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# WELCOME!

## SUSTAINABILITY IN SOCIAL MEDIA

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## ABOUT MEGHAN

Operates 2  
sustainable  
business &  
oversees 2  
sustainable  
wineries



Vintner  
M Vino  
Rosé



Veritas  
Consultants =  
Social Media  
Management  
for Napa Valley

# HOW TO DISCUSS SUSTAINABILITY & NAPA GREEN ON SOCIAL MEDIA

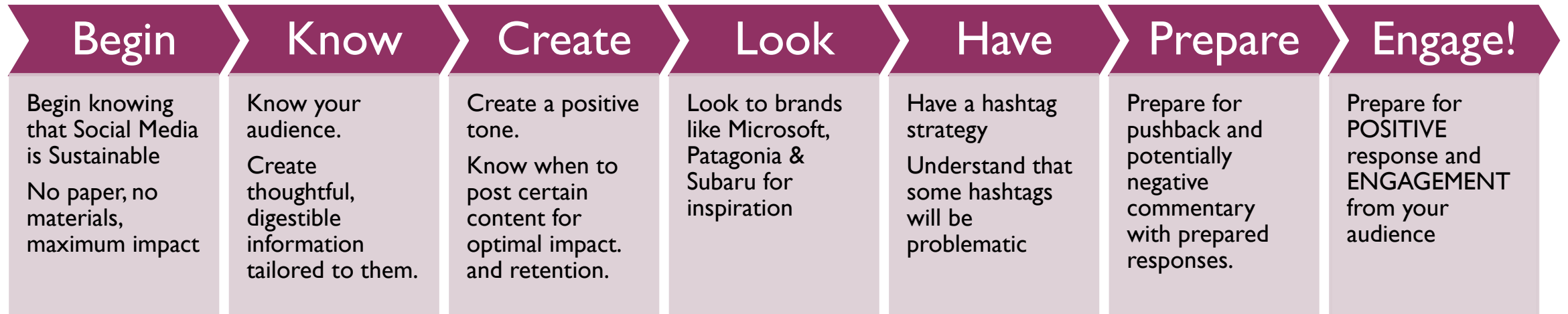


- **Strong Strategy**
- **Clarity of messaging**
- **Approachable content**
- **Use of hashtags and cross promotion**
- **Imagery and influencers**
- **Why Napa Green & how it helps**

## LET'S LOOK AT WHY

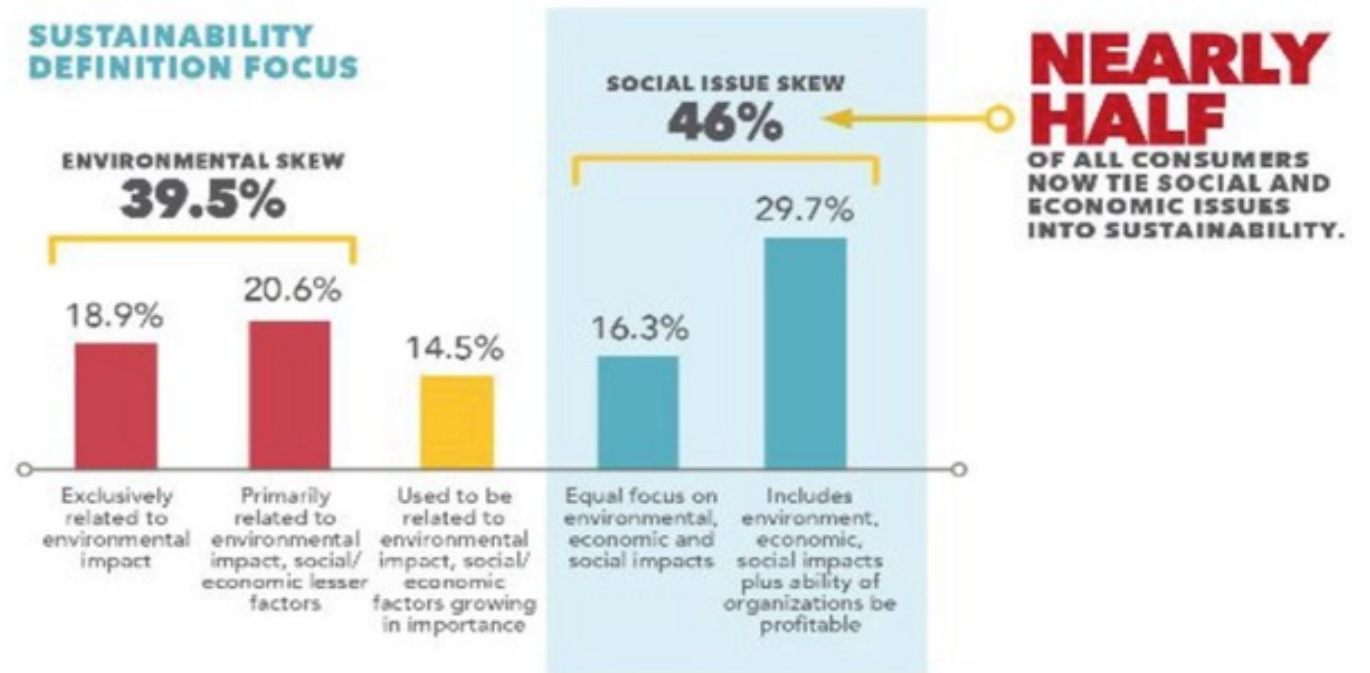
- The appetite for sustainability is there.
- 80% of consumers said sustainability is an important factor when deciding what food and beverage to purchase from grocery stores or order from restaurants.
- Social Responsibility is top of mind for consumers.
- Nearly half of consumers defined sustainability as encompassing social and economic issues
- **There is no better place to relay your brand message than social media**

# STRATEGY



# USE SOCIAL MEDIA TO CONNECT & ENGAGE

- Tell a meaningful brand story
- Cross promote with Napa Green & Napa Green wineries
- Tag & Engage to up content visibility and impact.
- Connect to a new audience with hashtag strategy



# PLATFORMS



- For issues surrounding sustainability Instagram continues to be the most used platform.
- Twitter comes in second
- Facebook and LinkedIn third & fourth
- Start where you are and grow from there.

# CLARITY OF MESSAGING & APPROACHABLE CONTENT

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Who, what, when, where & WHY

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Tell most of your story with great images on Instagram and Facebook.

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Know your platform

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Tell in small but powerful pieces

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Give great knowledge on the topic

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Link further resources in Link Tree

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USE STORIES & REELS TO SUPPORT





Use relevant and trending hashtags



Connect with organizations & influencers aligned with your cause



Tag them in your photos



Like and COMMENT on accounts aligned with your cause



This will boost sharing and commenting on your posts which is the number one way to get the algorithms to boost your content.



Timing matters! Example - Morning and early in the week are more powerful times to post sustainability objectives.

USE OF HASHTAGS, INFLUENCER & APPROPRIATE TIMING

MAXIMISE THE IMPACT

# IN SUMMARY

- Dive in, get started
- Create engaging content in bite sized pieces
- Pay for good photography
- Pay attention to what's happening in the world
- But do NOT be deterred
- Use good graphics
- Plan and organize your content
- Promote posts but be aware some issues of based in sustainability are considered political and may not be promotable.

# CLOSING

- Social Media is SOCIAL
- Speak WITH your audience not at them
- Engagement and cross promotion are key
- Be mindful, be relevant, be aware of the sensitivity to certain topics
- Find the people you want to engage with. Follow them, like & comment on their posts and stories.

**PEOPLE WILL FORGET  
WHAT YOU SAID,  
PEOPLE WILL FORGET  
WHAT YOU DID,  
BUT PEOPLE WILL  
NEVER FORGET HOW  
YOU MADE THEM FEEL**

**MAYA ANGELOU**

THANK YOU!



CONNECT WITH US!



@MVINO I



@NAPAGREEN