BLUF (Bottle Line Up Front) so your audience immediately knows what to expect when viewing your content.

## Question Two:

Why did you start this content?

Take two sentences to write out why you started this blog/vlog/podcast.

### Question Three:

What niche, community, or market does your content serve?  
How does it provide value?

### Question Four:

Pick your top three platforms and talk about your stats.  
This can be Instagram, YouTube, your website, Twitter, Twitch, Linked In, etc)

## Question Five:

List out three collaborations you've done, the awards you've won, and/or the campaigns you completed with brands.

Notes:

# PRESS RELEASE



## Question One:

Think about a moment you are particularly proud of, a project you've worked on, or even an event you've attended/worked with/or helped run.

Write a short description of that event including the "so what".

Write out details about the location.

Write out details about the participants/sponsors.

## Question Two:

Think about a series you've created, a campaign you've worked on, or a brand you've partnered with.

Write a short description of that event including the "so what".

Write out details about the location.

Write out details about the participants/sponsors.



## Question Three:

Take out your smart phone and find three internet, print, or television organizations that are local to you. This can be an events page, a television studio, or news publication.

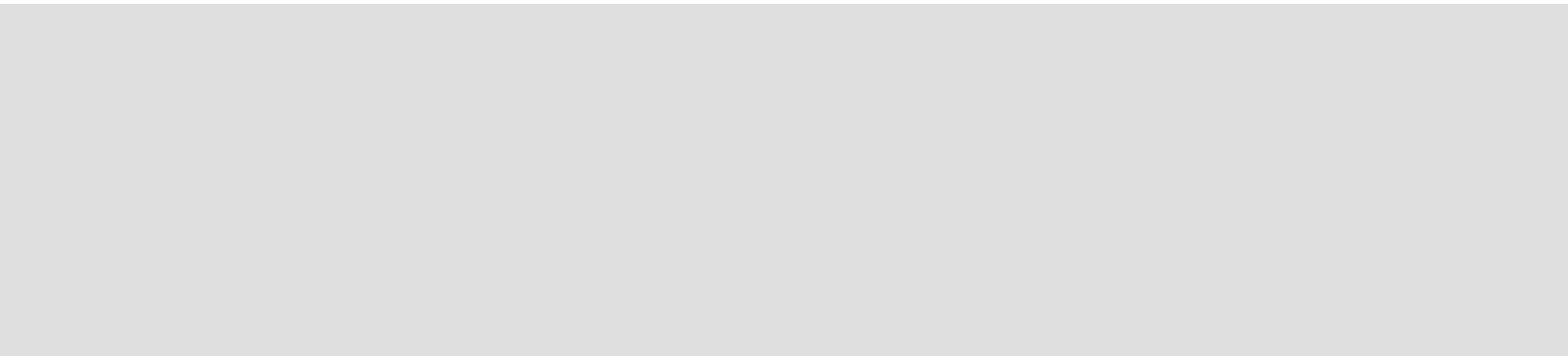
Notes:

# SOCIAL MEDIA



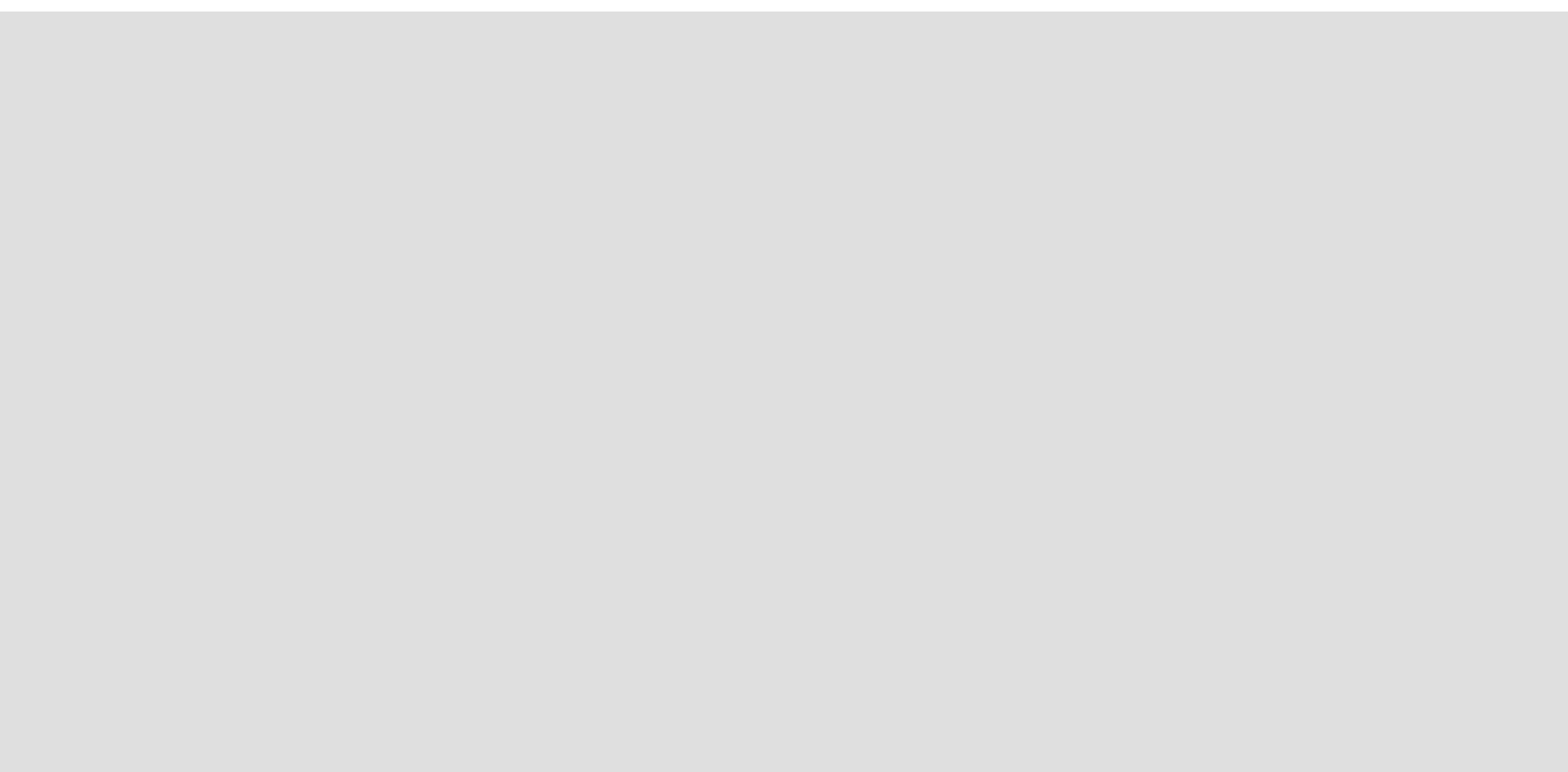
## Question One:

List out the content you have planned for the month.  
Write out a short description for each piece of content planned for the month.



## Question Two:

Write three separate one sentence lines of copy for each piece of content you have planned for the month. The style of the copy should be promotional in nature.



### Question Three:

List out six pieces of content you've already created.

### Question Four:

Write three separate one sentence lines of copy for each piece of content you've already created. The style of the copy should summarize the meaningful/funny/valuable/poignant elements of your existing content and the products or services you offer.

## Question Five:

Write out three categories that relate to your content.

Research (in sets of 30) which hashtags are associated with this keywords.

Notes: