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# SOCIAL MEDIA

## *Digital Toolkit*

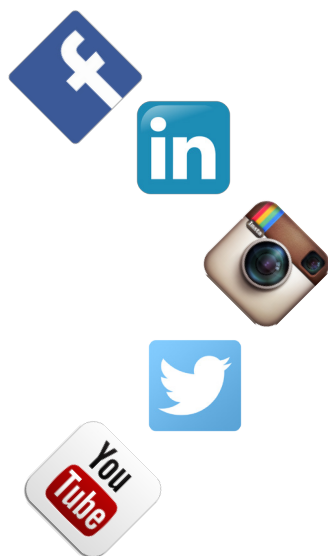
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# INTRODUCTION

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*“Social media is making new changes to the wine world’s order allowing to share and exchange about wine in an even more interactive way, more fluid and faster.”<sup>1</sup>*



**The Winebow Group Social Media Toolkit was created to:**

- Outline important legal guidelines that we must adhere to as business professionals in the alcohol industry using social media *for our corporate and personal accounts*
- Offer ideas on how to utilize different social media networks
- Provide links to wine and spirits media and our national import suppliers’ social media networks
- Serve as a living document that will be updated as regulations change and new networks are created, evolving with the ever-changing digital environment

## SOCIAL STATS

- On average, there are 2.5 million organic online conversations about wine per day (*Vintank*)
- 80% of American wine consumers use social media (*Pew Research 2015*)
- Social media networks gained 176 million users in the past year (*Business 2 Community*)
- There are 2.2 billion social media users - a global penetration of 30% (*Business 2 Community*)

<sup>1</sup> Social Vignerons, Top 20 Wine Influencers, Mar 3, 2015

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# *Social Media Guidelines*

# 1 / Posting About Our Brands

## 1.1 / Posting Content with a Non-Affiliated Brand

- If you want to post content that includes a brand logo that is unaffiliated with our company, you must have copyright permission.
- If you want to mention a non-affiliated brand in conjunction with one of our brands, please confirm there is no issue with cross-promoting.

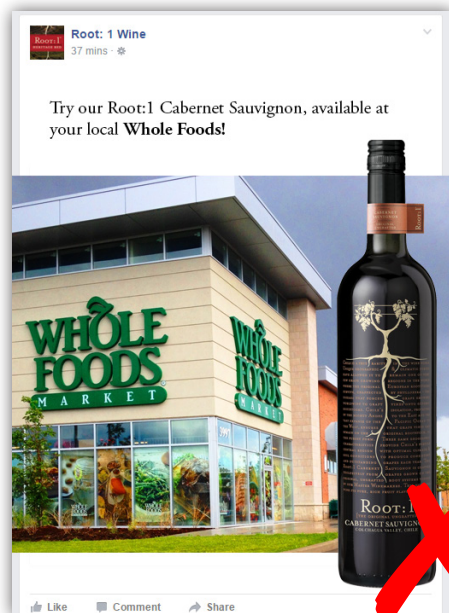


### KEY TAKEAWAY

Work with the marketing team to identify brand partnering opportunities.

## 1.2 / Mentioning A Retailer

- If you want to promote one of our brands in conjunction with a retailer or restaurant, you **must** include *at least two unaffiliated retailers* in the post.
- ***This is a federal requirement.***



### KEY TAKEAWAY

Please remember the rule- *at least two!* This includes retailers and restaurants.

## 1.3 / Mentioning a Brand We are Running a Promotion With

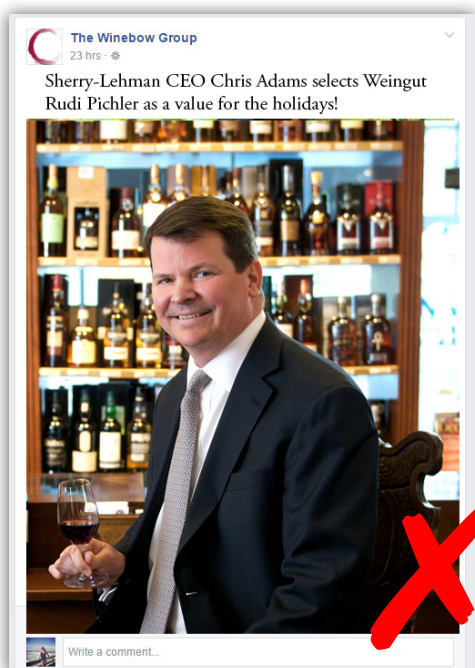
- If we are running a promotion with another brand, it is acceptable to promote on social media - we encourage you to share!
- *If the promotion partner is a restaurant or a retailer, the same rules in section 1.2 apply.*



**KEY TAKEAWAY**  
Please contact marketing if you are interested in a cross-promotion opportunity!

## 1.4 / Mentioning a Blog / Publication / News Source that has Rated or Featured Our Brands

- If a blog, publication and/or news source has rated or featured one of our brands, it is acceptable to share on social media.
- However, this is only acceptable if the source *does not hold a beverage alcohol license*. Therefore, an owner or an executive officer that represents a retail shop, restaurant, etc. may not be referenced.



**KEY TAKEAWAY**  
Use the ratings and reviews posted on social media by our PR team as a source for content.

## 1.5 / Linking to an Article About Our Brands

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- We encourage you to share a post that links to articles about our brands!

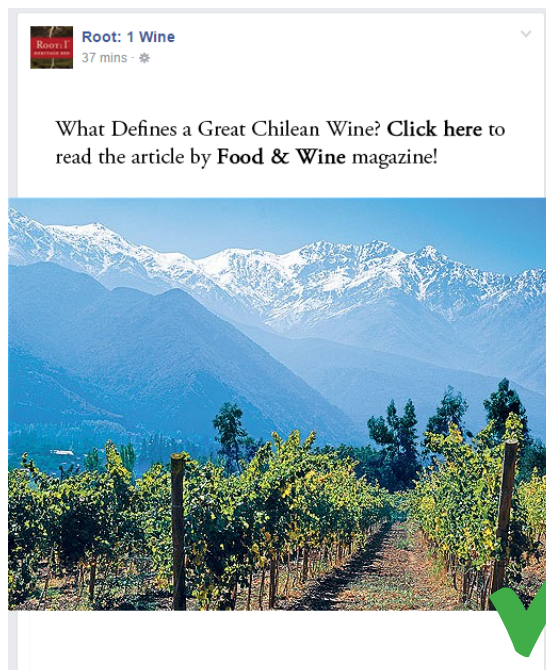


**KEY TAKEAWAY**  
Follow our company Facebook page, The Winebow Group, and share posts that reference our brands.

## 1.6 / Linking to an Article That is Unrelated to Our Brands

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- It is acceptable to share a post that links to articles that are complementary to our brands, such as region-focused content, wine industry news, etc.
- *The only exception is if it links to an article by a retailer.*

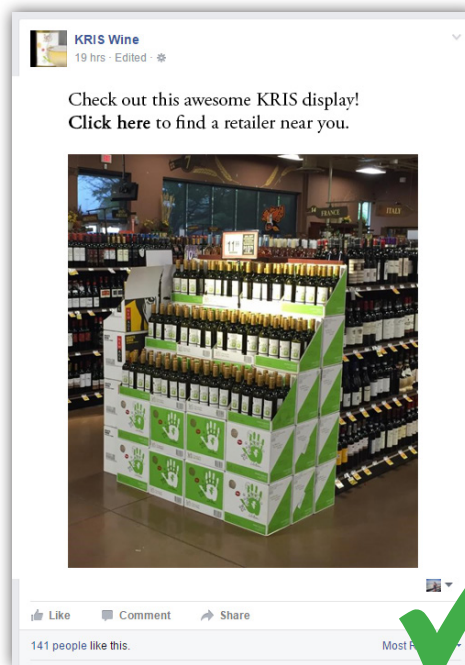
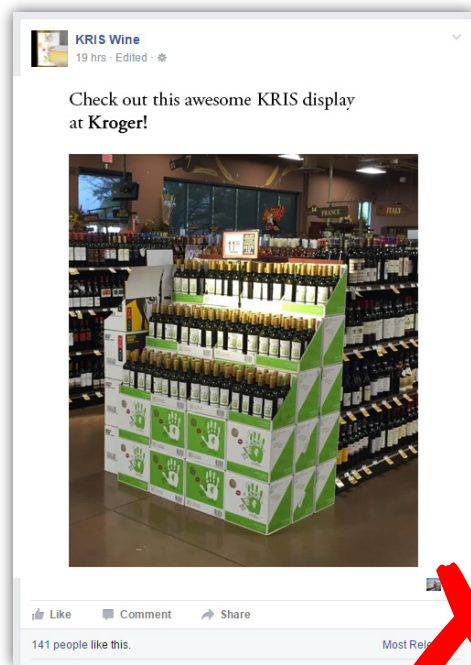


**KEY TAKEAWAY**  
Follow reputable wine publications on social media for great content ideas. Please reference page 14 for a list of sources!



## 1.7 / Posting Display Images Taken at a Retail Location

- If you want to share display images **do not** reference the retailer.
- This includes not geo-tagging the location (ex: “checking-in” on Facebook).



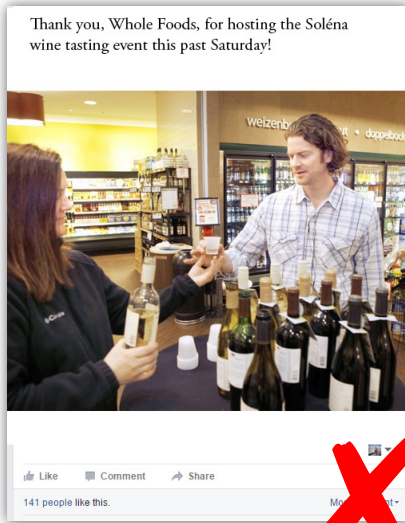
**KEY TAKEAWAY**  
Share your display pictures with the marketing team so we can feature them in the next Marketing Alert! Please send to kate.dolphin@winebow.com for inclusion.



## 2 / Wine Tastings & Company Events

### 2.1 / Mentioning a Retailer or Restaurant in Conjunction with an Event

- If you want to promote an event we're running with a retailer, it must be purely informational (*event title; date; location*) or it could be construed as an advertisement. You must also include start and end dates.
- You cannot geo-tag the event location on social media because it may be considered going beyond just being purely informational.
- You cannot post a follow up mention of the event that *includes* the retailer's name.

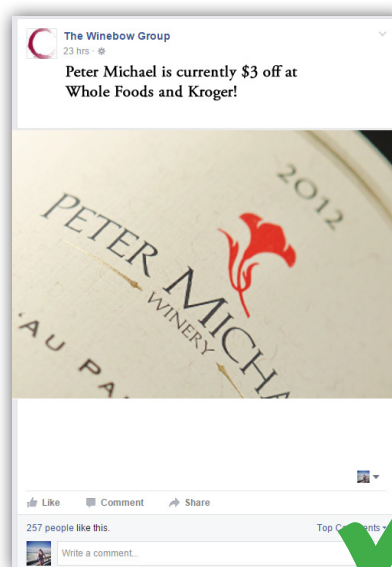


#### KEY TAKEAWAY

Work with the marketing team on creating a great social post for an upcoming event!

### 2.2 / Mentioning a Retailer or Restaurant Whom We're Running a Promotion With

- If you want to post content that mentions a retailer or restaurant whom we are running a promotion, *you must include at least two unaffiliated retailers (reference section 1.2).*



#### KEY TAKEAWAY

Please remember the rule-*at least two!* This includes retailers and restaurants.

## 2.3 / Mentioning an Upcoming Event Where Our Wines Will be Featured

- It is acceptable to post about an upcoming event as long as it is clear that there is a beginning date/time and end date/time.



### KEY TAKEAWAY

Use the event calendar on The Winebow Group website as a resource for upcoming events throughout the company.

## 2.4 / Mentioning a Retailer Who Has Featured Our Wines in Conjunction with an Event That Has Already Occurred

- You cannot post a follow-up message recognizing the retailer *after* the event has occurred.



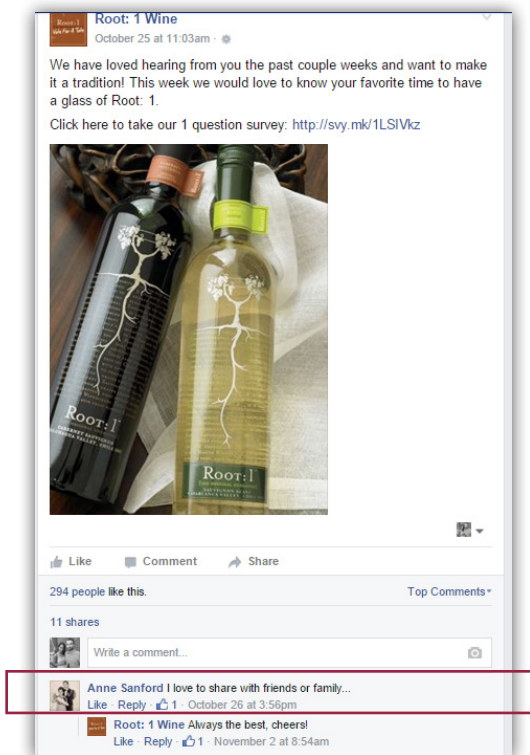
### KEY TAKEAWAY

Give recognition to the event without mentioning the retailer or restaurant. *Ex: It was great to see our suppliers at our 36th annual Vintners' Harvest!*

# 3 / Content Posted by Consumers to Our Social Media Pages

## 3.1 / Consumers posting directly to our social media pages

- Consumers and our fans can post directly to our social media pages (Twitter, Facebook, Instagram, etc.) and mention our brands.
- If they post something that mentions a retailer, it is acceptable as long as we do not share, retweet, etc. to our audiences.



### KEY TAKEAWAY

Please like and follow our brands so you can see what customers are saying! Reference pages 14-21 for a complete list of brands to start following.

# 4 / Oregon Specific Issues

- In Oregon, it is illegal for any distributor, winery, or national supplier and its employees to promote or mention an on/off premise location working with any brand's item or promoting an event via any form of social media (*including personal pages*).

# *Social Media Networks*

# Social Media Tips



## FACEBOOK

- Include our company name in the *About* section of your profile
- Become a fan of companies that you want to follow; like and share their content
- Check out the page apps and sign up for e-newsletters, promotional information, etc.
- Tag suppliers, distributors, etc. in any applicable posts to give them recognition



## TWITTER

- Follow companies, wineries, wine industry publications and key influencers
- Create or subscribe to lists to follow your favorite Twitter feeds
- Use the search feature to explore topics, people, brands, etc.
- Click on hashtags to see what people are talking about in reference to the highlighted topic



## LINKEDIN

- Import your contacts from Outlook and Gmail to your account
- Connect with your business colleagues and coworkers; like and share their updates
- Follow companies you are interested in to receive their updates in your news feed
- Join groups hosted by professional organizations and industry publications



## INSTAGRAM

- Follow your suppliers, wine industry publications and key influencers
- Share event and winery photos
- Use relevant hashtags in the photo captions



## YOUTUBE

- Bookmark The Winebow Group's YouTube page to search for supplier and company videos
- Promote by including YouTube links in social media posts, client emails, and sales decks

## KEY TAKEAWAYS

- Upload a professional and recognizable photo on your social profiles
- Create profiles for business use if you want to keep them separate from your personal profiles
- You can leverage these networks by monitoring/listening if you don't want to actively participate in posting
- Finding the best people to follow is to find someone you hold in high regard and check out who they're following
- **Remember to follow and like all of our company pages!**

## FOLLOW RECOMMENDATIONS

- [Social Vignerons - Top 20 Wine Influencers](#)
- [Wine Folly - The Coolest Wine People to Follow on Twitter](#)
- [The Wine Wankers - The 100 Most Influential Wine Peeps on Social Media](#)

## The Winebow Group Social Networks

The following accounts are managed by our PR and marketing teams. We create content, respond to fans/followers, track metrics and trends, and share relevant industry news while actively monitoring each account on a daily basis.

	Facebook	Twitter	Instagram	YouTube
<b>The Winebow Group - Managed by PR Team</b>	<a href="#">The Winebow Group</a>	<a href="#">@TheWinebowGroup</a>		<a href="#">The Winebow Group</a>
<b>National Import Brands - Managed by Digital Team</b>				
FAT bastard	<a href="#">FAT bastard Wine</a>	<a href="#">@FATbastardWine</a>	<a href="#">@FATbastard_wine</a>	
KRIS	<a href="#">KRIS Wine</a>	<a href="#">@kriswines</a>	<a href="#">@kriswine</a>	<a href="#">KRIS Wines</a>
Root:1	<a href="#">Root:1 Wine</a>	<a href="#">@RootWine</a>	<a href="#">@root1wine</a>	
Zardetto	<a href="#">Zardetto Winery</a>	<a href="#">@ZardettoWinery</a>		

## Wine & Spirits Media

	Facebook	Twitter	Instagram	Pinterest
Decanter	<a href="https://www.facebook.com/decanter/">https://www.facebook.com/decanter/</a>	<a href="https://twitter.com/decanter">https://twitter.com/decanter</a>		
Imbibe	<a href="https://www.facebook.com/imbibe">https://www.facebook.com/imbibe</a>	<a href="https://twitter.com/imbibe">https://twitter.com/imbibe</a>	<a href="https://www.instagram.com/imbibe/">https://www.instagram.com/imbibe/</a>	<a href="https://www.pinterest.com/imbibe/">https://www.pinterest.com/imbibe/</a>
Saveur	<a href="https://www.facebook.com/saveurmaga-zine?cmpid=fbheader">https://www.facebook.com/saveurmaga-zine?cmpid=fbheader</a>	<a href="https://twitter.com/saveurmag?cmpid=t-wheader">https://twitter.com/saveurmag?cmpid=t-wheader</a>	<a href="https://www.instagram.com/saveurmag/?cm-pid=igheader">https://www.instagram.com/saveurmag/?cm-pid=igheader</a>	<a href="https://www.pinterest.com/saveur/?cm-pid=pinheader">https://www.pinterest.com/saveur/?cm-pid=pinheader</a>
Shanken News Daily	<a href="https://www.facebook.com/Shanken-News-Daily-187376324643407/">https://www.facebook.com/Shanken-News-Daily-187376324643407/</a>	<a href="https://twitter.com/ShankenNews">https://twitter.com/ShankenNews</a>		
Vinous	<a href="https://www.facebook.com/vinousmedia?rdr=p">https://www.facebook.com/vinousmedia?rdr=p</a>	<a href="https://twitter.com/vinousmedia">https://twitter.com/vinousmedia</a>		
Wine Advocate	<a href="https://www.facebook.com/WineAdvocate">https://www.facebook.com/WineAdvocate</a>	<a href="https://twitter.com/Wine_Advocate">https://twitter.com/Wine_Advocate</a>		
Wine & Spirits	<a href="https://www.facebook.com/WineSpiritsMag">https://www.facebook.com/WineSpiritsMag</a>	<a href="https://twitter.com/wineandspirits">https://twitter.com/wineandspirits</a>	<a href="https://www.instagram.com/wineandspirits/">https://www.instagram.com/wineandspirits/</a>	
Wine Enthusiast	<a href="https://www.facebook.com/WineEnthusiast">https://www.facebook.com/WineEnthusiast</a>	<a href="https://twitter.com/wineenthusiast">https://twitter.com/wineenthusiast</a>	<a href="https://www.instagram.com/wineenthusiast/">https://www.instagram.com/wineenthusiast/</a>	<a href="https://www.pinterest.com/wineenthusiast/">https://www.pinterest.com/wineenthusiast/</a>
Wine Spectator	<a href="https://www.facebook.com/WineSpectator">https://www.facebook.com/WineSpectator</a>	<a href="https://twitter.com/WineSpectator">https://twitter.com/WineSpectator</a>	<a href="https://www.instagram.com/wine_spectator/">https://www.instagram.com/wine_spectator/</a>	



*National Imports  
Social Media*

Suppliers	Facebook	Twitter	Instagram	Youtube	Pinterest
2Up	<a href="https://www.facebook.com/KangarillaRoadWinery">https://www.facebook.com/KangarillaRoadWinery</a>	<a href="https://twitter.com/kangarilla">https://twitter.com/kangarilla</a>			
Allan Scott	<a href="https://www.facebook.com/drinkallanscottwines">https://www.facebook.com/drinkallanscottwines</a>	<a href="https://twitter.com/allanscottwines">https://twitter.com/allanscottwines</a>			
Anwilka Vineyards	<a href="https://www.facebook.com/KleinConstantia">https://www.facebook.com/KleinConstantia</a>	<a href="https://twitter.com/KleinConstantia">https://twitter.com/KleinConstantia</a>			
Bache-Gabrielsen Cognac	<a href="https://www.facebook.com/BACHE-GABRIESEN-COGNAC-306232970801/">https://www.facebook.com/BACHE-GABRIESEN-COGNAC-306232970801/</a>				
Blackwoods	<a href="https://www.facebook.com/blackwoodsgin">https://www.facebook.com/blackwoodsgin</a>	<a href="https://twitter.com/@BlackwoodsGin">https://twitter.com/@BlackwoodsGin</a>	<a href="https://instagram.com/Blackwoodsgin/">https://instagram.com/Blackwoodsgin/</a>		
Bodega O Fournier	<a href="https://www.facebook.com/bodegao-fournier/?fref=ts">https://www.facebook.com/bodegao-fournier/?fref=ts</a>	<a href="https://twitter.com/BodegaOFournier">https://twitter.com/BodegaOFournier</a>			
Boomsma	<a href="https://www.facebook.com/Boomsma-DistilleerderijWijnko-perij-379893662058910/">https://www.facebook.com/Boomsma-DistilleerderijWijnko-perij-379893662058910/</a>				
Boyd & Blair	<a href="https://www.facebook.com/Boyd-and-Blair-Potato-Vodka-68109033785/">https://www.facebook.com/Boyd-and-Blair-Potato-Vodka-68109033785/</a>	<a href="https://twitter.com/BoydandBlair">https://twitter.com/BoydandBlair</a>	<a href="https://instagram.com/boydandblair/">https://instagram.com/boydandblair/</a>		
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Château Beau-Site	<a href="https://www.facebook.com/chateau.de.beau.site/?fref=ts">https://www.facebook.com/chateau.de.beau.site/?fref=ts</a>				
Château De Saint Cosme	<a href="https://www.facebook.com/jardins.de-valmer?ref=hl">https://www.facebook.com/jardins.de-valmer?ref=hl</a>				
Château de Fontenille	<a href="https://www.facebook.com/Ch%C3%A2teau-de-Fontenille-104316256265304/?fref=ts">https://www.facebook.com/Ch%C3%A2teau-de-Fontenille-104316256265304/?fref=ts</a>	<a href="https://twitter.com/fontenille_wine">https://twitter.com/fontenille_wine</a>			
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Château Laplagnotte Bellevue	<a href="https://www.facebook.com/Ch%C3%A2teau-Laplagnotte-Bellevue-427954703909044/?fref=ts">https://www.facebook.com/Ch%C3%A2teau-Laplagnotte-Bellevue-427954703909044/?fref=ts</a>				
Chateau Patache d'Aux	<a href="https://www.facebook.com/Domaines-Lapalu-Crus-Bourgeois-M%C3%A9doc-et-Haut-M%C3%A9doc-358194560933214/">https://www.facebook.com/Domaines-Lapalu-Crus-Bourgeois-M%C3%A9doc-et-Haut-M%C3%A9doc-358194560933214/</a>			<a href="https://www.youtube.com/channel/UC-NFraZJGPv1SKXOzQ-j0woQ?feature=watch">https://www.youtube.com/channel/UC-NFraZJGPv1SKXOzQ-j0woQ?feature=watch</a>	
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Suppliers	Facebook	Twitter	Instagram	Youtube	Pinterest
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Highland Queen	<a href="https://www.facebook.com/Highland-QueenWhisky">https://www.facebook.com/Highland-QueenWhisky</a>	<a href="https://twitter.com/HQScotchWhisky">https://twitter.com/HQScotchWhisky</a>			
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Lawson's Dry Hills Wine	<a href="https://www.facebook.com/lawsonsdryhills?fref=ts">https://www.facebook.com/lawsonsdryhills?fref=ts</a>				
Manabito (Hinomaru Jozo)	<a href="https://www.facebook.com/hinomarusake/">https://www.facebook.com/hinomarusake/</a>				
Marsuret	<a href="https://www.facebook.com/marsuret">https://www.facebook.com/marsuret</a>	<a href="https://twitter.com/marsuret">https://twitter.com/marsuret</a>	<a href="https://instagram.com/marsuret_prosecco/">https://instagram.com/marsuret_prosecco/</a>		
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Nardini	<a href="https://www.facebook.com/Grappa.Nardini">https://www.facebook.com/Grappa.Nardini</a>	<a href="https://twitter.com/grappanardini">https://twitter.com/grappanardini</a>	<a href="https://instagram.com/grappanardini/">https://instagram.com/grappanardini/</a>		
Neudorf	<a href="https://www.facebook.com/neudorf.vineyards?fref=ts">https://www.facebook.com/neudorf.vineyards?fref=ts</a>				
Osocalis	<a href="https://www.facebook.com/osocalis?fref=ts">https://www.facebook.com/osocalis?fref=ts</a>	<a href="https://twitter.com/Osocalis">https://twitter.com/Osocalis</a>			
Pikes Wines	<a href="https://www.facebook.com/Pikes-Wines-139414832789961/">https://www.facebook.com/Pikes-Wines-139414832789961/</a>	<a href="https://twitter.com/PikesCV">https://twitter.com/PikesCV</a>			
Poli Grappa	<a href="https://www.facebook.com/poligrappa">https://www.facebook.com/poligrappa</a>	<a href="https://twitter.com/Poli_Express">https://twitter.com/Poli_Express</a>	<a href="https://instagram.com/poli_grappa/">https://instagram.com/poli_grappa/</a>	<a href="https://www.youtube.com/user/PoliDistillerie">https://www.youtube.com/user/PoliDistillerie</a>	<a href="https://www.pinterest.com/poligrappa/">https://www.pinterest.com/poligrappa/</a>
Rough Rider	<a href="https://www.facebook.com/LiVVodka?ref=hl">https://www.facebook.com/LiVVodka?ref=hl</a>	<a href="https://twitter.com/LiVGUY">https://twitter.com/LiVGUY</a>	<a href="https://instagram.com/lispirits/">https://instagram.com/lispirits/</a>	<a href="https://www.youtube.com/user/LiVVodka?feature=watch">https://www.youtube.com/user/LiVVodka?feature=watch</a>	<a href="https://www.pinterest.com/lispirits">https://www.pinterest.com/lispirits</a>
Sektkellerei Szigeti	<a href="https://www.facebook.com/sektkellerei.szigeti/">https://www.facebook.com/sektkellerei.szigeti/</a>				
Shaw + Smith	<a href="https://www.facebook.com/shawand-smith">https://www.facebook.com/shawand-smith</a>	<a href="https://twitter.com/shawandsmith">https://twitter.com/shawandsmith</a>	<a href="http://iconosquare.com/shawand-smith">http://iconosquare.com/shawand-smith</a>	<a href="https://www.youtube.com/user/debortoliwines">https://www.youtube.com/user/debortoliwines</a>	<a href="https://www.pinterest.com/shawand-smith/">https://www.pinterest.com/shawand-smith/</a>
St. Kilda	<a href="https://www.facebook.com/DeBortoliWines">https://www.facebook.com/DeBortoliWines</a>	<a href="https://twitter.com/debortoliwines">https://twitter.com/debortoliwines</a>			

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# *Digital Coupons*

These are the current legal rules for every state regarding coupons, both digital and print.

Controlled States	Instant Rebate (IRC)	Mail-in Rebate (MIR)
Alabama	Prohibited	Prohibited
Alaska	Wholesale POS promotions allowed	Wholesale POS promotions allowed
Arizona	Permitted	Permitted
Arkansas	Prohibited	Permitted
California	Permitted; prohibited to give anything free (whether rebate is on alcohol beverage or another item purchased in conjunction with); must show direct case rebate to consumer and which can be verified	Permitted; prohibited to give anything free (whether rebate is on alcohol beverage or another item purchased in conjunction with); must show direct case rebate to consumer and which can be verified
Colorado	Permitted - Supplier may furnish by general print or electronic media directed to consumers by package inserts or by supplier representative or agent	Permitted - Suppliers may directly provide consumer rebate certificates through point-of-sale advertising.
Connecticut	Prohibited	Permitted - Prior Approval Required
Delaware	Permitted - Prior Approval Required	Permitted - Prior Approval Required
District of Columbia	Permitted - if IRC is over \$50 requires Board Approval	Permitted - if MIR is over \$50 requires Board Approval
Florida	Permitted - May require proof of purchase; must be offered to all retailers in defined market area	Permitted - May require proof of purchase; must be offered to all retailers in defined market area
Georgia	Prohibited	Permitted
Hawaii	Prohibited	Permitted - Only by manufacturer or wholesaler
Idaho	Prohibited	Permitted
Illinois	Permitted - the words "free" or "complimentary" should not appear on coupons	Permitted - the words "free" or "complimentary" should not appear on coupons
Indiana	Prohibited	Prohibited
Iowa	Permitted	Permitted
Kansas	Prohibited	Permitted
Kentucky	Permitted	Permitted

License States	Instant Rebate (IRC)	Mail-in Rebate (MIR)
Louisiana	Prohibited	Permitted - Prior Approval Required
Maine	Permitted	Permitted - Prior Approval Required
Maryland	Prohibited	Permitted
Massachusetts	Prohibited	Permitted
Michigan	Permitted - IRCs by cash only; redeemable by vendor's or manufacturer's 3rd party agent; coupon must show expiration date and maximum cash refund value and indicate that its value cannot be doubled or increased by the special designated distributor licensee	Permitted - Prior Approval Required - must be redeemed by the manufacturer, bear an expiration date and maximum case refund value per person or household; proof of purchase must be supplied by the consumer; no retail licensee's name may appear on the coupon; retail licensee may not receive compensation for displaying coupons or advertising materials.
Minnesota	Prohibited	Permitted - Prior Approval Required
Mississippi	Prohibited - No coupons, rebated or other inducements requiring proof of purchase	Prohibited - No coupons, rebated or other inducements requiring proof of purchase
Missouri	Prohibited	Permitted - Prior Approval Required
Montana	Permitted - Prior Approval Required - may furnish consumer coupons which are redeemable at the retail establishment, if they may be redeemed by ALL retailers in the market where the coupon is offered	Permitted - Prior Approval Required - may furnish consumer coupons which are redeemable at the retail establishment, if they may be redeemed by ALL retailers in the market where the coupon is offered
Nebraska	Prohibited	Permitted - Prior Approval Required
Nevada	Permitted - Prior Approval Required	Permitted - Prior Approval Required
New Hampshire	Not allowed at State Stores	Permitted - industry members may offer directly to consumers; coupons/offers redeemed by vendor or vendor agent. No redemption by State stores
New Jersey	Prohibited	Permitted - Prior Approval Required
New Mexico	Prohibited	Prohibited
New York	Prohibited	Permitted - Prior Approval Required
North Carolina	Prohibited	Permitted
North Dakota	Prohibited	Permitted
Ohio	Prohibited	Permitted
Oklahoma	Prohibited	Permitted
Oregon	Prohibited - Manufacturers may offer IRCs for products sold to consumers under the manufacturer's retail privileges at the manufacturer's licensed premises	Permitted - Offered to all stores carrying products; no quantity discounts; MIR must be redeemable by mail only and bear expiration date; and supplier must require proof of purchase

License States	Instant Rebate (IRC)	Mail-in-Rebate (MIR)
Pennsylvania	Permitted - coupons offered by manufacturers or agents may be redeemed instantly at State stores _ Requires pre-approval from the PLCB	Permitted - Prior Approval Required
Rhode Island	Prohibited	Permitted
South Carolina	Permitted	Permitted
South Dakota	Prohibited	Permitted
Tennessee	Prohibited	Permitted
Texas	Prohibited	Prohibited
Utah	Prohibited	Prohibited
Vermont	Prohibited	Permitted - Prior Approval Required
Virginia	Prohibited	Permitted
Washington	Prohibited - Supplier may not offer premium redeemable coupons through licensed retailer or State stores.	Permitted - Purchased may or may not be required; Supplier may not offer premium redeemable through licensed retailer or State stores.
West Virginia	Permitted	Permitted
Wisconsin	Permitted - If not in the form of cash, check or equivalent in ready money or merchandise	Permitted - Prior Approval Required
Wyoming	Permitted - Prior Approval Required	Permitted - Prior Approval Required