Wine Pairs Tourism with Communication

HOW TO ELEVATE YOUR SOCIAL MEDIA STRATEGY

with Jana Kreilein, DipWSET
INTRODUCTION

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TODAY'S THEMES

- How to Engage your Audience
- How to Create Relevant and Impactful Content
- Social Media Best Practices
HOW TO ENGAGE YOUR AUDIENCE

1. What is engagement & how is it measured?
2. Know your audience
3. Create and share valuable content
4. Get creative | Watch & learn
5. Keep the conversation flowing
WHAT IS ENGAGEMENT & HOW IS IT MEASURED?

Social media engagement is measured by a range of metrics that could include the following:

- Shares or retweets
- Comments
- Likes
- Follower and audience growth
- Click-throughs
- Mentions (either tagged or untagged)
- Using branded hashtags
Knowing your audience will help you determine:

- What social media platforms to be on
- When to publish
- Type of content (audio, video, text, etc.)
- Brand voice

- Who is following you?
- Where are they located?
- Why do you want to reach them?
- What do you want to say?
CREATE AND SHARE VALUABLE CONTENT

Once you know who is following you and why you want to reach them you’ll need to be thoughtful about what you want to tell them, and how. Image, text, video, audio, a combination?

Content that is helpful to the audience and addresses their needs is critical. Think “conversation” not “broadcast.”

Keep in mind what kind of content is best for each platform and that you often have a fraction of a second to tell them: artful/aspirational images for Instagram, longer text posts or videos for Facebook & LinkedIn, short and concise on Twitter, and so on.
The best way to figure out what content is working is to watch and learn. Be a content scientist. Experiment, observe the reaction, tweak and repeat.

- Create contest campaigns
- Collaborate to broaden your audience
- Use the poll tool to ask questions
- Encourage your audience to ask you questions (try an “AMA” session)
- Test their knowledge with themed trivia
- Encourage user-generated content with contests
- Change it up with reels, carousels, and animated gifs
- Spotlight your customers
Online, you need that give and take, too. Brands should practice both reactive engagement and proactive engagement.

REACTIVE: Answering direct messages, incoming mentions or comments.

PROACTIVE: Sparking conversation with people who may be talking about you, but haven’t necessarily sent messages to you directly. Hashtags are a great way to find relevant

Not sure what to chat about on any given day? Join a conversation that’s already happening. Comment on current events and trends in a way that ties in your brand is an opportunity to instantly connect with an audience in a timely way.
HOW TO CREATE RELEVANT AND IMPACTFUL CONTENT

1. Use an identifiable tone
2. Tell a compelling story
3. Brainstorm & plan
4. Quality matters
5. Evoke emotion & be human
6. Understand the algorithms
If your persona and audience research has been carried out properly then you'll have a clear picture of how your customers act, what they read and how they behave.

Use an identifiable tone of voice to avoid creating vague, passive content. Try the 'six question approach' to help find your tone:

1. If your brand were a radio station, which one would you be?
2. Which TV station represents your brand?
4. If your brand were a newspaper or magazine, which one would it be?
5. Is there a famous person that sums up your brand?
6. If your brand was a person, where would it choose to meet us
TELL A COMPPELLING STORY

Stories work better than spreadsheets when it comes to building trust and connection. Selling is about more than price, quality or value propositions and you can't sell without trust.

Story-telling can help you reach people and win them over.

When you wrap your message in a story packed with emotions, you transport people to where you want them to be and make marketing feel less like *marketing*. And most importantly, you provoke emotional responses.
Brainstorm and gather ideas from a group of different people so your ideas are varied.

Have your finger firmly on the pulse of current affairs and what’s going on in the world. This will help you generate relevant content ideas that spark conversation and boost post performance.

Tip: Create a spreadsheet with two tabs - have your brainstorm topics and ideas on one and keep a list of anything topical or in the news. Having these all in one place makes it simple to plan and create.
CREATE RELEVANT AND IMPACTFUL CONTENT

QUALITY MATTERS

- Invest in proper equipment, like a microphone, lights, camera lens or current iPhone, etc.
- Invest in editing tools like Splice, Lightroom, etc. for enhanced quality and added features like captions, royalty-free music, etc.
- Record in 4K when possible
- Consider lighting, especially in outdoor settings.
- There's a time for a set and a time for more spontaneous selfie-style content
EVOKE EMOTION & BE HUMAN

Humans act on feeling and emotion.

- Be relatable and authentic.
- Show your face or feature your team as often as possible.
- Avoid using filters that change your appearance.
- Be entertaining
- Show your work with behind the scenes content for increased transparency.
- Speak to the camera at least once a week.
Understand the algorithms

Instagram's algorithms have one goal: to make you stay on the app longer by delivering content you'll find relevant and interesting.

Staying on top of the latest algorithm updates is a huge advantage. You can tailor your strategy to "hack" what the algorithm is prioritizing — in order to reach more users and build a more engaged community.

Improve your ranking by driving interactions & build momentum with your existing community. You’ll soon find your content is being surfaced to new audiences.

Create relevant and impactful content
TIPS TO HACK THE INSTAGRAM ALGORITHM IN 2022

1. Consistently Share Instagram Reels
   Reels are still being heavily promoted by Instagram & get 2x as much real-estate in the Explore page – making them a major tactic for discovery and growth.

2. Encourage More Interactions with Instagram Stories Stickers
   The more engagement your posts get, the higher they’ll be boosted. Top picks: poll, emoji slider, and question stickers. Add one to your first story for an added boost!

3. Drive Conversations with Engaging Captions and Comments
   Instagram has confirmed comments and likes are important when it comes to feed ranking. Ask followers to share thoughts, double-tap if they agree, tag a friend in the comments, or click the link in your bio.
4. **Add Hashtags and Keywords to Your Posts**
Reach relevant people and increase 'views' with a good hashtag & keyword strategy. Use hashtag suggestion tools and all 30 hashtags.

5. **Cross-promote Your Instagram Content within the App**
As Instagram has grown, so too has the number of channels that you can share content: feed, stories, guides, and reels. A quick & easy way to boost your algorithm ranking is by cross-promoting your Instagram content app-wide.

6. **Collaborate with Relevant Accounts**
Collab feed posts (co-shared authorship) are a great way to reach new audiences.
SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Build a presence on the right platforms
3. Audit your performance
4. Develop brand guidelines
5. Schedule, adjust, cross-share
6. Ask your audience for feedback
7. Respond and engage daily
RESEARCH YOUR AUDIENCE

- Who are your customers?
- Where do they hang out online?
- Where do they work?
- What do they care about?
- Do they already know you?
- What do they think of you? Is it what you want them to think?
- What content do they need to see to believe that your products or services are worth their money?
You don’t need to be on every platform to succeed. Before opening a new account, ask yourself:

- Do I have the bandwidth to create relevant content for a new platform?
- Does the purpose of this platform fit my brand?
- Does my audience spend time here?

Focusing on creating thoughtful content for fewer platforms will always serve you better than posting generic content across every platform.
AUDIT YOUR PERFORMANCE

Learn why your content performed well (or didn’t), and make agile adjustments to build repeatable processes for successful campaigns.

- Run a monthly social media audit
- Experiment with posting content on different days and times.
- Survey your audience to ask them what they want.
- Use in-app analytics or external tools like Hootsuite or Later to find your top-performing content.
Develop Brand Guidelines

Ensure your branding remains consistent and recognizable to your audience in everything from visuals, to caption style and overall 'vibes'.

Brand guidelines cover things like:

- Look & Feel
- Tone
- Fonts
- Brand Colors
SOCIAL MEDIA BEST PRACTICES

SCHEDULE, ADJUST, CROSS-SHARE

Use planning tools like Hootesuite or Later to schedule your content in advance. This will give you more space to put together logical campaigns and seek collaboration and feedback from your team.

Repurpose content, but don't forget to adjust caption, image & video sizes depending on their intended publishing platform first. This will prevent quality reduction and post complications when cross-sharing across social networks.
Make a point to **directly engage your audience**. Ask for their opinions and ideas, or fun questions to get to know them better. Run Twitter or Instagram polls & ask people to leave a comment with their response. By allowing your audience the space to tell you what they want, you can—unsurprisingly—deliver what they want.
RESPOND AND ENGAGE DAILY

Dedicate 15 minutes a day to engagement across platforms.

- Like & comment on relevant content from your community, and promote content from others if it suits your brand ideals.
- Reply to comments on your content & initiate conversations with a broader audience through tagging.
- Keep up with your DMs.

Tip: use a unified inbox tool like Hootesuite or Later for efficiency across platforms.