Sharing Your Sustainability Story on Social Media
The M Dream Team!

- Meghan Vergara & Megan Scott
- Our background’s & why we love working together
- Why we are passionate about sustainability
Why Use Social Media?

- Wine is culture AND climate is culture
- Educate, inform and entertain
- Share your story and create brand loyalty
- Leverage social media algorithms to increase SEO and target audience
- Our focus is Instagram and Facebook
The Pillars of Sustainability in wine and the importance of clear and inviting communication surrounding this topic.

- New 7th pillar – we invite you to help us communicate
- Post and tag us
- Share our content
Talking About Sustainability in a Public Forum

- Start where you are at.
- Be genuine, be educational, be warm in tone.

Authenticity  Connection  Engagement  Reciprocity

Put out good will on social media and watch it come back to you!
Social Media is SOCIAL

- We are not talking AT people; we are talking WITH them.
- Social media is not the same as other forms of media.
- Be timely and approach with openness and curiosity.
Join Us

- We are inviting people to share in the conversation with us and grow in knowledge, passion, and meaningful action alongside Napa Green.

- Social Media is evolving as fast as sustainability is and the best way to advance is by being open, honest, and communicative in clear and welcoming ways.
Hot Tips

- Follow, like and comment on like-minded accounts and wineries also working in Sustainability.
- Follow hashtags surrounding the topic #sustainability #sustainablewine #sustainablebusiness etc.
- Have fun! People go to social media to check on their favorite people and brands as a mental break from their day. Make it interesting for them.
- Be accurate but not obsessed with perfection.
Don’t Fear the Naysayers

- Don’t be afraid of a few naysayers. Attention is the commodity. If you have their attention, you’ve won.
- Be ready with thoughtful and measured responses. Have them prepared ahead of time.
- You can often turn what seems to a naysayer into a fan with a warm and thoughtful comment acknowledging their concerns.
Share your Sustainability Story

- Base your content around the 7 Pillars of Sustainability and do what is special and unique to your winery story.
- Each winery and region have a unique approach to Sustainability – a ‘terroir’ if you will that suits it specifically. Highlight that!
- Not sure where to start? Ask your team what they are excited about.
Instagram Live

@cakebreadcellars

@rombauervineyards
Napa Green Winery Reels

@trefethenfamily

@tressabores

@farnientewinery
Education

@amorimcorkamerica

@naparecycling

@strategicmaterials
Hosts & Champions

@chimneyrockwinery
@cakebreadcellars
@trefethenfamily
Green Wineries In Action

@frankfamilyvineyards  @tressabores  @domainecarneros
Influencers

Paige Comrie @winewithpaige
Kelly Mitchell @kellymitchell
Mindy Spencer @caliwinegal
Share Your Sustainability Story

Authenticity
Connection
Engagement

Message us – we’re happy to give tips and best practices!
Thank you for being Napa Green certified and supporting us!

- Follow: @napagreen on Instagram
- Tag us in your posts!
- Questions?
  Email: megan@napagreen.org
  Email: veritasconsultants1@gmail.com