



Social Media Guide

It is our goal to help you not only promote your winery and distillery, but also promote the good work you are doing by entering the Finger Lakes International Wine & Spirits Competition. Social media is a great tool to promote your wines and spirits and help draw in other wineries and distilleries, 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.

Best practices to use:

- If you have been involved with the competition in years past, don't be shy about letting your supporters know about how your winery or distillery performed.
 - When it comes to the FLIWC Facebook posts about the competition, we want you to share about it on your page with your own personal flair and style.
 - Show pictures of your wines or spirits and the medals won as well. This gives your consumers a visual of your award-winning entries (note: posts with images/videos get the highest amount of engagement on Facebook).
 - Share if your wines or spirits will be featured at the following Camp Good Days Auction.
- It is also important to use the bottle stickers, bottle tags, shelf talkers, and share these for

your own promotion and event promotion too: <https://fliwc-cgd.com/marketing-promotionalmaterials.asp>.

- Always make sure to tag @Camp Good Days and Special Times and @Finger Lakes International Wine & Spirits Competition when mentioning the social pages in your posts.
- If one of our judges is connected to your winery or distillery, please feel free to shed light on their involvement and share their story.
- Try and post during “peak posting times” (generally, from 1pm-4pm or 5pm-7pm).
- If you have any stories from being at Camp Good Days as a volunteer at our summer programs, please share them! If you haven’t had the chance to volunteer and would like to, please reach out to us!
- Feel free to post on other social media networks as well! We also have a Twitter and an Instagram.

Example posts:

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

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

Facebook: @Camp Good Days and Special Times Inc.

Instagram: @CampGoodDays

Twitter: @CampGoodDays

Facebook: @Camp Good Days Finger Lakes International Wine & Spirits Competition

Twitter: @FLIWC

Instagram: @FLIWC