



Social Media Guide

It is our goal to help you not only promote your winery, but also the good work you are doing by entering the Finger Lakes International Wine Competition. Social media is important in the fact that not only can you promote your wineries and all your varietals, but you can also help draw other competitors into the FLIWC, inform those who may not be familiar with the FLIWC, and share how your involvement in the competition is directly tied to an organization like Camp Good Days & Special Times. We like to invoke a mantra of helping those who help us, and this is one of the best ways.

Best practices to use:

- If you have been involved with the competition in years past, don't be shy about letting your supporters know or how your winery performed (the more award winning wines, the more to share!)
- When it comes to the FLIWC page posting about the competition, we want you to share about it on your page with your own personal flair and style. We don't necessarily need you to share every single post, but at the same time we will be more *inclined* to share your posts if we get the same thing reciprocated on your end. We want this to be a developed partnership, and doing this is a natural way for both ends to connect

- Show pictures of your wines and possibly the medals won as well. This is more so for your own promotion, more than the promotion of the competition. It also gives your consumers a name to the face of your award winning wines (note: posts with images/videos get the highest amount of engagement on Facebook)
- Share if your wines will be featured at the auction dinner (Gold and Double Gold winning wines). It is also important to use the bottle stickers, bottle tags, shelf talkers and share these for your own promotion and event promotion too (which are all available here: <http://www.fliwc-cgd.com/new/media-marketingmaterials.asp>)
- Always make sure to tag @Camp Good Days & Special Times and the @Finger Lakes International Wine Competition when mentioning the pages in your posts
- If one of our international judges is connected to your winery, please feel free to shed light on their involvement and sharing their story
- Make sure you post most often during “peak posting times” (generally, from 1pm-4pm or 5pm-7pm)

Example posts:

1. And we're all set! We've sent our (XX - number of wines sent in) and we're ready for the @Finger Lakes International Wine Competition! Thank you again to @Camp Good Days & Special Times for all that you do and allowing us to be involved in this event!
2. Ladies & gentlemen we're back for another year! We are so excited to be here again for the @Finger Lakes International Wine Competition, sending our Gold medal winning (XX - name of your award winning wine) for another year! Working with a golden organization like @Camp Good Days & Special Times, we hope more Gold is in our future!

3. We would like to thank @Camp Good Days & Special Times for all the great things they do in the fight against childhood cancer. They also put on a great event annually - the @Finger Lakes International Wine Competition! We can't wait for this year's competition and participating in the Wine Auction Dinner!
4. It's almost auction time again! We can't wait to show off our (XX - Best Selection) at the @Finger Lakes International Wine Competition Auction Dinner! Also, thank you again to @Camp Good Days & Special Times for the great work you do for pediatric cancer!
It's an honor to be working together!