

Oregon Wine Month 2025 Social Media Guidebook

Welcome to the Oregon Wine Month Social Media Guidebook! This guide is designed to help you make the most of Oregon Wine Month by effectively promoting your winery and engaging with your audience on social media. Whether you're hosting events, launching special offers, or simply sharing your love of Oregon wine, this guide provides the tools and strategies you need to amplify your efforts.

Theme: Celebrate Oregon Wine Month

Campaign Tagline: Choose Adventure. Choose Oregon Wine.

Social Media Tagline: What's your Oregon Wine Month Adventure?

Key Campaign Goals:

- Increase visitation to Oregon Wineries.
- Increase purchasing of Oregon wines across all channels.
- Encourage wine enthusiasts to celebrate and share their love of Oregon wine.

Social Media Best Practices

Posting Tips:

- Post consistently throughout May to maintain visibility. Aim for 3-4 posts per week.
- Schedule posts during peak engagement times: 9 AM - 12 PM or 5 PM - 7 PM.
- Use visually appealing content and high-resolution images.

Engagement Strategies:

- Respond promptly to comments and messages.
- Use interactive features like polls, quizzes, and Q&A sessions to engage followers.
- Encourage followers to share their own #OregonWineAdventure moments.

What's your Oregon Wine Adventure – 2025 OWM Campaign

- Share the photos, videos or reels of customers or employees enjoying their Oregon Wine Adventure. Showoff fun, interesting and unique to your brand ways of enjoying wine in Oregon (e.g. a vineyard picnic, a fun wine pairing, a flight on your patio, etc.)
- Encourage users to say, "This is my Oregon wine adventure" and "What's your Oregon wine adventure?" in their videos to spark further participation.
- Ask followers, visitors, and wine club members to create content showcasing their unique adventures with Oregon wine. Ask "What is your Oregon wine adventure?" at the end of your posts. Considering tagging other wineries, businesses or individuals and prompting them to share their Oregon wine adventure.
- Ask visitors, wine club members, and followers to create content showcasing their unique adventures with Oregon wine.
- Use hashtag #OregonWineAdventure.

Content Ideas for Oregon Wine Month

Celebrate Oregon Wine:

- Feature ways for your customers to celebrate Oregon Wine Month with you.
- Share consumer stories, photos and reels celebrating Oregon Wine Month.
- Post behind-the-scenes photos of winemaking, vineyard tours, or staff spotlights.
- Share your unique Oregon Wine story: What makes your wines special?

Consumer Engagement:

- Host wine trivia or Oregon wine polls in your Instagram Stories.
- Encourage customers to enter to win the OWB's "Food & Wine Getaway".

Event Promotion:

- Share posts about upcoming events, such as tastings, wine dinners, or special releases.
- Go live for a virtual tour of your winery or a winemaker Q&A session.

Highlight Food & Wine Pairings

- Post recipes and pairing suggestions featuring your wines.
- Use the tagline "What grows together goes together" to emphasize local ingredients.

Engage Staff:

- Feature your team in posts and encourage them to share campaign-related content.
- Create an internal challenge to see who can generate the most engagement for Oregon Wine Month posts.

Key Talking Points

Facts About Oregon Wine:

- Oregon Wine Month takes place annually throughout the entire month of May.
- Oregon is home to 23 AVAs spread across 6 regions.
- As of 2023, there are 1,512 vineyards throughout Oregon.
- Oregon is home to 1,143 wineries.
- 6 million cases of Oregon wine are sold each year around the world.
- There are more than 100 varieties of grapes grown in Oregon.
- Between 35% and 40% of planted acreage is certified sustainable or organic.
- Oregon wine accounts for 1.4% of the total U.S. wine market. While a small share of the overall market, Oregon wines often command higher average retail prices compared to other regions and consistently rank high on world-renowned "Best of" lists, including securing the #1 spot on Wine Enthusiast's "The Enthusiast 100" list.

Food and Wine Pairing:

- "What grows together goes together." Pair Oregon wines with the freshest seasonal ingredients from nearby farms, rivers, and the coast.

Travel and Experiences:

- Highlight the [Wine Flies Free program](#), a partnership with Alaska Airlines and Travel Oregon, which allows any Alaska Airlines Mileage Plan member to check a case of wine (6 or 12 bottles) for free at any Oregon airport.
- Encourage visitation by showcasing other activities and attractions in your region, such as local hikes, artisan markets, or coastal adventures.
- Encourage ordering of the free Oregon Wine Touring Guide: <https://www.oregonwine.org/visit-wine-country/official-touring-guide/>

Visual Assets and Templates

Branded Graphics:

- Download the official Oregon Wine Month logos, banners, and templates for Instagram, and Facebook from the OWM Toolkit.
- [Digital/social](#)
- [Logos and Brand Assets](#)

Photography Tips:

- Use natural lighting for vineyard and bottle shots.
 - Incorporate the theme of adventure with outdoor settings or celebratory scenes.
 - Feature customers enjoying your experiences and offerings.
 - Highlight the “Choose Adventure. Choose Oregon Wine” tagline in your visuals.
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Hashtag and Tagging Strategy

Official Hashtags:

- #OregonWineMonth
- #OregonWineAdventure
- #ChooseOregonWine

Tagging Tips:

- Always tag @OregonWineBoard in your posts to increase visibility.
 - Encourage your followers to tag your winery and use campaign hashtags when sharing their Oregon Wine Month experiences.
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